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To cite this article: S R Wulandari *et al* 2019 *IOP Conf. Ser.: Earth Environ. Sci.* **243** 012147

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Offline and online media as a marketing strategy on increasing sales flour processed products eggplant

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Abstract. Sidoarjo is one of the districts in East Java that produces eggplant. Sidoarjo strives to support government policies related to the diversification program based on local food-based flour. The diversification method is the processing of eggplant into eggplant flour. Currently there are not many small or large industries that use eggplant flour, as an alternative to substituting wheat flour which is rich in vitamins. Eggplant flour can be processed into cookies, crisps, steamed brownies. Research methods, using a qualitative approach to development methods and action research. That is research on the development of offline marketing models in the form of printed books and online media for eggplant flour processed products through entrepreneurial-oriented web and videos in Sukodono Village. The data retrieval technique is a Focus Group Discussion (FGD) with research subjects, namely the priority of micro-entrepreneurs (MSMEs), Family Empowerment and Welfare Sukodono Village, farm families, then the results of the study using percentage data analysis. The average media feasibility of blogs, videos and textbooks that are included in very strong criteria while the average response of the learning residents to the book entitled tips for success of online marketing for farmers is included in the very feasible criteria and shows a positive response. Another benefit that marketers feel is that they are easy to communicate with customers and suppliers so that the time spent is more effective and efficient.

1. Introduction

In the current era of globalization, consumer demand for food products continues to grow. Consumers not only demand quality, nutritious, safe and delicious food products, but also according to taste or can even arouse prestige or classy effects for those who consume them. Therefore, innovation or creation of food products is not only focused on quality, nutrition, and security alone. But aspects of consumer tastes are also worth considering.

One of the ways that can be taken in creating local food products to suit current consumer preferences is to innovate the names, forms, presentation trends and packaging of local food products. For example, giving the name, shape, trend of presentation, and packaging of local food products with names, forms, ways of serving, and packaging that are more trendy or are being loved by consumers or the public. For example, Cassava Vruitpao products are local food products made from cassava, mushrooms, potatoes, carrots, and Ambonese bananas which are designed similar to bakpao products from wheat flour opinion from Hazelia (2010).[1]. Martin and Matlay (2001) introduce the “Blanket” approaches to promote ICT in small businesses.[1]. Matlay and Addis (2003) highlight the importance of education during the IT adoption of small businesses.[2]. The results of the test of consumer acceptance and marketing of products on the market show that this product attracts consumers, especially among students.

The Based on the results of the SWOT analysis, the research in the first year saw the marketing strategy used in the W / O position. So it is necessary to set competitive prices by minimizing capital, one of which is planting eggplants on their own land, innovating products from eggplant flour by paying attention to consumer needs, namely healthy family snacks, expanding marketing through promotional mixes. According to Ghobakhloo (2011) states that the benefits that can be felt by SMEs when using information technology is to increase productivity, marketing, and increase opportunities for collaboration with other entrepreneurs.[2]. Noted that Small and medium-sized enterprises (SMEs) account for major source of employment, technological advancements, and competitive advantages for both developed and developing countries. Nowadays enterprises are increasingly adopting e-commerce due to the advent of personal



computers and operational effectiveness[3](Alam& Noor, 2009). In accordance with Kuzma's opinion (2014) that the benefits of online media to convey information to the public easily and for free have the potential to encourage the performance of SMEs[4].

2. Methods

The methodology consists of research design, research subjects, data collection methods and data analysis. This study uses descriptive qualitative research with development methods and action research. That is research and assistance in the innovation of food made from eggplant flour. The research subjects of 30 participants were Focus Group Discussion (FGD) consisting of micro business people Family Empowerment and Welfare Sukodono Village, Farmers who were members of cooperatives who were interested in developing crops and developing products from eggplant flour raw materials.

This development research uses a 4-D model. The development model consists of four stages, namely the Defining (Define) Stage, the Designing Stage (Design), the Development Stage (Develop), the Dissemination Stage (Desseminate). The method of collecting data through Focus Group Discussion (FGD) by means of observation, structured and in-depth interviews, documentation.

