

## MARKETING STRATEGY OF “QURO HEXAGONAL DRINKING WATER” PRODUCTS IN KOPERASI PESANTREN AL-QUR’AN, CIJANTUNG-CIAMIS

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### Abstract

Water is an essential need for living things, especially water for consumption. In Indonesia, the demand for clean water is constantly increasing, thus providing an opportunity to open a business in the field of Bottled Drinking Water (AMDK). Pondok Pesantren Al-Qur’an Cijantung Ciamis has a drinking water company business unit “Quro Hexagonal” long been marketed in various regions. This study aims to determine the marketing strategy, product, price, distribution, place and promotion used in the Quro Hexagonal water company. This study uses a qualitative field method. Test the validity of the data using triangulation. The results showed that to meet consumer demand, company management uses four marketing strategies, namely product, price, distribution, and promotion. This Quro Hexagonal water product uses a Life Energy engine, a mineral water system, from this process it will produce quality water. The prices that the company offers are high prices because of the excellent water quality. Distribution, Quro Hexagonal water company in running its business to market its products has reached the cities of Banjar, Pangandaran, Tasikmalaya, Kuningan, Majalengka, Cirebon, and surrounding areas. Promotion, the Quro Hexagonal water company conducts sales promotions by utilizing the distribution of the alumni of the Cijantung Al-Qur’an Islamic Boarding School to become agents or consumers of Quro Hexagonal water.

### Abstrak

Air merupakan kebutuhan makhluk hidup yang sangat penting terutama air untuk dikonsumsi. Di Indonesia kebutuhan air bersih selalu meningkat sehingga memberikan peluang untuk membuka usaha di bidang Air Minum Dalam Kemasan (AMDK). Pondok Pesantren Al-Qur’an Cijantung Ciamis mempunyai unit usaha perusahaan air minum “Quro Hexagonal” yang sudah lama di pasarkan di berbagai daerah. Penelitian ini bertujuan untuk mengetahui strategi pemasaran, produk, harga, distribusi, tempat dan promosi yang digunakan di perusahaan air Quro Hexagonal. Penelitian ini menggunakan metode kualitatif lapangan. Uji keabsahan data menggunakan triangulasi. Hasil penelitian menunjukkan bahwa untuk memenuhi permintaan konsumen, manajemen perusahaan menggunakan empat strategi pemasaran, yaitu produk, harga, distribusi, dan promosi. Proses produk air Quro Hexagonal ini menggunakan mesin Life Energy, mineral water system, dari proses ini akan menghasilkan air yang berkualitas. Harga yang ditawarkan perusahaan harga yang tinggi karena kualitas air yang sangat baik. Distribusi, perusahaan air Quro Hexagonal dalam menjalankan bisnisnya memasarkan produknya sudah sampai kota Banjar, Pangandaran, Tasikmalaya, Kuningan, Majalengka, Cirebon, dan sekitarnya. Promosi,

perusahaan air Quro Hexagonal dalam melakukan promosi penjualan dengan memanfaatkan sebaran alumni Pondok Pesantren al-Qur'an Cijantung untuk dijadikan agen atau konsumen air Quro Hexagonal.

**Keywords:** Drinking Water Management, *Koperasi, Pondok Pesantren*

## Introduction

Water is a source of daily life that is needed by all living things, plants, animals, and humans. For humans, one of the functions of water is to meet drinking needs in order to maintain life. Drinking water needed by humans is certainly clean and free from germs to provide health benefits. The importance of drinking water makes people more aware of the need for it wherever they are, whether at home, outside their environment, or while traveling. It is an opportunity for entrepreneurs to create companies that can process and package drinking water, easy to get anywhere and easy to carry. To make this happen, Bottled Drinking Water (AMDK) was created.

