



## Marketing Strategy of Arumanis Mango Fruit UD Sumber Bumi in Alaskandang Village Probolinggo Regency

Satrio Adnan Hidayat <sup>1\*</sup>, Endang Yektiningsih <sup>1</sup>, Hadi Suhardjono <sup>1</sup>

<sup>1</sup> Department of Agribusiness, Universitas Pembangunan Nasional Veteran Jawa Timur

\**first\_author\_name@polije.ac.id*

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### ABSTRACT

The research location was taken at UD Sumber Bumi Probolinggo. This study aims to identify and analyze what are the strengths, weaknesses, opportunities, and threats and provide recommendations for alternative strategies and priority strategies in marketing arumanis mango at UD Sumber Bumi in Alaskandang Village, Probolinggo Regency. This research takes samples, namely Business Owners and Experts who are experts in their fields. The data used are primary and secondary data. The data analysis techniques used are SWOT analysis and QSPM analysis. The results of the research conducted show that: The priority of the marketing strategy for arumanis mango produced by UD Sumber Bumi is to intensively promote in various media in order to be able to fight competitors despite unstable economic conditions with a TAS score of 4.23.

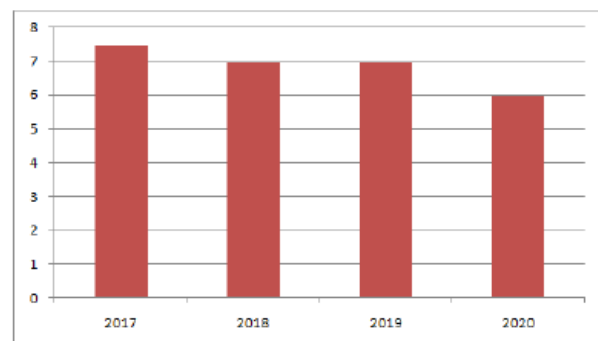
**Keywords** — marketing strategy, SWOT analysis, QSPM analysis

### 1. Introduction

In an effort to increase marketing competitiveness, both in the domestic and international markets, there is no other way for Indonesian mango farmers to work hard, providing abundant products with high quality and produced at efficient costs. Probolinggo Regency is one of the areas in East Java that is identical with mangoes, where mangoes are one of the superior fruit commodities among other commodities [1]. UD Sumber Bumi is a mango fruit producer company that also experiences fluctuations in sales, this is due to inappropriate marketing strategies.

Mango sales data at UD Sumber Bumi for the past 4 years. In 2017, UD Sumber Bumi was able to sell 7.5 tons of mangoes. In 2018 and 2019, mango sales decreased by 7 tons, and in 2020 sales decreased again with sales of only 6 tons.

Ton



#### UD Sumber Bumi Mango Sales

The creation of an effective and efficient marketing strategy can be done by using SWOT analysis and continuing with QSPM analysis [2][3]. With SWOT analysis, the company can analyze the internal and external environment of UD Sumber Bumi, so that the company can find out the strengths, weaknesses, opportunities, and threats as a basis for decisions to formulate priority marketing strategies that can be implemented by the company.

## 2. Method

In this study, the research method used is a descriptive method through a list of questions in a survey, interview, or observation [4]. [5]The sampling method in this study is Purposive Sampling (Sampling) which is carried out specifically by selecting subjects based on the wishes of the researcher, in addition, the researcher conducted a direct interview by submitting a series of questions by means of questions and answers with the resource person [6]. The resource person the researcher is the owner of the UD Sumber Bumi business and an expert who is an expert in the field.

Variables in this study consist of two factors, namely internal factors include products, prices, promotions, distribution areas, and human resources. external factors of the company include weather, technological developments, economic conditions, competition, suppliers, market demand, and consumers.

The research instrument used open and closed questionnaires because it is effective in determining the company's condition which is the strengths, weaknesses, opportunities, and threats so that it can determine alternative strategies and priority marketing strategies for UD Sumber Bumi in marketing sweet mangoes.

The research was conducted at UD Sumber Bumi located in Krajan Hamlet RT 01 RW 01 Alaskandang Village, Besuk District, Probolinggo Regency, East Java, Indonesia. With a research period of 6 months. The data collection method was through the observation stage, primary data collection stage, and secondary data collection. While the data analysis technique used SWOT analysis and QSPM analysis [7].

The stages of SWOT analysis techniques include the IFAS matrix, EFAS matrix, IE matrix [8], and SWOT matrix. Conceptually, QSPM (Quantitative Strategic Planning Matrix) determines the relative attractiveness of various strategies based on the extent to which internal and external key success factors are utilized and enhanced by the company [9].

