IDENTIFICATION OF CRITICAL FACTORS IN MARKETING HIBRIDA GUAVA BY COMMUNITY OF FARMERS AT BANTARSARI VILLAGE, WEST JAVA, INDONESIA

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ABSTRACT

This study aims to measure the marketing of crystal guava in Bantarsari village, Bogor Regency, Indonesia. Furthermore, researchers want to see the factors that influence it. The analytical method used is descriptive statistical analysis. The survey was conducted in the village of guava producers in Indonesia, farmers were directly interviewed by answering the questions asked. Based on the analysis results in general the quality of this guava is better than the local guava at 81.3%. As many as 43.8% of respondents stated that the number of fruit produced was large, 68.8% had good taste, 68.8% crispy, and 68.8% stated that guava was more durable. In terms of marketing of guava crystal, in general the price of guava in the market is still considered expensive at the consumer level as much as 62.5% said it is expensive. Crystal guava packaging is also not packaged properly 56% and marketing distribution is not too good (43.8%). This crystal guava has the highest quality and durability of guava, but it is still expensive to the consumers. This research is expected to be able to contribute to the quality and marketing of guava crystals in Indonesia.

INTRODUCTION

Marketing in Industrial Revolution 4.0

Marketing of an agricultural product plays a very important role in increasing the economic growth of a region. The success of marketing a product is supported by the core component components in a marketing that includes products, promotional prices and distribution. The core component of marketing is what we often refer to as the marketing mix.

In the era of the Industrial Revolution 4.0, the marketing approach is not only using a conventional approach where sellers have to meet with consumers, but also sellers can reach consumers through technological means that are currently growing rapidly even widely used by other companies. Various ways need to be done so that the guava fruit can be well received in the hands of consumers so that better efforts are needed so that the quality of the guava crystal is more satisfying.

Era Industrial Revolution marked by the large role of Technology in doing something has changed many attitudes and the way people or companies behave towards their environment. As a result, many people lost their jobs because the jobs / positions that were there were suddenly lost because they were replaced by technology which has so rapidly affected the life of enthusiastic or more specifically information technology.

In marketing its products, companies today also utilize information technology in reaching their consumers. Various business sectors including agriculture also make use of information technology in marketing their products. This can also be done by producers or fruit farmers in marketing their products to consumers. Fruits that are the result of agriculture and plantations can also utilize information technology facilities in product marketing.

Besides being fast, the use of information technology tools also makes product marketing more efficient because the company's expenses to distribute its products are far less. Besides that the use of information technology facilities makes the market or consumer reach wider.

Bantarsari village is known as a fertile village, located in RancaBungur District, Bogor Regency, West Java. Its green surroundings are full of trees and agricultural fields and guava

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plantsations both managed in large areas and by households. Geographically, Bantar Sari Village is one of the villages in Rancabungur District which has an area of 341.41 Ha. With a population of 7,040 people. Bantar Sari Village is one of the 7 (seven) villages in Rancabungur sub-district, Bogor Regency, Bantar Sari Village is at an altitude of ± 165 meters above sea level (longitut 6.70543 °E and etitut 106.70543 °E) and rainfall ± 200 mm, average temperature of 28º - 32º celcius. The choppy area is only 1%. Bantar Sari Village is located in the East of Rancabungur District, which if taken by vehicle only takes ± 15 minutes.

One example of fruit that has the potential to be sold in a broader marketing scope is the product of the guava crystal, which is the result of the farmers in the guava crystal in Bantarsari village, Bogor, West Java. Crystal Guava which is one type of tropical fruit that has various advantages of taste and shape is a type of fruit that is much in demand by the public. The success of the marketing of guava crystals to reach a broader market cannot be separated from the mixing mix packed by the guava farmers community coordinated by Bantar Sari Village itself. How excellent product quality, reasonable prices, appropriate promotions and broad distribution are all factors that influence the success of marketing guava products in the market

Hybrid/crystal Guava

Crystal Guava is one type of fruit that is quite well known in society today. Besides because the type of fruit is somewhat different in terms of shape and taste, guava crystals are also known as sweet and crisp guava fruit and have quite a lot of fruit flesh and have few seeds. Unlike other fruits that can only bear fruit at certain times of the year, Crystal Guava can bear fruit throughout the season. Crystal guava has a light green skin color with crisp flesh and a smooth undulating fruit surface. The flesh is thick and white. Various main benefits of the guava include the content of Vitamin E, causing the skin to be brighter and not dry. Besides that, guava crystal also has benefits in maintaining and increasing endurance because it contains minerals and other vitamins.