The factors that make this industry or business continue to grow are the increasing number of people in Indonesia, the community's need for clean water is getting higher and public awareness of health is increasing. However, the availability of clean and potable water is increasingly difficult due to groundwater pollution in big cities and limited water sources in the regions. In addition, bottled water is the community's main choice because of the lifestyle of today's people who prefer practical and efficient things. Bottled drinking water tends to be easy to carry anywhere and is immediately ready to be consumed without cooking first. It is why many people prefer bottled water to meet these needs. The low barriers to entry into this industry also make the development of this industry more rapid. (Krisnawati, 2016: 2).

By looking at the sales data for bottled water from 2010-2013, which has increased every year, ASPADIN estimates that the national demand for bottled water will increase by 10.8 percent to 22.5 billion liters in the following year. It is predicted by looking at the need for bottled drinking water from the beginning of the year to the third quarter at 17.35 billion liters. This number grew by 14.9 percent. Based on data from the Association of Indonesian Bottled Drinking Water Companies (ASPADIN) from the beginning of the year until the third quarter of this year, bottled water's national demand or consumption was 17.35 billion liters. This number grew 14.90 percent from the same period last year, which amounted to 15.1 billion liters. ([www.industri.kontan.co.id](http://www.industri.kontan.co.id)).

In this regard, Pondok Pesantren al-Qur'an Cijantung Ciamis, is the oldest Islamic boarding school in West Java which was founded in 1935 by Al-Maghfurlah KH. Mochammad Sirodj (Babah), known as Quro drinking water, and with the development of the times in 2007, the Quro water was packaged in various kinds and used the Quro Hexagonal water brand, which is under the business unit of the Al-Qur'an Cijantung Islamic Boarding School Cooperative. The number of requests from people outside the Ciamis district is increasing.

The development of the Quro Hexagonal water business since its establishment in 2007 began with all the limitations, both capital, knowledge or skills, and equipment. Only the determination of the passion and an intense dream is now experiencing a fairly good increase or development marked by the development of the company's assets and profits, which continue to rise significantly. And sales turnover

from year to year has increased quite well, and this proves that Quro Hexagonal water is in great demand or in great demand by the people of Ciamis district or others, meaning that this Quro drinking water company has done quite good marketing to meet its demand.

Regarding the demand from consumers, the research that has been carried out by (Citra Widyalestari 2008: 109) is entitled "Analysis of Marketing Strategy for Citrabas Deluxe Brand Bottled Drinking Water (AMDK) Company (Case Study at PT Buana Tirta Abadi Jakarta)". Stating that marketing is a very important field in the company, because it is the marketing field that is in direct contact with consumers. And the marketing system that is carried out at PT Buana Tirta Abadi is a direct marketing system, namely the company sells its products directly to consumers, be it consumers for personal use or for resale (reseller).

The research conducted (Fida Fatimah, 2013: 342) entitled "The Effect of Marketing Mix on Consumer Satisfaction of Asa Mineral Water in Samarinda". Summarizing products, prices, places, and promotions are important things that consumers always think about in making decisions to buy a product. Usually consumers will first search for the product they want to buy. How is the quality, is the brand known or not, or how is the packaging and shape of the product, is it following the wishes and tastes of consumers. After that, consumers will consider the price of the product, whether the price offered is in accordance with the satisfaction that will be obtained from buying the product. Place is also a consideration for consumers in deciding to purchase. Usually consumers will like places that are comfortable and the location is easy to find. Promotion is a place for producers to introduce to consumers about the advantages of their products and at the same time as a means of information for consumers.

From several previous studies, there are differences or advantages in the research that will be carried out this time, namely regarding the research location. Even though it is relatively new in the Quro Hexagonal bottled drinking industry because it has a distinctive taste and also many requests from consumers, therefore the existence of Quro Hexagonal AMDK is known by many people. The equation of previous research with the research that will be conducted this time is a marketing strategy.