The data collection are the basic of offline media development, online media and citizen learning responses are then implemented into mix marketing strategies so as to increase sales and income of marketers of eggplant flour processed products using online media and online media. The data collected were then analyzed using a Likert scale, the results are displayed in the form of a percentage, tables and graphs.

3. Results and discussion

The results of the development and research are divided into 3, namely the development of offline media and online media marketing strategies, promotonal mix, increasing revenue for SMEs.

3.1 Needs Identification and Analysis

3.1.1 Map Analysis Media Problems Marketing Strategy

Table 1: Factual Conditions of Media Marketing Strategy

| Dimension | Factual Conditions |
|---------------------|---|
| material | Marketing media has been traditional only by word of mouth, so SMEs often find obstacles. There are no books that SMEs have studied in increasing their product promotion insights. |
| Learning Procedure | There is no media to implement in the learning process. |
| Personal | The desire of SMEs has been good and the desire is advanced, especially in creativity and innovation but has not been optimized in the teaching and learning process of marketing mix strategies |
| Ancillary equipment | The Health Office in this case helps SME products have PIRT, while the Industry and Trade Service provides direct assistance utilizing the communication network in marketing products. |
| Environment | The success of using mixed marketing media is determined by the support of government institutions to be able to become a force in the development of learning processes and the competitiveness of SMEs. |

3.1.2 Results of Media Development Marketing Strategy

a) Defining Stage

The process of developing offline media and online media to improve the SME promotional mix strategy in Sukodono, Sidoarjo, East Java uses a development model developed by Trianto (2009) This development research uses a 4-D model. The development model consists of four stages, namely the Defining (Define) Stage, the Designing Stage (Design), the Development Stage (Develop), the

Dissemination Stage (Desseminate[5]. The stages that are carried out in this research will be explained as follows:

1) Problem Analysis

Based on the results of in-depth interviews with key informants and field observations through the questionnaire method showed that 65% of MSMEs stated that marketing strategies were very difficult, and 73% of MSMEs found it difficult to understand the marketing strategy material explained by the facilitator. Difficulties that occur due to the many competitors and lack of promotion. However, unlike MSMEs who already have an entrepreneurial understanding, it is easier to accept and understand the theory taught by facilitators. So that the background to understanding SMEs on marketing strategies influences the MSMEs promotional mix it self.

2) Analysis of MSMEs

The analysis of MSMEs aims to determine the characteristics of MSMEs in accordance with the development of offline media and online media developed. This is used as a benchmark in preparing learning, because each MSMEs has different characteristics. In this development study the subjects used as research were 10 micro entrepreneurs (MSMEs), 10 members of the Family Empowerment and Welfare Sukodono Village, 10 farmers producing food made from eggplant flour.

3) Task Analysis

The tasks carried out by MSMEs include understanding and studying media content which consists of the key internet business development to a world scale, web: artistic, cheap, interactive, the right technique to find products, targeted targeting techniques with Facebook, fast-selling techniques on Instagram, packaging brand.

4) Concept Analysis

The results of concept analysis on the basic competencies of making marketing strategies can be seen in Figure 1: Basic Competencies of Marketing Strategies.