LITERATURE REVIEW

The Critical Factors of Marketing

The success of marketing a product is determined by the extent to which companies formulate important factors that influence marketing strategies. These important factors consist of product, price, place and promotion of each and its derivatives. Marketing strategies can be defined as an integrated decision pattern of an organization that determines important choices regarding products, markets, marketing activities and marketing resources in the creation, communication and / or delivery of products that offer value to customers in exchange with the organization to enable the organization to achieve certain goals (Varadarajan, 2009).

Loyalty is the commitment level to repurchase goods or services consistently in the future (Oliver, 1999) in Iqbal Affi et all. Kotler and Keller cited by Benyamin Molan (2007), give an understanding that the marketing mix is a marketing tool used by companies to pursue marketing objectives. Meanwhile, according to Kotler and Armstrong (2008) states that basically there are concepts of tactical and controlled marketing tools that are implemented in an integrated manner to get a response from its customers.

Product

Basicall, a product is something that is offered by producers to consumers to meet their needs and desires (need and wants). Products can be in the form of goods (tangible or tangible), that is, something that is physical in nature that is produced from the production process of an organization or company. In addition, products can also be services (intangible). It should also be stressed that consumers not only buy products just to satisfy needs (needs), but also aim at satisfying wants (wants). For example, people who buy cars, with certain models, colors, brands, and prices are expected to be able to raise their prestige. Tjiptono (2007), states that product attributes are product elements that are considered important by consumers and serve as the basis for purchasing decisions. Product attributes include brand, packaging, guarantee (warranty), service, and so on.

While Kotler and Armstrong (2004), states that the product attribute is the development of a product or service involves determining the benefits to be provided. This understanding shows that a product has the following attributes or dimensions: product brand, product packaging, product labels and product quality. The four attributes or dimensions of the product have a major influence on customer decision-making reactions. Tjiptono (2008), states that packaging is a process
related to the design and manufacture of containers or wrappers for a product. Djaslim Saladin (2010) states that packaging is all activities of designing and producing containers or packs of a product. The container or wrap consists of three levels of material, namely: basic packaging, additional packaging and shipping packaging.

Brand image plays an important role in consumer decision making. Brand images are defined as various meanings associated to the product by the consumers and global brand image can be defined as meanings associated with the global status of products sold in various countries (Roth, 1992; Steenkamp, Batra and Alden, 2003; Winit, Gregory, Cleveland and Verlegh, 2014) in Tasurru and Solehudin.

**Price**

Price is an element that is different from other elements in the marketing mix. If the other elements in marketing (i.e product, place / distribution, and promotion) are expenditures, then the price is an element that has the nature of generating or earning income. Buchari Alma (2007) states that the price is the value of an item expressed in money. Philip Kotler (2005), states that price in the narrow sense is the amount of money billed for a product or service, while in the broad sense is the amount of value exchanged by consumers for the benefits of owning or using a product or service. According to the above definition, the price policy is only temporary, meaning that producers must follow price developments in the market and must know the company's position in the overall market situation.

**Distribution**

While Tjiptono (2008: 185), states that distribution can be interpreted as marketing activities that seek to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, amount, price, place, and when needed).

A product (be it in the form of goods or in the form of services) will sell in the market if the product can be distributed to various places where there are potential potential buyers. For this purpose, distribution is used to market the product. Kotler and Armstrong (2008), states that the place (distribution) is an activity carried out by companies that make products available to target customers.

**Promotion**

Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve the quality of sales, to increase marketing activities in terms of marketing goods and or services from a company, it is not enough just to develop products, set prices, and use distribution channels, but also must be supported by promotional activities. Kotler & Armstrong (2001: 62) provide an understanding that promotion is a function of notification, appointment, and the impact of consumer decisions.

