

Marketing Strategy of Salak Pondoh in the Sleman Agribusiness Sub Terminal

Kadarso Kadarso¹, Untoro Hariadi², M Fandi Jaidin³ and Putri Perdana⁴

¹⁻⁴Program Studi Agribisnis Universitas Janabadra

Emails: kadarso@janabadra.ac.id, untorohariadi67@gmail.com,
muhammadfandi832@gmail.com, putri_perdana@janabadra.ac.id

Abstract—This research aims to determine the marketing strategy for salak Pondoh in the Sleman Agribusiness Sub Terminal. The research location and sampling used a purposive sampling technique, where the samples used were managers. Primary and secondary data were obtained through interviews, observation, documentation, and literature study. The research method uses SWOT analysis. Based on the results of the SWOT analysis, 7 alternative strategies can be formulated, namely increasing the marketing of salak Pondoh, looking for countries as further export destinations, looking for new markets, collaborating and integrating with entrepreneurs and farmers in other areas, developing product promotions, and changing crops, who are no longer productive, and are looking for other transportation alternatives. These strategies are to improve the welfare of salak Pondoh farmers who are members of CV Mitra Turindo as farmers assisted by the Sleman Agribusiness Sub Terminal.

Index Terms— Agribusiness Sub Terminal, Salak Pondoh, Marketing Strategy.

I. INTRODUCTION

The policies adopted by the Government to realize national development goals include improving economic life through agricultural development (Nasution et al., 2017). Development is usually interpreted as progress in the economic growth of the community, therefore, successful development in the agricultural sector can result in a high level of income for the farming community, which changes the condition of farmers from bad to better. Salak commodity in Indonesia is a fruit horticultural commodity that is often found in almost various regions in Indonesia (Rizal et al., 2015; Sari et al., 2021).

Indonesia itself has around 22 types of salak spread throughout its territory, therefore there are many opportunities to choose salak that can be developed. Sleman Regency is one of the areas producing the most salak Pondoh in D.I Yogyakarta. The development of salak agribusiness in the Special Region of Yogyakarta has extensive market opportunities both in the international market and the domestic market, thus this can be used as a breakthrough alternative for farmers, especially in Sleman Regency. The Sleman Regency Government has optimized its efforts to optimize the Agribusiness Sub Terminal (STA) located on Jalan Magelang Km 18 Kapanewon Tempel. The Sleman Regency Agribusiness Sub Terminal has been operating since 2002, and since January 20 2006 it has been managed by the Service Technical Implementation Unit (UPTD) under the Sleman Regency Agriculture, Food and Fisheries Service.

Until now, the Agribusiness Sub Terminal has been able to bridge between farmers and entrepreneurs in the agricultural sector. From the beginning, the concept of building the Agribusiness Sub Terminal was a marketing

institution for agricultural products. Until now it is known that there is only one STA in the Special Region of Yogyakarta, which is located in Kapanewon Tempel, Sleman Regency. At the beginning of its establishment, STA was expected to shorten the marketing channels for agricultural products in Sleman, and to date, STA itself has helped salak Pondoh farmers in marketing their agricultural products. This makes it interesting to carry out a study to find out what strategies are being implemented at STA in developing the marketing of salak pondoh. Research on marketing strategies for salak Pondoh at the Agribusiness Sub Terminal was carried out to find out what strategies were used to improve the marketing of salak Pondoh. Apart from that, it is also known that Sleman Regency is one of the largest salak pondo-producing areas in D.I. Yogyakarta.

II. METHODS

The method used in this research is descriptive. The descriptive method is statistics used to analyze data by describing or illustrating the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono, 2017). The research location was determined using purposive sampling, namely at the Agribusiness Sub Terminal, Sleman Regency. The data sources used in this research are primary data and secondary data. The sampling method is purposive sampling where the sample consists of managers. Data collection techniques were carried out using observation, interviews, and documentation. The analysis method used is SWOT analysis.

III. RESULTS AND DISCUSSION

A. Marketing Strategy of Salak Pondoh

Marketing strategy is a series of goals and objectives, policies, and rules that provide direction to marketing efforts from time to time, at each level and reference and allocation, especially as a company's response to the ever-changing competitive environment and conditions (Assauri, 2017; Lata & Kumar, 2021). Based on the results of research on the Agribusiness Sub Terminal and CV Mitra Turindo as a group of farmers assisted by the Agribusiness Sub Terminal, it is known that 13 factors will be analyzed, namely the quality of the salak produced by farmers is of good quality, having partners in marketing, regional government support for exports Pondoh salak, CV Mitra Turindo's location is very close to salak Pondoh farmers, the salak plantation has been registered, the ability to export 100% salak Pondoh, there is not always an export of salak Pondoh, farmer's salak production is often unstable, salak Pondoh is much sought after by the public, it can penetrate the export market, salak Pondoh plantations in other areas have developed, CV Mitra Turindo is not the only one exporting salak Pondoh fruit, and transportation has been problematic since the outbreak of the Covid-19 pandemic. Based on these 13 factors, an analysis will be carried out using SWOT analysis. SWOT analysis is a strategic planning method used to evaluate Strengths, Weaknesses, Opportunities, and Threats in a business. SWOT analysis indicators consist of Strengths, Weaknesses, Opportunities, and Threats (Lata & Kumar, 2022). The factors included in strengths, weaknesses, opportunities and threats based on the research results are as follows:

