

Conference Paper

Women Marketing Strategy for “*Ramuan Sehat Jahe Merah*”

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Abstract

Micro, Small and Medium Enterprises (MSMEs), which is a form of small business established by society, has contributed greatly to regional and national income. They also have a role in reducing the number of unemployed and improving the family economy. One example of MSMEs developed by the society is the production “*Ramuan Sehat Jahe Merah*” assisted by Mrs. Dian which moves on a home industry scale by empowering housewives. The business that was established for 2 years has experienced problems in product packaging and marketing. This product is only packaged into plastic bottles and lids with no airtight seal, so the product is prone to spillage during distribution, and this is often complained by buyers from another city. In addition, the absence of an airtight seal also makes customers doubt about the authenticity and durability of the product, this affects the level of product sales. In terms of marketing, this business has not carried out an intensive promotion, thus the marketing has not been maximized. Sales only occur when the buyer comes to the production house or orders the product via telephone. To resolve this problem, we provided assistance in the form of an induction sealer machine for product packaging and training in marketing. As a result, product sales increase, and the products integrity, durability and authenticity can be maintained.

Keywords: Marketing, MSMEs, packaging

INTRODUCTION

Entrepreneurship (entrepreneurship) is a study of a person’s values, abilities, and behavior in facing life challenges and how to obtain opportunities with various risks that may be faced (Suryana, 2017: 2). MSMEs are a form of society small business whose establishment is based on someone’s initiative. Most people assume that MSMEs only give benefit to certain parties. In fact, MSMEs can absorb many workers who are still unemployed, thus reducing unemployment in Indonesia. In addition, MSMEs have contributed greatly to regional and national income. In line with the *Tri Dharma Perguruan Tinggi*, we strive to develop the potential of the Indonesian people through society empowerment activities. According to Widjaja (2003), society empowerment is an effort to improve the ability and potential of the society to be able to maximize their identity and dignity to survive and develop themselves independently, both in the economic, social, religious and cultural aspects.

One example of MSMEs developed by the society is the production “*Ramuan Sehat Jahe Merah*” assisted by Ms. Dian which moves on a home industry scale by empowering housewives. This business belongs to a small business, which is a productive economic enterprise whose establishment is carried out by individuals or business entities that are not subsidiaries or branches of the company. This business is considered promising to develop in Indonesia

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because it is made from red ginger and the habits of Indonesian people to use herbal ingredients for health. In addition, red ginger itself has various benefits for the body, including (1) losing weight; (2) maintaining a heart condition; (3) counteract travel sickness; (4) prevent colon cancer; (5) treating headaches; (6) overcome allergic itching; and (7) improve the immune system.

This business is experiencing problems in terms of product packaging and marketing. This product is only packaged in plastic bottles and lids without airtight logos and seals, thus the products become vulnerable to spillage during distribution, and this is often complained of by buyers from another city. In addition, the absence of an airtight seal also makes customers doubt about the authenticity and durability of the product. Packaging problems become an obstacle in the product distribution process so that sales are not optimal.

In terms of marketing, this business has not carried out an intensive promotion, thus the marketing has not been maximized. Marketing is an overall system of business activities aimed at the plan, pricing, promoting and distributing goods or services that satisfy the needs of both existing buyers and potential buyers (Stanton, 2001:7). This activity aims to ensure that goods and services produced are preferred, needed, and purchased by consumers (Supranto, 1993). Promotion is a form of marketing communication, the marketing activities that try to disseminate information, influence/persuade, and or remind the target market of products sold by the company, so they are willing to buy and loyal to the products offered by the company (Tjiptono, 2002). During this time, sales only occur when buyers come to production houses or order products via telephone.

For this reason, we provided assistance in the form of a sealer induction machine and marketing training that was expected to increase sales and develop the potential of this product.

METHODS

Kotler & Armstrong (2008), stated that the number of coastal communities living below the poverty line is still quite large and one of the efforts to overcome this is through development intervention programs aimed at improving the welfare of coastal communities through economic activities, improving human resources and strengthening social institutions. The institutional approach

This program is carried out in the business of making “*Ramuan Sehat Jahe Merah*” assisted by Mrs. Dian in Malang City starting from July 2018 to August 2018. After conducting a preliminary survey and finding problems encountered by partners, this program is carried out through the following steps:

a. Designing the Logo, Stickers, Banners, and Business Cards

To improve product promotion, we designed stickers, banners, business cards, and made Instagram for “*Ramuan Sehat Jahe Merah*” assisted by Mrs. Dian. An attractive and easy to remember designs in terms of shape and visual graphics are expected to increase product sales.

b. Giving Induction Sealer Machine

Induction sealer machine is an aluminum foil adhesive machine for packaging plastic bottles with a working system using electromagnetic induction. This induction sealer machine is widely used in the food or liquid product packaging industry so that the product is airtight and can last long and does not leak. This sealer induction machine is widely used in the packaging industry for sambal bottles, cosmetics, jars, medicines, oil, pesticides, processed foods, and others.

c. Marketing Training and Assistance

This training activity discusses marketing concepts, such as analyzing business opportunities and understanding marketing planning strategies. By understanding the concept, marketing activities can be carried out more optimally to increase product sales. This training also contains training in using Instagram and WhatsApp as a promotion media to reach a wider market share. After training, the program was continued with marketing assistance. During

the mentoring process, the marketing activities were monitored continually, thus Mrs. Dian as a coach can consult related to the marketing of the products.

