



'BAKULAN' MARKETING STRATEGY AND MARKETING MIX IN SOMODARAN YOGYAKARTA

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Abstraksi

'Bakulan' (pedagang) Dusun Somodaran Yogyakarta memanfaatkan keahlian mereka seperti membuat kue donat dan lain-lain belum mengaplikasikan strategi pemasaran dengan sempurna, yang dikarenakan kekurangan pengetahuan di bidang tersebut. Dusun Somodaran adalah salah satu wilayah yang berada di kelurahan Banyuraden Kecamatan Gamping Kabupaten Sleman Propinsi Yogyakarta, dimana masyarakatnya yang kebanyakan adalah petani dan 'bakulan' kecil-kecilan. Metode yang digunakan berupa ekspositori yaitu penyampaian materi secara verbal dan inquiry, pembelajaran yang menekankan pada proses berpikir kritis dan analitis terkait keilmuan strategi pemasaran. Kegiatan Pengabdian Masyarakat menghasilkan bertambahnya keilmuan strategi pemasaran bagi para pedagang 'bakulan', Bagaimana cara mengimplementasikan 7P (Product, Price, Place, Promotion, Process, People, physical evidence) dalam mengembangkan 'bakulan' kecil-kecilan tersebut. Kegiatan Pengabdian Kepada Masyarakat diharapkan dapat memberikan inspirasi dan motivasi bagi para dosen/peneliti selanjutnya yang akan melakukan kegiatan yang sama dan berkelanjutan, ilmu yang diberikan dapat bermanfaat bagi masyarakat, akademisi dan penulis selanjutnya.

Kata kunci: strategi pemasaran, bauran pemasaran

Abstract

'Bakulan' (trader) Somodaran Hamlet Yogyakarta utilizes their expertise such as donut maker and others have not applied the marketing strategy perfectly, which is due to lack of knowledge in the field. Somodaran Hamlet is one of the areas in the Banyuraden Sub-District of Gamping Sub-District, Sleman Regency, Yogyakarta Province, where the majority of the people are farmers and small-scale farmers. The method used in the form of expository is the delivery of material in verbal and inquiry, learning that emphasizes the process of critical thinking and analytical science related to marketing strategies. Community Service activities result in increased marketing strategy knowledge for 'bakulan' (traders), How to implement 7P (Product, Price, Place, Promotion, Process, People, physical evidence) in developing these small bases. Community Service activities are expected to provide inspiration and motivation for the lecturers / researchers who will carry out the same and sustainable activities. The knowledge provided can benefit the community, academics and later writers.

Keywords: marketing strategy, marketing mix

PENDAHULUAN

Trading is one way to meet the needs of life that are increasing from year to year. In this Somodaran hamlet, only husbands who made a living to meet family needs were used to support the family's survival, but in recent year wives, most of whom were housewives, began to participate and work hand in hand with husbands to support their life.

The average Somodaran Hamlet community works as farmers and farm laborers where their income is sometimes lacking to meet their daily needs. Therefore, wives began to think about how to make money. Some pioneered small businesses by holding a table in front of the house and selling donuts, fried foods, children's snacks, and more. Wives start their 'bakulan' (business) with limited capital and market segments which are also limited to only the neighbors around their homes. They do not yet know how to strategize to market their products in increasing their sales.

"Marketing Strategy is the marketing mindset that will be used to achieve its marketing goals. The marketing strategy contains specific strategies for the target market, positioning, marketing mix and the amount of marketing expenditure (Kotler, 2012)."

In trading, of course the strategy is very necessary for business development in the future. 'Bakulan' (business) located in Somodaran Hamlet, Banyuraden Village, Yogyakarta, has not understood the importance of this strategy. They run businesses only by relying on brotherly relations and relationships between neighbors. The way they have done is not wrong, but businesses that only have a simple concept like this, will face difficulties in developing it to other regions. The development of small businesses is part of the spirit of increasing economic independence which has had a positive impact on strengthening the local economy. However, there are some problems faced by traders or small business actors.