## 3. Discussion

UD Sumber Bumi led by Suli Artawi is a mango trading unit in Alaskandang Village,

Probolinggo Regency since 1982 and partners with farmers, collectors, and mango traders. Production activities are carried out from September to November with an estimated sales of 50 tons.

### 3.1. Identification of Company Environmental

#### 3.1.1. Factors internal factors

##### a. Products

UD Sumber Bumi's products are sweet mangoes that have been sorted and cleaned from dirt, then packed using cardboard and have several variants such as super quality and ABC quality (Large Small) [10].

##### b. Price

The price offered by UD Sumber Bumi varies according to weight and variant (super and ABC quality). The price of sweet mangoes weighing 10 kg is IDR 100,000 to IDR 200,000 per box. while for sweet mango products weighing 5 kg is IDR 75,000 to IDR 100,000 per box.

##### c. Promotion

Promotion is carried out by word of mouth and through social media, namely Facebook [11].

##### d. Distribution Area

Distribution activities are spread across various regions in Indonesia such as Jakarta, Medan, East Java

##### e. Human Resources

The number of workers at UD Sumber Bumi is 8 people, divided into 4 people in the packing section and 4 people in the sorting section. Working hours start at 8 am to 4 pm.

#### 3.1.2. External Factors

##### a. Weather

unpredictable weather conditions cause mango trees to have difficulty bearing fruit, thus hampering the production process, distribution, and marketing activities



#### b. Technological Development

the technology used by UD Sumber Bumi currently does not use special machines, production processes such as washing mangoes and packaging are still done manually.

#### c. Economic Conditions

the decline in the value of the currency, inflation, and matters related to economic aspects that can affect the condition of the company which can later affect the price of raw materials, auxiliary materials, and energy.

#### d. Competition

UD Sumber Bumi's competitors are very tight, consisting of competitors of similar products in the Probolinggo area. To face this competition, UD Sumber Bumi continues to maintain the quality of its products and provide good service so as not to lose out to similar local businesses.

#### e. Suppliers

Production activities require sufficient raw materials so that production activities run smoothly, UD Sumber Bumi supplies mangoes to farmers or mango collectors around the Probolinggo area.

#### f. Market Demand

UD Sumber Bumi's market share is quite wide open because the Arumanis mango fruit product is in great demand by the public. UD Sumber Bumi's arumanis mango fruit products are marketed in East Java, especially Probolinggo, West Java, Central Java, Jakarta, and Medan.

#### g. Consumers

UD Sumber Bumi's arumanis mango fruit consumers are in demand from various ages, young to old, consumers come from various regions and many consumers come directly to the UD Sumber Bumi production site, especially consumers from Probolinggo.

### 3.2. Identification of Strengths and Weaknesses

#### 3.2.1. *Strengths Factors*

##### a. Marketing quality sweet mangoes

UD Sumber Bumi markets quality sweet mangoes typical of Probolinggo because the care and production processes are in accordance with SOP.

##### b. Cooperating with mango farmers

UD Sumber Bumi has a good relationship with mango farmers, to facilitate production activities must have adequate raw materials.

##### c. Having Capital

Capital is one of the supporting activities of production, with adequate capital production activities will run smoothly. UD Sumber Bumi's capital comes from loans from banks.

##### d. Carrying out various promotions to increase sales promotional activities to introduce products to the public online using social media Facebook and also through word of mouth and participation in exhibitions held by the local government.

##### e. Modern packaging design

UD Sumber Bumi uses cardboard packaging weighing 5 kg and 10 kg, the packaging is equipped with the brand name, logo, weight, type of mango, and the date the mango is ripe.

##### f. Strategic Business Location

UD Sumber Bumi is located on the edge of Jalan Raya Besuk, Alaskandang Village, the road is the main road so that consumers can easily reach the location of UD Sumber Bumi.

#### 3.2.2. *Weakness Factors*

##### a. Discontinuous product distribution

The distribution activities carried out by UD Sumber Bumi are still relatively ineffective and inefficient because consumers of UD Sumber Bumi are not fixed or do not have regular customers so UD Sumber Bumi must look for



consumers who are willing and interested in buying its products.

- b. There is no special treatment in maintaining the quality of mangoes

Special treatment is expected to maintain the quality and durability of the fruit so that it does not rot quickly.

- c. Production equipment is not yet modern

For the activities of washing and cleaning dirt that sticks to the mangoes, workers do it manually using a sponge or cloth to remove dirt that sticks to the mangoes. Then the activity of packing the mangoes into cardboard boxes is also done manually.

### 3.2.3. Opportunity Factors

- a. High demand for sweet mangoes domestically

The high demand for sweet mangoes in East Java is because of its sweet taste and distinctive aroma compared to other types of mangoes. Not only in East Java, demand for mangoes also comes from Jakarta, Bandung, and Bali.