### **Theoretical Review**

Decree of the Minister of Industry and Trade of the Republic of Indonesia No. 705/MPP/Kep/11/2003, it is explained that bottled Drinking Water (AMDK) is raw water that has been processed and packaged and is safe to drink. Raw water is water that has met the requirements for clean water quality to be processed into bottled drinking water. According to SNI 01-3553-2006, it is explained that: Bottled drinking water is raw water that has been processed, packaged, and safe to drink including mineral water and demineralized water. Mineral water is bottled drinking water that contains a certain amount of minerals without adding minerals. Meanwhile, Demineralized water is bottled drinking water obtained through purification processes such as distillation, deionization, reverse osmosis, and the stara process.

The raw water here has met the requirements for clean water quality to be processed into bottled drinking water. Basically, bottled drinking water is processed through three stages, namely filtering, disinfection and filling. Filtering is intended to

remove solid particles and gases contained in water. Disinfection aims to kill pathogenic bacteria in water. The filling is the final stage of the production process, where water is fed through a device that can protect the water from contamination during packaging. Bottled drinking water can be made of glass, Poly Ethylene (PE), Poly Propylene (PP), Poly Ethylene Terephthalate (PET), Poly Vinyl Chloride (PVC) or Poly Carbonate (PC) (Widyalestari, 2008: 14).

The above definition explains that bottled drinking water is water that has been processed, packaged and is fit for drinking. The benefits of Bottled Drinking Water (AMDK) make it easier for people to get clean drinking water and easy to carry anywhere besides that it can be obtained anywhere.

Marketing is a human activity that aims to satisfy the needs and desires of customers through the exchange process and the parties with interest in the company (Sunyoto, 2012: 19). Marketing is a total system of business activities in creating, communicating, delivering, and creating value for consumers, customers, partners, and society designed to plan, determine prices, promote and distribute goods that can satisfy wants and reach target markets. company goals (Budianto, 2015: 16).

The marketing concept is a business philosophy that states that satisfying consumer needs is an economic and social requirement for the company's survival (Private, 2002: 17). The marketing concept is a management orientation that emphasizes organizational goals consisting of the company's ability to determine the needs and wants of the target market and the company's ability to fulfill it with the desired satisfaction more effectively and efficiently than competitors (Sunyoto, 2012: 29). There are four components of the marketing mix of goods which include, product, price, distribution channel, promotion where the use of a combination of these four variables depends on the company's leadership or a manager, how they can use the marketing mix.

A product is anything that a producer can offer to be noticed, requested to be sought, purchased, used or consumed by the market to fulfill a need or physical, service, person or person, place, organization, or idea (Kotler, 2009: 19). A product is anything that can be offered to a market to satisfy a need. Products marketed include physical goods, services, people, places, organizations, and ideas (Sunyoto, 2012: 68).

In simple terms, a product is anything that can fulfill or satisfy human desires, both tangible and intangible (Budianto, 2015: 179).

In planning an offering or product, marketers need to understand the five product levels: (1) The main product, namely the benefits that are needed or consumed by customers from each product. (2) Generic products, namely basic products that are able to fulfill the most basic product functions. (3) Expected products are formal products offered with various attributes and conditions that are formally expected and agreed to be purchased. (4) Complementary products, namely various product attributes that are equipped or added with various benefits and services, can provide additional satisfaction and be distinguished from competing products. (5) Potential products are all kinds of additions and changes that may be developed for a product in the future (Kotler, 2002: 52).

Price is the amount plus several goods if possible what is needed to get a number of combinations of goods and services (Swasta, 2002: 147). Price is an amount of money as a medium of exchange to obtain a product or service. Meanwhile, price

policies are decisions regarding prices set by management. Price is the single most decisive element for a company to earn revenue. (Budianto, 2015: 256).

According to Budianto (2015: 273), the types of pricing in the product mix consist of (1) Determination of product line prices, namely companies that develop product lines from one product line separately. (2) Pricing for operational products, namely companies that offer optional products or features in addition to the main product. (3) Determining the price of mutually attractive products, namely the determination of prices for goods whose use must be together with other basic goods. (4) By-product pricing is pricing for by-products.