- Strength (S): Its strengths are that the quality of the salak produced by farmers is of good quality, it has partners in marketing, regional government support for salak exports, the location of CV Mitra Turindo is very close to the salak farmers, and the salak plantation has been registered.
- Weakness (W): The weakness is that we are not able to export 100% of farmers' salak, there is not always an export of salak Pondoh, farmers' salak production is often unstable, and another weakness is transportation.
- Opportunities (O): The opportunity that exists is that salak Pondoh is much sought after by the public and can penetrate the export market.
- Threats (T): The threat that exists is that many salak Pondoh plantations in other areas have developed, and CV Mitra Turindo is not the only one exporting Pondoh salak fruit

B. IFAS and EFAS Matrices

Based on the previously known points of strengths, weaknesses, opportunities, and threats above, weighting will then be carried out based on internal and external factors called the IFAS (Internal Factor Analysis Strategy) matrix and the EFAS (External Factor Analysis Strategy) matrix, in measuring and identifying marketing strategies for salak Pondoh. The IFAS and EFAS matrix tables are presented in Table 1 and Table 2.

TABLE 1. IFAS MATRIX

No	Internal factors	Weight	Ratings	Score
Strenght (S)				
1	Farmers' salak Pondoh produce is of good quality	0.2	3.5	0,7
2	Have partners in marketing	0.2	3.5	0,7
3	Local government support for salak exports	0.3	4.0	1,2
4	The location of CV Mitra Turindo is very close to salak farmers	0.2	4.0	0,8
5	The salak garden has been registered amount	0.1	3.0	0,3
Amount		1		3.7
Weakness (W)				
1	Not yet able to export 100% of farmers' salak	0.3	2.5	0,75
2	Not all the time there is an export of salak Pondoh	0.3	2.0	0,6
3	Farmers' salak production is often unstable	0.2	2.0	0,4
4	Transportation	0.2	1.5	0,3
Amount		1		2.05
Total Amount				5.75

Based on Table 1 above, it can be seen that the score obtained for the strength analysis factor is 3.7, while for the weakness analysis factor, it is 2.05, so the total number of IFAS strength and weakness factors is 5.75. Based on the results of the tabulation of score values, the highest strength is regional government support for salak exports. Meanwhile, the highest tabulation result for weakness is not being able to export 100% of farmers' salak

Table II. EFAS Matrix

No	External factors	Weight	Ratings	Score
Opportunity (O)				
1	Salak Pondoh is very popular	0.6	4.5	2,7
2	Can penetrate the export market	0.4	4.0	1,6
Amount		1		4.3
Threat (T)				
1	Many salak Pondoh plantations in other areas have developed	0.6	2.0	1,2
2	Not the only one exporting salak fruit	0.4	1.0	0,4
Amount		1		1.6
Total Amount				5.9

Based on Table 2 above, it can be seen that the score obtained for the opportunity analysis factor is 4.3, while for the threat analysis factor, it is 1.6, so the total number of opportunity and threat EFAS factors is 5.9. Based on the results of the tabulation of score values, the highest probability is that Salak Pondoh has a lot of fans. Meanwhile, the highest tabulation result on threats is that many Pondoh salak plantations in other areas have developed.

C. SWOT Analysis Diagram

After tabulating IFAS and EFAS, the next step is to determine the marketing strategy for Salak Pondoh that must be implemented, which will be depicted in the SWOT analysis diagram. Based on the results of the data obtained after carrying out the analysis, the data obtained are as follows:

- Strength factor: 3.7
- Weakness factor: 2.05
- Opportunity factor: 4.3
- Threat factor: 1.6

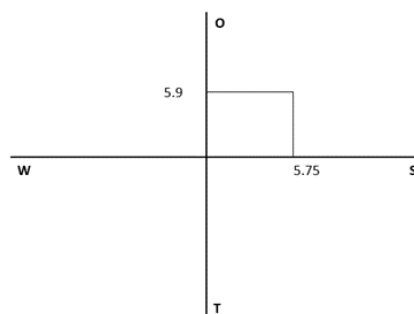


Figure 1. SWOT Analysis Diagram

Based on calculations on internal factors or the X axis, where the strength value is higher than the weakness value with a total internal factor value of 5.75. Meanwhile, when calculating external factors or the Y axis, the opportunity value is higher than the threat value with a total external factor value of 5. Based on the SWOT analysis diagram above, the marketing of salak pondoh farmers of CV Mitra Turindo as a group of farmers assisted by the Agribusiness Sub Terminal is in quadrant I, where the strategic focus that must be implemented is the SO strategy (maximizing existing strengths and opportunities), the strategy implemented in this condition it is aggressive.