Tjiptono (2008: 219) states that promotion is essentially a form of marketing communication. What is meant by marketing communication is marketing activities that seek to disseminate information, influence / persuade, and / or remind target markets for companies and their products to be willing to accept, buy, and be loyal to the products offered by the companies concerned.

While marketing communication is defined as an effort made by a company to in form, persuade, and remind consumers both directly and in directly about the products and brands that are sold (Kotler & Keller, 2009). According to Tjiptono (2008), marketing communication is an activity that seeks to spread information, influence / persuade and / or remind target markets for companies and their products to be willing to accept, buy and be loyal to the products offered by the companies concerned.

The relationship between marketing and communication is a close relationship. Communication is the process of passing symbols that are interpreted equally between individuals to individuals, individuals to groups, groups to groups and groups to the masses. Communication in marketing activities is complex, meaning that it is not as simple as talking with colleagues at work, or with family at home. A more complicated form of communication encourages the delivery of messages by the communicator to the communicant through a sophisticated communication strategy, after going through a careful planning process (Soemanegara, 2006).

The purpose of marketing is to fulfill and satisfy the needs and desires of the target customers. To be successful, marketers must look further at the various factors that influence buyers and develop an understanding of how consumers make purchasing decisions. Cravens, Hills and Woodruff (2002), gives the understanding that a purchasing decision is a decision made to satisfy the needs and desires of consumers by evaluating more than one alternative that is influenced by the main reason for making a purchase which includes how the purchase, product, and situation. While Kotler (2000: 201), states that the purchase decision is a decision making process by consumers before buying a product.

Purchasing a product is a process of all stages in the consumer purchasing process. Consumer decisions are based on consumer perceptions about the product. Good companies will research the buying process of their products, which is to find out how consumers respond to the company's products. Consumers perform various stages in fulfilling and satisfying their needs and desires.

**DATA DAN METHODOLOGY**

In this study the data obtained were the results of interviews with 17 guava farmers in Batarsari village. The measuring instrument used was a questionnaire with a Likert scale of 1-5, with 11 question items. Table 1. Describes the indicators that explain the marketing mix.

**Table 1 The 12-dimensional instrument measuring**

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Indikator</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1</td>
<td>What is the amount of guava produced by guava farmers?</td>
</tr>
<tr>
<td>x2</td>
<td>What do you think about the quality of the crystal guava crystal produced by guava farmers in this village?</td>
</tr>
<tr>
<td>x3</td>
<td>How is the quality of crystal guava compared to regular guava?</td>
</tr>
<tr>
<td>x4</td>
<td>What do you think of the level of pinkness in guava</td>
</tr>
<tr>
<td>x5</td>
<td>How is the quality of guava durability</td>
</tr>
<tr>
<td>x6</td>
<td>How is the selling price of guava at the farm level</td>
</tr>
<tr>
<td>x7</td>
<td>How is the selling price of guava at the end consumer level</td>
</tr>
<tr>
<td>x8</td>
<td>How is the quality of the packaging used to sell guava crystals in the market</td>
</tr>
</tbody>
</table>
RESULTS AND DISCUSSION