Distribution is a product of storage to be distributed to large agents, small agents, retailers, and finally to shops, supermarkets and traditional stalls, which ultimately meet transactions with consumers (Sunyoto. 2012: 171). The distribution channel is a marketing activity that seeks to facilitate and facilitate the delivery of goods and services from producers to consumers so that users are under what is needed, namely type, quantity, price, place, and when needed (Tjiptono, 2001: 186).

Promotion is the spearhead of a product's business activities to reach the target market and sell the product. It can be ascertained that promotions are carried out for products both in goods and services and branded or unbranded (Sunyoto, 2012: 150). According to (Subroto, 2011: 226), the objectives of the promotion include the following: (1) create or increase buyer awareness of a product or brand; (2) influencing buyers to be interested in a product or brand; (3) increase buyer preferences for products or brands; (4) increase sales and market share; (5) encourage buyers to try a new product; (6) attract new customers; and (7) encourage buyers to re-buy a product.

A Cooperative is a business entity that allows its owners who are also users of goods or services to get back the remaining business results under their participation (Zakiyudin, 2013: 70). According to the Law of the Republic of Indonesia Number 25 of 1992 concerning Cooperatives, as follows: (1) Cooperative is a business entity that operates as a member of a cooperative individual or legal entity by basing its activities on the cooperative principle as well as a people's economic movement based on the principle of kinship. (2) Cooperatives are all things related to cooperative life. (3) Primary cooperatives are cooperatives established by and consisting of individuals. (4) Secondary cooperatives are cooperatives established by and consisting of cooperatives. (5) The cooperative movement is the entire cooperative organization and cooperative activities that are integrated towards achieving cooperative goals.

Madrasah Cooperatives and Islamic Boarding School cooperatives are cooperatives whose members consist of students from Madrasah Ibtidaiyah (MI), Madrasah Tsanawiyah (MTs), Madrasah Aliyah (MA), and equivalent educational institutions, or Islamic boarding school students. According to applicable laws and regulations, cooperative members must be adults, so cooperatives are a means of training and education. It is different with the members of the Pondok Pesantren cooperative, there are adult members. These cooperatives can become a legal entity, while Madrasah Cooperatives are not legal entities, but can also carry out economic activities. That is why Madrasah Cooperatives are a special form of legal entity or also known as a special cooperative (Effendy, 2007: 3).

According to Law no. 25 of 1992 article 3 "that cooperatives aim to promote the welfare of members in particular and society in general and participate in building the

national economic order in the context of realizing an advanced, just and prosperous society based on Pancasila and the 1945 Constitution". Article 3 explains that the cooperative wants to advance the welfare of its members first. And if later have excess capabilities, then the business is expanded to the surrounding community. Since the members of the cooperative are basically members of the community, in this way the cooperative will gradually play a role in improving the standard of living of the community (Firdaus, 2004: 43).

According to Law no. 25 of 1992 Article 4 Functions and Roles of Cooperatives are: (1) Build and develop the economic potential and capabilities of members in particular and in society in general to improve their economic and social welfare. (2) Participate actively in efforts to improve the quality of human life and society. (3) Strengthening the people's economy as the basis for the strength and resilience of the national economy with cooperatives as the pillars. (4) Strive to realize and develop the national economy which is a joint effort based on the principles of kinship and economic democracy.

## Methods

The research method is basically a scientific way to get data with certain goals and uses (Sugiyono, 2014: 3). The type and research method used by the author is a qualitative field research. Qualitative research is research that produces analytical procedures that do not use statistical analysis procedures or other quantification methods (Moleong, 2016: 6).