The ultimate strategy in running 'bakulan' (business) encourages a part of the Pamulang Accounting University lecturer team. The team took the initiative to hold counseling in Somodaran hamlet in the form of Community Service activities. The activity was held for 3 days on February 23rd 2019 to February 25th 2019. Providing counseling related to business strategies was not only material in the form of theory from the lecturer team, because some lecturers who were speakers had already had business experience that is currently still running, to experience business lecturers can motivate them.

Besides that there was also a sharing session from some 'bakulan' that told about how they started their business and ended with a question and answer session to open the minds of the 'bakulan' in running a business, of course there must be a right strategy. Contributions in this activity are expected to generate increased knowledge in marketing strategies for 'bakulan' traders, and how to implement 7P (Product, Price, Place, Promotion, Process, People, physical evidence) in developing these small bases.

"Marketing Strategy is the marketing mindset that will be used to achieve its marketing goals. The marketing strategy contains specific strategies for the target market, positioning, marketing mix and the amount of marketing expenditure (Kotler, 2012).

"Marketing strategies are fundamental tools that are planned to reach the company by developing sustainable competitive advantages through market entry and marketing programs used to serve the target market (Tjiptono, 2014).

The marketing strategy is based on 5 (five) conceptual strategies as follows (Assauri, 2011):

1. Market segmentation

Each market consists of various buyers who have different needs and habits. The company cannot possibly meet the needs of all buyers. Therefore, companies must classify these heterogeneous markets into homogeneous market units.

2. Market Positioning

The company may not be able to master the market as a whole, then the second principle of the marketing strategy is to choose a specific market pattern of the company that will give the company maximum opportunity to get a strong position. In other words the company must choose the market segment that will generate the biggest sales and profits.

This kind of market segment has 4 (four) characteristics, namely:

- 1) Large enough size
- 2) Has the potential to develop continuously
- 3) Not having or fulfilled by a competing company
- 4) Having unmet needs, which needs can be satisfied by companies that choose the market segment.

3. Market Entry Strategy

Market entry strategy is the company's strategy to enter market segments that are used as sales target markets.

The strategy of entering a market segment can be done by:

1) Buy another company

This method is the easiest and fastest way, this method is taken if:

- a) The buyer's company does not know about the ins and outs of the industry from the company purchased.
 - b) It is very profitable to quickly enter the market segments controlled by the company purchased.
 - c) Companies face various barriers to entering the relevant market segment through internal development, such as patents, economies of scale, distribution channels that are difficult to enter, expensive advertising costs or difficulties in raw materials
- 2) Internal Development there are companies that prefer to develop themselves through research and development because they are of the opinion that only in this way can leadership in the industry be achieved.
- 3) Collaboration with other companies the advantage of this method is that risks are shared, and each company complements skills and resources.

4. Marketing Mix Marketing

Mix strategy marketing is a collection of variables - variables that companies can use to influence consumer responses. The variables that can affect the buyer are those called 7P (product, Price, Place, Promotion, Participant, Process, and People Physical evidence).

5. Strategy Timing

Determination of the right time in marketing goods is something that needs attention. Even though the company sees a good opportunity to set an objective and develop a marketing strategy, this does not mean that the company can immediately start marketing activities. The company must first make preparations both in the field of production and in the field of marketing, then the company must also determine the right time for throwing goods and services into the market. "

Community Service activities carried out by a team of Accounting lecturers at the University of Pamulang using the method of counseling, sharing and asking questions directly to 'bakulan' (traders as participants) on February 23rd 2019 to February 25th 2019.

The method used in the form of expository was the delivery of material verbally and inquiry, namely learning that emphasizes the process of critical and analytical thinking related to the science of marketing strategy and marketing mix 7P (Product,

Price, Place, Promotion, Process, People, and Physical evidence). The materials were delivered by one of our team.