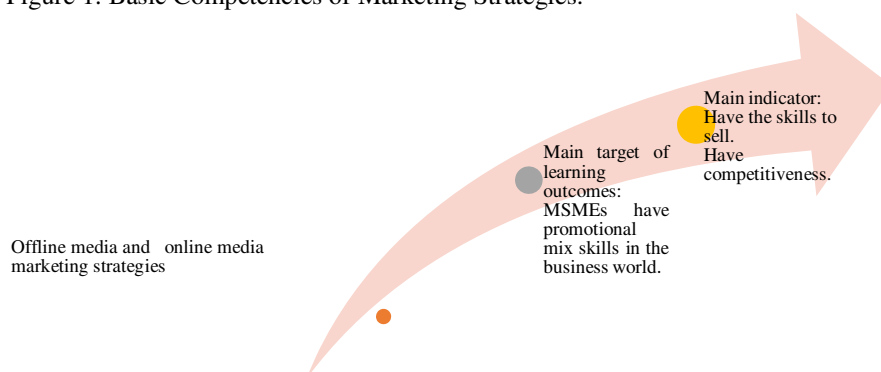


Figure 1: Analysis of the Concept of Basic Competencies in Learning Strategies

Learning objectives of the basic competencies in designing marketing strategies developed from the marketing syllabus are as follows: (1) Describe the internet as a strategy and explain internet implementation for business; (2) Implementing ways to make the Web at a low cost, understanding media animation and its application, is able to create an artistic Web; (3) Identifying product research in the market place, knowing the techniques in obtaining suppliers, knowing the products of interest in the market: (4) Understanding the definition of facebook marketing, practicing how to find targeted consumers, being able to create advertisements on facebook; (5) Explaining the meaning of instagram marketing, understanding quick tricks in selling products on Instagram, being able to promote their products via Instagram; (6) After learning the marketing strategy media, it is expected that the MSMEsplayers can explain the meaning of the brand, classify the brand, identify the

good and bad of the brand, explain the reasons for not using the brand, explain the definition of packaging, explain the benefits and objectives of the packaging.

b) Design Phase

The design phase is used to design the initial draft media marketing strategy as offline media and online media that will be developed. The design stage can generally be explained as follows:

1) Pre production

Find material concepts in the form of concept maps. The material contained in the concept map will be included in the marketing strategy learning media.

2) Production

After the concept of material and evaluation questions were made, then compiled to form an offline media in the form of textbooks entitled "tips for successful online marketing for farmers" and online media in the form of blogs and videos (youtube).

3) Development Phase

From the overall results of the percentage of book worthiness indicators, web / blog feasibility and video feasibility based on content quality, presentation feasibility, linguistic feasibility, and book size as well as goals, technical and instructional quality, then the overall percentage average can be seen in the table below :

Table 2: Recapitulation of Learning Media Feasibility

| No | Learning media | Technology Education Expert | Marketing Expert | Average % | Criteria |
|------------------------|------------------|-----------------------------|------------------|-----------|-------------|
| 1 | Book | 85% | 87% | 86% | Very strong |
| 2 | Web | 80% | 85% | 83% | Very strong |
| 3 | Video | 93% | 89% | 91% | Very strong |
| 4 | Student Response | - | - | 80% | Very strong |
| Average percentage (%) | | | | 85% | Very strong |

Source: Processed by researchers

For more details can be seen in the media feasibility picture below:

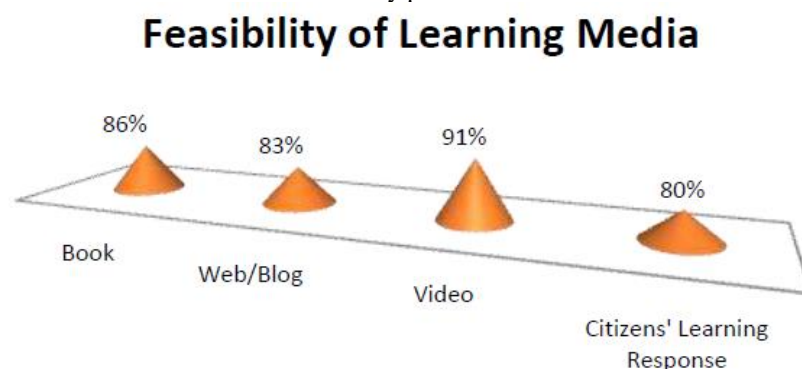


Figure 2: Analysis of the Concept of Basic Competencies in Learning Strategies

Based on the average feasibility of the above media for books, web / blogs, videodan and 85% of the learning response of the community which belongs to the very feasible category in accordance with the opinion of Riduwan (2012) the percentage is very worthy means the MSMEs response to media marketing strategies for books, blogs, videos viewed from content quality, learning goals are very feasible if used for online marketing learning.[6].As the world economy continues to move toward increased integration as a result of advances in information communications technology, and the increasing reduction in trade barriers, some of the greatest opportunities for small businesses will derive from their ability to participate in the regional and

international markets (Mutula and Brakel, 2006). Adoption of the ICT is considered to be a means to enable these businesses to compete on a global scale, with improved efficiency, and closer customer and supplier relationships (Chong et al., 2001)[7]. This shows that this media has been linked to existing aspects of the quality of content and objectives such as aspects of accuracy and suitability (walker & Hess in Arsyad, 2011)[8]. This is in line with the opinion of Rachman Hakim (2010: 1) that a more formal definition, blogs are websites that contain content in reversed time sequences and consist of posts. Previous posts will be displayed first, then post the old one.[9]