The main purpose of qualitative research is to understand social phenomena or phenomena by providing explanations in the form of clear descriptions of these social phenomena or phenomena in the form of a series of words that will eventually produce a theory (Sujarweni, 2014: 20). This research aims to get a clearer, more complete, and possible description and information for observational research. Therefore, the authors set the research location is where the research will be conducted. In this case, the research location is in the Cijantung Islamic Boarding School, Ciamis, which is located in the hamlet of Citutut Rt 001 Rw 005, Adultri village, Cijeungjing sub-district, Ciamis district. Or Jl. Raya Banjar Km 03 Ciamis.

The main data source in qualitative research is the subject from which the data can be obtained. If the researcher uses a questionnaire or interview in collecting data, the source of the data is called the respondent, namely the person who responds or answers the researcher's questions, both written and oral (Arikunto, 2010:172).

Data analysis uses triangulation, which is a data checking technique that utilizes something other than the data for checking purposes or as a comparison against the data. The triangulation technique that the writer uses in this research is source triangulation and method triangulation. First, source triangulation, which is to compare and check back the degree of trustworthiness of information obtained through different times and tools. In this study, researchers will compare the data from observations or observations with data from interviews. The two triangulation methods are collecting similar data using different data collection techniques by interviewing and taking photos of the observations as additional data. To obtain data, several sources from interviews and observations were used (Moleong, 2016: 330-331).

## Results and Discussion

Along with the development of the Asy-Syifa Islamic Boarding School Cooperative (Koppondren Asy-Syifa), in accordance with the mandate of Law Number 25 of 1992 concerning cooperatives, and government regulation Number 4 of 1994 concerning the requirements and procedures for ratification of the Deed of Establishment and Amendment to the Articles of Association of Cooperatives.

On January 24, 1995, Pondok Pesantren al-Qur'an Cijantung officially had a Cooperative legal entity with No Deed of Establishment. 11263/ BH/ KWK. 1016. The background for the establishment of the cooperative is to develop itself in the economic sector. The economic development sector will certainly strengthen Pondok Pesantren as an Islamic educational institution. It is an illustration of 'Why' Pondok Pesantren participate in establishing a business legal entity, namely Cooperatives. Because its specialty is under the auspices of Pondok Pesantren, it is also called Koppondren (Cooperative Pondok Pesantren). And with the name Asy-Syifa Cooperative because Syifa is a medicine.

The Asy-Syifa Cooperative has three business units: a convenience store (WASERDA). the term BMT was known as the savings and loan unit (USP) then the BMT nomatur boom in 1999 when at that time the president of B.J. Habibie, an Islamic-based economy known as BMT and BMT, lived when he received P2KER assistance (people's economic financial assistance program) in 2000, he had a WARTEL (telephone shop) business unit, received soft assistance directly from Telkom or through PT POS, and around 2004 the mobile boom was booming. HP) WARTEL went bankrupt and did not sell. And in 2006 started the Quro Hexagonal water process and in 2007 started marketing. (Interview: Sa'id, 15/04/2017).

So It is the history of the Quro water, since 2006 when I entered the Cijantung Islamic boarding school and married the second daughter of Syarifah mardiyah (tea Ifuy) from Almaghfurillah, Mr. KH. Kholil Rohman, seeing the limited use of Quro water for bathing, washing, and ablution while the quality of Quro water includes drinking water quality, so its use is excessive and unwise, then I suggested several times that the use of Quro water be restricted from other uses. general. Then the drains began to be repaired and Mr. Mumu and I thought about how to use Quro water more effectively and efficiently, coincidentally Mr. Mumu worked at the refill, and coincidentally, he sold water filtering equipment with hexagonal quality. So the hexagonal quality is the quality of water whose molecules are small to form a hexagon and it is an efficient form to be absorbed by the body. I thought it would be good to use it as a filter for Quro water, discussed with Pak Mumu and brought it to the family, finally agreed and made a brand, Quro Hexagonal water. Quronya is a name that has been attached since the water came out of the source. Hexagonal refers to the characteristics and quality of the filtered water. And the background was brief, namely to support the progress and independence of the pesantren economy, and the initial capital at that time was part of the Islamic Boarding School family, including myself, to invest." (Interview: Iir Abdul Harith, M.Ag 11/04/2017).