Product

The marketing of guava is seen through 4 latent variables namely product, price, promotion and distribution. Table 2 shows indicators about this guava product. The number of guava produced by farmers was 43.8% which stated that guava produced was good. Meanwhile, in terms of the quality of guava, 68.8% said it was good, 25% was very good. The quality of the guava compared to the usual guava of 81.3% was good and 18.8% was excellent. The level of crispness is 68.8% good, 18.8% adequate and 12.5% Excellent. A pretty good thing is the quality of the crystal guava's durability is also better than ordinary guava that is equal to 68.8%. Overall the quality of the guava crystal is better compared to ordinary guava.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>very poor</th>
<th>poor</th>
<th>fair</th>
<th>good</th>
<th>excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1</td>
<td>What is the amount of guava produced by guava farmers?</td>
<td>0%</td>
<td>18.80%</td>
<td>37.50%</td>
<td>43.80%</td>
<td>0%</td>
</tr>
<tr>
<td>x2</td>
<td>What do you think of the quality of the crystal guava taste produced by guava farmers in this village?</td>
<td>0%</td>
<td>0%</td>
<td>6.20%</td>
<td>68.80%</td>
<td>25%</td>
</tr>
<tr>
<td>x3</td>
<td>How is the quality of crystal guava compared to regular guava?</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>81.30%</td>
<td>18.80%</td>
</tr>
<tr>
<td>x4</td>
<td>What do you think of the level of pinkness in guava</td>
<td>0%</td>
<td>0%</td>
<td>18.80%</td>
<td>68.80%</td>
<td>12.50%</td>
</tr>
<tr>
<td>x5</td>
<td>How is the quality of guava durability</td>
<td>0%</td>
<td>12.50%</td>
<td>0%</td>
<td>68.80%</td>
<td>18.80%</td>
</tr>
</tbody>
</table>

Price

Prices from farmers sold to collectors are still relatively ordinary at 50% stating that prices are not too expensive. However, it is very different when the guava is bought and sold at the end-level consumers, amounting to 62.5% states expensive. In terms of price, this guava crystal is more expensive than ordinary guava (local).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Very Expensive</th>
<th>Expensive moderate</th>
<th>cheap</th>
<th>very cheap</th>
</tr>
</thead>
<tbody>
<tr>
<td>x6</td>
<td>How is the selling price of guava at the farm level</td>
<td>0%</td>
<td>0%</td>
<td>50%</td>
<td>31.30%</td>
</tr>
<tr>
<td>x7</td>
<td>How is the selling price of guava at the end consumer level</td>
<td>0%</td>
<td>62.50%</td>
<td>18.80%</td>
<td>12.50%</td>
</tr>
</tbody>
</table>

Distribution

Distribution is defined in terms of distribution of guava from farmers to consumers measured by the smooth distribution of factors, the number of guava collectors, and the available guava quantity.

Based on the results of the study, the smooth distribution from farmers to consumers is still relatively moderate, as many as 43.8% stated that the distribution factor is normal. While the number of guava crystal collectors at 81.3% expressed good. This means that large guava collectors are very interested in this guava, they in large numbers are looking for guava farmers to buy a large number of these guava crystals. While the number of farmers who plant guava crystals is still relatively ordinary. 43.8% stated the number of people who planted guava was moderate. It is very unfortunate that large traders want to buy guava in large quantities, but the availability of guava crystal is not always available.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>very poor</th>
<th>poor</th>
<th>fair</th>
<th>good</th>
<th>excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>x9</td>
<td>What is the level of distribution of Guava Crystal sales from Bantarsari</td>
<td>12.50%</td>
<td>6.30%</td>
<td>43.80%</td>
<td>31.30%</td>
<td>6.30%</td>
</tr>
<tr>
<td>x10</td>
<td>What do you think about the number of guava crystal collectors</td>
<td>0%</td>
<td>0%</td>
<td>6.30%</td>
<td>81.30%</td>
<td>12.50%</td>
</tr>
<tr>
<td>x11</td>
<td>In your opinion, are there many people who plant Guava Crystal</td>
<td>12.55</td>
<td>43.80%</td>
<td>6.30%</td>
<td>18.80%</td>
<td>18.80%</td>
</tr>
</tbody>
</table>

CONCLUSION

Based on the results of the study, which identified some critical factors in marketing the product, the quality of guava products is quite good, it just needs to be improved in
the amount of yield and the quality of guava durability. Meanwhile the price at the market level is more expensive than ordinary guava, the packaging is very poor, and the level of distribution is moderate. Based on the conclusion of the study it is expected that farmers will be able to improve indicators that are still lacking.

This guava crystal product, if marketed widely to the community, is profitable in terms of traders, because the quality produced is better than ordinary guava (local), the price is not too expensive and more durable. It's just that it needs to be considered in detail about, how to promote it in the form of attractive packaging, as well as how this cashew quality is always available when consumers buy it. This is because there are not many farmers who plant guava crystals.

References


How to cite this article:

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