4) *Stage of media distribution as a marketing strategy for MSMEs*

The benefits of media distribution as a marketing strategy used by micro and small businesses (MSMEs), Family Empowerment and Welfare Sukodono Village, and farm families are as a means of promoting eggplant flour processed products. According to Sawitri (2012) "that MSMEs in Indonesia are still largely managed by traditional methods, information technology touches are not optimal, on the other hand the number of customers or transactions carried out by MSMEs can not be in small value." develop eggplant processed products, convey information about products to consumers, customers, distributors, and network marketing more broadly, so as to increase sales volume greater. This is as stated by (Safko, 2009). Furthermore, the impact of media distribution that is most felt by marketers is as follows:

Table 3: Benefits of media distribution

| Use of Online Media | Marketer Statement |
|---|--|
| Increasing sales | Marketer 1: "After studying the book entitled "tips on success of online marketing "has an impact on the sale of increased cookies products." Marketer 2: "book material makes it easy for me to practice online marketing especially via youtube and instagram". |
| Effective and efficient means of communicating through online media | Marketer 3: "I often accept product orders via blogs and youtube." Marketer 4: "My customers can order the desired product at any time via Instagram" |
| Become more proficient in online marketing | Marketer 5: "My business is growing and expanding because marketing can be done through Android phones and financial checks are also very easy because there is mobile banking"P Marketer 6: "I am very benefited because many are interested in becoming a reseller of my product, which is crispy eggplant tempe" |

According to Aloysius (2015), there are currently two types of marketing, namely Offline Marketing or Online Marketing. Where both types of marketing have different meanings and their functions are also different, Offline Marketing, is traditional marketing that is done by finding customers or clients through meetings directly dealing with those who might be interested in becoming customers or clients. Other marketing uses websites as marketing media known as online marketing. The use of social media is one example of online marketing[6]. Other marketing uses websites as marketing media known as online marketing. The use of social media is one example of online marketing. According to Alam (2009), the perception of the benefits of using information technology is one of the driving factors for SMEs to use information technology media[6].

Social media can increase sales volumes by more than 100% if information is updated daily and consistently (Priambada, 2015)[10]. Supported by the results of research conducted by Lennon (2010), the amount of information provided in online stores positively influences the decision to make a purchase. The same opinion was conveyed by Nuseir (2010) who said that promotion also affects online product purchasing decisions[11]. Good promotion creates trust for consumers to buy products. Similar to previous research conducted by Alam (2008) that the relationship between trust and online shopping is significant, if consumers who have trust in a shop on the internet can signify that consumers believe in the store.

Nugraha et al (2013) in their research tried to develop web-based CRM software that adapts by using localization technique of batik industrial MSMEs in Pekalongan in applying customer relationship management so that it can improve its competitiveness with other companies in maintaining business that run and as a means to gain new wider market.. PeniSawitri, et al (2012) said that the constraints

faced by MSMEs are the difficulty of marketing their products and maintaining existing markets, and the obstacles of innovation and financial management that have not been optimal because MSME business actors cannot survive. For example, consumers are willing to transact, and business transactions can be done more effectively if consumers trust the brand and the company. In any business transaction, brand trust is very important for several reasons.

4. Conclusions

4.1. Conclusion

The use of media as a marketing strategy to promote products is increasingly in demand by micro and small businesses (MSMEs). The most popular media are Instagram and You Tube besides blogs. Another benefit that marketers feel is that they are easy to communicate with customers and suppliers so that the time spent is more effective and efficient. Efficient because the cost of using media is relatively cheaper because it uses cellular pulses. In addition to being cheap they can describe the product description into the community, and at any time can update the information whether it is a discount or a new product that will increase the income of the business actor or marketer.

4.2. Suggestions

Micro and small businesses (MSMEs), Family Empowerment and Welfare Sukodono Village and farmer families who are entrepreneurial by processing eggplant flour into healthy family snacks should optimize the use of media as a marketing strategy to increase family income. They must be more creative and innovative in promoting products.

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