Quro Hexagonal water is produced through several stages to produce good quality in the market, but this Hexagonal Quro water is produced manually without using engine power like other products that have long been known, namely Aqua. And this Quro Hexagonal water product does not yet have a permit from the Drug and

Beverage Control Agency (BPOM) and does not meet the requirements of the Indonesian National Standard. Although many people know that the quality of Quro Hexagonal water is very good and suitable for drinking without being filtered, but it has not met these requirements, it is difficult to penetrate the modern market and compete with other AMDK products that have been produced for a long time and fulfill this requirement. Even people's trust who do not know the quality of Quro water at all will feel lacking because the SNI and BPOM numbers are not listed in the packaging logo.

Price is the thing producers offer to consumers for the products they produce. And the Quro Hexagonal water company offers prices to consumers above the long-known brand, namely Aqua, for the price of 600 ml Aqua bottled water in the market or wholesale it is around Rp. 43,000,- per box, while the water company Quro Hexagonal offers a price per box of Rp. 50.000,-. Even though the price is higher than the Aqua brand, the Quro Hexagonal water company is getting a lot of requests from people who know about the quality of this Quro water. And the Quro Hexagonal water company in setting the price refers to Saladin's theory in the Marketing Management book (Budianto, 2015: 260), cost-oriented pricing, which is a price setting that only considers costs is not market oriented.

In today's business, it is rare for manufacturers to sell their products directly to consumers, the majority of producers selling their products using several distribution channels. In carrying out its distribution channel, Al-Qur'an Cijantung Islamic Boarding School Cooperative uses one channel, namely agents and direct sales to consumers. So the channel used by the Quro Hexagonal water company is a zero level channel or direct marketing channel (a zero level channel) where producers sell directly to consumers, and this channel has three ways, namely door-to-door sales, by post, through shops-company stores, or agents, this statement according to Saladin in the book Marketing Management (Budianto, 2015: 290).

In carrying out this distribution, the Quro Hexagonal water company has reached the districts or cities of Majalengka, Cirebon, Pangandaran, Tasikmalaya, and its surroundings, and only certain areas through a network of alumni who are willing to become agents. Because if it is not through the alumni network it will be difficult to market this Quro Hexagonal water product because the requirements have not been fulfilled to compete in the wider market.

The water company Quro Hexagonal carried out the promotion to increase sales turnover and expand market share. Currently, the Quro Hexagonal water company in conducting sales promotions utilizes the alumni network of the Cijantung Al-Qur'an Islamic Boarding School and takes advantage of other recitations or ta'lim meetings. So it can be said that the Quro Hexagonal water company in carrying out sales promotions with a personal selling strategy or more focused on direct sales. Although not directly, but through agents it is only for 19 liter gallons, either prime or refill.

## **Conclusion**

The process of Quro Hexagonal water products goes through several stages using a Life Energy filtration machine, mineral water system, making Hexagon water, balanced mineral, bio energy and very soft water clusters. And in the process, the Quro Hexagonal water company still does not use engine power. The price offered by the Quro Hexagonal water company is higher than the well-known brand, namely Aqua, because this Quro water has a good water content. And the price set in the company



uses cost-oriented pricing, which is setting prices by taking into account the costs that must be incurred and not market-oriented. Distribution of the Quro Hexagonal water company in conducting its business to several regions or cities, including around Ciamis, Banjar, Tasikmalaya, Kuningan, Majalengka, Cirebon and Pangandaran. The Quro Hexagonal water company runs its business using a zero-level channel distribution strategy, namely selling directly to agents or consumers promotion of the sale of Quro Hexagonal water utilizing the alumni network of the Cijantung Al-Qur'an Islamic Boarding School, Islamic studies, medical therapy centers, majelis ta'lim and other events. The company in conducting sales promotions uses a personal selling promotion strategy, the company is face to face with consumers.

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