- b. Support from the local government

The support is in the form of a promotional event by involving UD Sumber Bumi in exhibitions held by the government. This is an opportunity for UD Sumber Bumi to introduce its sweet mango products to the wider community.

- c. The market share is very open

The market share for sweet mangoes is very open because there are no laws that limit the production of this commodity.

- d. Good relations with sweet mango farmers/suppliers

Good communication and coordination between the company and the farmers/suppliers of sweet mangoes to facilitate the production process. The emergence of a sense of trust between UD Sumber Bumi and farmers and continuing to strive to maintain the trust of sweet mango suppliers.

### 3.2.4. Threat Factors

- a. Tough market competitors

UD Sumber Bumi's competitors engaged in similar businesses continue to grow and are consistent in improving the quality of their businesses. These competitors continue to innovate in order to win market share [12].

- b. Changing consumer characteristics

Consumer characteristics can change over time, this is because consumer needs and desires are increasingly diverse.

- c. Sweet mangoes do not last long

Mangoes are agricultural products that do not last long, so UD Sumber Bumi must carry out production activities optimally so that there is no damage to the fruit and no losses.

- d. Cessation of sweet mango supply

Mangoes are seasonal fruits where mango trees can be harvested from September to November. This affects marketing activities at UD Sumber Bumi which are only carried out in certain months.

## 3.3. Internal Strategic Factors Analysis Summary (IFAS) Matrix

The internal factor score obtained from the IFAS matrix analysis is 2.81 above 2.5. this figure indicates that the company's internal position is strong in overcoming existing weaknesses [13]. The company's main strength is being able to produce quality arumanis mangoes (score 0.59) because UD Sumber Bumi carries out the production process in accordance with Standard Operating Procedures [14]. The main weakness of this company is the absence of special treatment in maintaining the quality of mangoes (score 0.33) this causes the mangoes to rot quickly so that they cannot be stored for a long time and must be marketed immediately.

## 3.4. External Strategic Factors Analysis Summary (EFAS) Matrix

Based on calculations using the EFAS matrix, UD Sumber Bumi obtained a value of



2.78. A value above 2.5 indicates that UD Sumber Bumi is able to respond well to external factors by utilizing existing opportunities to overcome threats [15]. Support from the local government with a value of 0.52. The company can freely produce and market sweet mangoes and the government also holds agricultural exhibitions so that UD Sumber Bumi can promote by participating in exhibitions. The company's main threat is tough market competitors 0.39. With the increasing number of similar business competitors, UD Sumber Bumi is expected to continue to maintain and preserve the quality of sweet mangoes well and attract buyers' interest.

### 3.5. Internal and External Matrix

The results of determining the strategy using the IE matrix show that the company is in cell 5. This position shows that UD Sumber Bumi is in internal and external conditions, namely growth and stability strategies [16]. A growth strategy is a strategy designed to achieve growth, in sales, assets, profits, or a combination of the three [17]. Whereas A stability strategy is a strategy that is implemented without changing the strategic direction which has been set. Form of strategy that can be applied by UD Sumber Bumi in this position is with strategy market penetration and product development.

### 3.6. SWOT Matrix

#### a. SO Strategy

Establish good cooperation with farmers and suppliers of mango fruit so that raw materials are maintained and the quality of arumanis mango fruit [18].

#### b. ST Strategy

Carrying out production activities in accordance with SOP (Operational Standards Procedures) and intensive promotion in various media to be able to compete competitors.

#### c. WO Strategy

Carrying out effective and efficient distribution and developing and improving production equipment.

#### d. WT Strategy

Carry out special care to maintain the durability of mango fruit arumanis and Developing processed mango fruit products

### 3.7. QSPM (Quantitative Strategic Planning Matrix) Analysis

The recommended priority strategy is prepared based on TAS (Total Attractiveness Score) highest to lowest. The recommended strategic priorities are:

- a. Intensively promote in various media to be able to compete with competitors
- b. Carry out special care to maintain the durability of the arumanis mango fruit
- c. Establish good cooperation with farmers and suppliers of mango fruit arumanis
- d. Develop and improve equipment to maintain the resistance of arumanis mango fruit
- e. Carry out effective and efficient distribution
- f. Maintain the quality of arumanis mango fruit
- g. Develop and improve distribution activities to make them more profitable reach many consumers
- h. Carry out production activities according to the SOP to produce fruit quality arumanis mango

## 4. Conclusion

The priority marketing strategy for arumanis mango fruit produced by UD Sumber Bumi is intensive promotion in various media so that it can matching competitors with a TAS score of 4.23.

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