D. SWOT Matrix

Another alternative in marketing strategy that can be formulated is the SWOT matrix analysis model, at this stage it is focused on producing viable strategic alternatives by combining internal and external factors, this matrix can clearly illustrate how the external opportunities and threats faced can be adjusted to strengths. and its weaknesses. The four main strategies recommended are SO, ST, WO, and WT strategies.

TABLE III. SWOT MATRIX MARKETING STRATEGY OF SALAK PONDOK

Internal and External Factors		Strength (S)		Weakness (W)	
Internal Factors	1	Farmers' salak Pondoh produce is of good quality	1	Not yet able to export 100% of farmers' salak	
	2	Have partners in marketing	2	Not all the time there is an export of salak Pondoh	
	3	Local government support for salak exports	3	Farmers' snake fruit production is often unstable	
	4	The location of CV Mitra Turindo is very close to salak farmers	4	Transportation	
	5	The salak garden has been registered amount			
External Factors					
Opportunities (O)		Strategi S-O		Strategi W-O	
1	Salak Pondoh is very popular	1	Increase marketing of pondoh salak	1	Looking for new markets
2	Can penetrate the export market	2	Looking for other countries as further export destinations	2	Replace plants that are no longer productive
				3	Look for other transportation alternatives
Threats (T)		Strategi S-T		Strategi W-T	
1	Many salak Pondoh plantations in other areas have developed	1	Collaborating and integrating with entrepreneurs and farmers in other areas	1	Develop product promotions
2	Not the only one exporting salak fruit				

Based on the results of identifying strengths, weaknesses, opportunities, and threats obtained through interviews and observers while at the research location as described in the table above. Alternative strategies that can be formulated to develop marketing of salak Pondok include seven (7) parts, namely, improving marketing of salak Pondok, looking for countries as further export destinations, collaborating and integrating with entrepreneurs and farmers in other areas, developing product promotions, looking for new markets, replacing plants that are no longer productive, and looking for other transportation alternatives. Alternative strategies in marketing salak Pondok are maintaining the quality of salak Pondok salak fruit to be able to retain customers and enter a wider market, carrying out product innovation by utilizing existing technology, asking for government assistance to increase productivity through intensifying salak Pondok land (Jailani & Zaini, 2018).

IV. CONCLUSION

Based on the results of the SWOT analysis, 7 alternative strategies can be formulated, namely increasing the marketing of Pondok salak, looking for countries as further export destinations, looking for new markets, collaborating and integrating with entrepreneurs and farmers in other areas, developing product promotions, and changing crops. who are no longer productive, and are looking for other transportation alternatives. These strategies are to improve the welfare of Pondok salak farmers who are members of CV Mitra Turindo as farmers assisted by the Sleman Agribusiness Sub Terminal.

REFERENCES

- [1] Assauri, S. (2017). *Manajemen Pemasaran: Dasar, Konsep & Strategi*. Jakarta: Rajawali Press.
- [2] Jailani, M. A. A., & Zaini, A. (2018). Strategi pemasaran salak pondoh (Sallacca zalacca) di Desa Padang Pengrapat

- Kecamatan Tanah Grogot Kabupaten Paser Kalimantan Timur. *Journal of Agribusiness and Agricultural Communication*, 1(2), 89. <https://doi.org/10.35941/akp.1.2.2018.1710.89-97>
- [3] Lata, M., & Kumar, V. (2022). Security and privacy issues in fog computing environment. *International Journal of Electronic Security and Digital Forensics*, 14(3), pp. 289-307. <https://doi.org/10.1504/IJESDF.2022.122588>
- [4] Lata, M., & Kumar, V. (2021). Standards and regulatory compliances for IoT security. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, 12(5), pp. 133-147.
- [5] Nasution, A. P., Trismiaty, & Manumono, D. (2017). Peranan kelompok tani dalam peningkatan sosial ekonomi petani salak pondoh di Desa Bangunkerto, Kecamatan Turi, Kabupaten Sleman, D.I.Yogyakarta. *JURNAL MASEPI*, 2(1), 1–21.
- [6] Rizal, M., Purwatiningdyah, D. N., & Widowati, R. (2015, August 1). Kajian pengolahan hasil buah salak serta analisis usaha taninya di Kota Balikpapan, Kalimantan Timur. *Prosiding Seminar Nasional Masyarakat Biodiversitas Indonesia*, 1(5): 1238-1244. <https://doi.org/10.13057/psnmbi/m010548>
- [7] Sari, D., Sintia, R., & Hendarsyah, A. (2021). Analisis usahatani salak di Desa Bagorejo Kecamatan Gumukmas Kabupaten Jember. *Jurnal Ekonomi Pertanian Dan Agribisnis*, 5(2), 473–483. <https://doi.org/10.21776/ub.jepa.2021.005.02.16>
- [8] Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: ALFABETA.