RESULT AND DISCUSSION

The results achieved in the implementation of this program include:

a. Designing the Logo, Stickers, Banners, and Business Cards

Before this program is carried out, this product does not have a logo design that makes it easier for customers to remember and does not have a banner and name card design that makes it easy for customers to place orders or purchase products. This can hamper the sale of “Ramuan Sehat Jahi Merah” products assisted by Mrs. Dian. To resolve this problem, we have designed banners, stickers and business cards to be printed and given to this MSMEs assisted by Mrs. Dian. In addition to providing physical products, we also provide the design files of banners, stickers and business cards that can be used for promotional purposes, both online and in print.

b. Product Packaging

To resolve the problem of products packaging that is prone to spill in the distribution process, we provide assistance in the form of an induction sealer machine. The induction sealer machine works by using the principle of electromagnetic induction which will produce sufficiently high heat, which will cause the aluminum foil sheet to melt and glue on the surface of the bottle. The advantage of the induction sealer machine is that it does not seem to carry excessive heat at a glance which damages the surface of the bottle lips and will not burn the hands or skin, but is very effective to be used for the process of gluing aluminum foil on the surface of the plastic bottle lips. The advantages of induction sealer machines for product packaging are: (1) preventing leakage in product packaging; (2) make the product more durable, and (3) prove the authenticity of the product.

c. Marketing Training and Assistance

A preliminary survey that has been carried out indicate that the MSMEs assisted by Mrs. Dian have experienced problems in product promotion and distribution, thus marketing activities and product sales are not optimal. Therefore, during the visit, we conducted training on the basic concepts of marketing, including SWOT analysis, marketing techniques and strategies, and the marketing mix.

A SWOT analysis is a comprehensive assessment of Strength, Weakness, Opportunity, and Threat (Kotler & Armstrong, 2008: 64). This SWOT analysis is based on an assumption that an effective strategy comes from internal factors (strengths and weaknesses) and also external (opportunities and threats) from a business or organization. With the interconnection of these 4 factors, this analysis makes it easy to realize the vision and mission of a company.

The SWOT analysis of the “*Ramuan Sehat Jaha Merah*” business assisted by Ms. Dian is as follows:

a. Strength

Products are made without preservatives, so they have more value for customers who like natural products without preservatives.

Products made from red ginger and garlic which are the herbal ingredients that have many benefits for the body

b. Weakness

Products that are in liquid form cause the product prone to spill in the distribution process.

The product does not have a logo or other markers on the packaging.

Products do not have designs for banners, stickers and business cards as promotional media

c. Opportunity

Indonesian people believe the efficacy of traditional herbs for health

d. Threat

The product is easy to imitate.

At this stage, we also taught MSMEs assisted by Ms. Dian in utilizing Instagram and WhatsApp as promotional media to expand market share and increase product sales by implementing market-driven strategies that were built based on the following six foundations:

- a. Customer oriented is focusing on developing attitudes that are oriented to customer's needs and satisfaction.
- b. Quality is prioritizing Total Quality Management (TQM), which is effective, efficient, and precise.
- c. Convenience, which is focusing attention on life pleasure, comfort, and enjoyment.
- d. Innovation, which must concentrate on innovating in products, services, and processes.
- e. Speed, also called Time Compression Management (TCM), which is realized in the form of (1) Speed to place new products on the market, (2) Shorten the time to respond to customer wants and needs (customer response time), and (3) Service and customer satisfaction.
- f. Service and customer satisfaction, which is providing good service to customers to retain customers and attract new customers. Customers can be asked for testimonials about the "*Ramuan Sehat Jahe Merah*" products, then the testimonial results can be used as evaluation material or as a form of promotion. In addition, this business also needs to establish good relations with customers.

CONCLUSION

With the strengthening of grassroots organizations for women fishermen, the social and professional ties between them can be improved and further strengthened. Grassroots organizations will be a connecting medium between one to another fishermen. Grassroots organizations will also serve as the social platform of the home industry they will develop. Of course, strengthened grassroots organizations will also have an impact on improving their economic welfare through internal trade, information dissemination, and political consolidation among them. Education will be another crucial thing. If grassroots organizations are a medium for enhancement of empowerment, then education will be the soul of improvement and empowerment. The education here also includes honing skills that are not only skills related to fisheries, but also skills in product innovation. Therefore, it is very important for the aspect of education here, because education here is intended to make innovation, both products and services. The home industry will be the final deciding factor. With the existence of grassroots organizations and improvement of education and skills, what is needed is the development of economic activities originating from within the environment of the women's fishermen themselves. This will be a local element that can pump the economic activities of women fishermen in Sidoarjo regency, especially in Tambak Oso, Kalanganyar, Segoro Tambak, Sawahan, Gebang, Balong Dowo, Balong Gabus, Kebonsari, Kupang, Kedung Pandan and Bluru Kidul villages.

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