Instead of delivering material orally, counseling and sharing of marketing strategies from a number of participants and ending with a question and answer session. The counseling was done by asking some participants to share their experiences in running new business in the area of Somodaran Hamlet, Yogyakarta. The presenter also gave some advice and suggestions since she has also run some business in her daily activities. Below was the atmosphere of the Community Service Activities seen in the following figures:



Figure 1. Delivering entrepreneurial and marketing strategies theory



Figure 2: Delivering marketing strategy by the other speaker



Figure 3: Delivering theory on business strategy



Figure 4: Sharing from one of the 'bakulan' who tells the other participants about how he began his business



Figure 5: Sharing from another 'bakulan' who tells the history of how she began her business



Figure 6. The participants of Community Service

DISCUSSION

After committing to devotion to the community for three days carried out by way of counseling, sharing from a number of participants who were 'bakulan' who told them about how to start their business, question and answer session can be analyzed a number of things including:

1. Market segmentation

As a result, in the Sodomaran hamlet, Banyuraden Village, Yogyakarta has a limited market segment, which is only the neighbors around their homes. Where customers who have a farmer background have limited income as well so that it affects the purchasing power.

2. Marketing positioning

In this regard, in the village of Sodomaran, Yogyakarta has not yet determined the position of their merchandise. They still generalize potential customers.

3. Market Entry Strategy

For the third point in a series of marketing strategies, in the Sodomaran sub-district, Yogyakarta enters the market in their own way according to their capabilities. Like trading food based on their habits and habits without seeing what the customer wants because they believe the food they make has a chance to develop someday. This is supported by a different variant (bakulan donut) than usual.

4. Marketing mix strategy

From 7P (product, price, place, promotion, participant, process, and people physical evidence) the author will discuss one by one:

a. Product

The product that Sulanaran offers is still relatively simple. For example, mini donuts with a display in general, there is only one advantage, which is a variety of content variants.

b. Price

The price they set is also relatively cheap so the profits they can get are relatively small.

c. Place

The location they made their place of selling was on average their front porch, but there were a number of residents who were able to rent stalls in traditional markets, but the number was relatively small compared to the 'bakulan' that used the house terrace to sell.

d. Promotion

Related to the promotion that 'bakulan' is doing is very simple, namely mouth to mouth promotion even though it is simple but actually this type of promotion is known to be very effective. This is because other prospective buyers hear of a product that is sold by a certain basket directly from customers who have experienced it themselves.

e. Process

The process of making their products is still relatively simple because they do not use sophisticated and many employees. Some of them produce the products they offer manually and the members of their work are those 'bakulan' children who they empower in the midst of children's school activities.

f. People

As explained in point 2, namely place; some of the 'bakulan' that takes the location is only the house terrace, of course, the customers who buy their products are also limited to the neighbors around their house.

g. Physical evidence

The last point in the series of marketing strategies that they implement is physical evidence where in this case it is not the location to be discussed but the way they design the room where they sell. The atmosphere that they created by setting the 'bakulan' style.

5. Strategy Timing

Regarding the time when the idea was initiated up to the opening of the business, 'bakulan' paid little attention to the important aspects, namely when to market their products.

CONCLUSION

From the above discussion and counseling carried out for three days in Sodomaran hamlet, Yogyakarta, the author gave the conclusion that: Marketing strategies have not been applied as a whole and have not been maximized by 'bakulan' (traders) because of their lack of understanding, has not yet generated maximum income, no innovation has been seen from the products they produce (examples of donut products: shapes and toppings, types of flavors, packaging, places to sell, target consumers, etc.). Lots of potential around them. Like, the use of social media which is now increasingly widespread can be applied to their business. Online courier services that can be used to minimize shipping costs if for example carried out alone.

SUGGESTION

Based on the results of our analysis that 'bakulan' (traders) need to take advantage of social media which is one of the current marketing strategies, it is very supportive of their businesses getting bigger and getting bigger profits. If income is getting bigger, it will support the economy of 'bakulan' and the people of Sodomaran hamlet, Yogyakarta.

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