

Strategy Marketing of Watermelon Commodity by UMKM in Langkat Regency to Facing the Asean Economic Community

Medi Lilis Wenny Nainggolan *, Rahmanta, Sri Fajar Ayu

Master Program of Agribusiness, Faculty of Agriculture, University of North Sumatra



Abstract - This research to find out how the marketing of Watermelon by Micro Small Medium Enterprises in Langkat Regency. Internal and external factors of marketing Watermelon, alternative strategy and strategic priorities set in marketing activities by MSME's in Langkat Regency. This research was conducted in 5 districts and using SWOT Analysis Method. The results show that the strategy used is Quadrant I strategy (Aggressive Strategy), where this position is a very profitable position. A business that has the opportunity and power so that it can take advantage of the opportunities that exist to the fullest. This strategy supports aggressive growth policies and suggests a growth-oriented strategy to take advantage of the favorable situation. What UMKM can do in implementing this aggressive strategy is to take advantage of the high productivity and demand for watermelon so that MSMEs continue to do an important aspect in order to continue marketing with the help of existing marketing institutions.

Keywords – Watermelon; Small Medium Micro Enterprise; Marketing Strategy; SWOT

I. INTRODUCTION

MEA is conceptualized as an economically integrated region so that the mobility of goods and services as well as various economic activities will be easier. More than just a free trade zone, the MEA is expected to create alignment in more comprehensive and integral economic activities in the ASEAN fraternity spirit. What about Indonesian agricultural products? One of the sectors whose markets are going to rush even further with the MEA deal is the agricultural sector. The entry of agricultural products from various countries to Indonesia is caused by the comparative advantage of agricultural products. If agricultural products

produced by domestic producers do not have specific advantages, it will be less competitive if dealing with agricultural products from abroad.

Watermelon production in Langkat is very high and demand for both domestic and foreign communities is also higher. This makes the community especially MSMEs in Langkat Regency to continue to cultivate Watermelon and strive to create a strategy to be able to compete against the ASEAN Economic Community (MEA).

In the Export Statistics record in Indonesia, in the year 2014 recorded the number of fruit production that can be exported abroad. The data can be seen in Table 1 below:

Table 1 Fruit Export Data in Indonesia

No.	Comodity	Amount (ton)
1.	Orange	1.900.000
2.	Durian	856.000
3.	Mango	2.400.000
4.	Manggis	111.000
5.	Avocado	306.000
6.	Pineapple	1.800.000
7.	Rambutan	733.000

8.	Salak	1.000.000
9.	Banana	1.000.000
10.	Pepaya	830.000
11.	Melon	184.000
12.	Watermelon	684.000

Source: Investor Daily Year 2015

Commodity Watermelon is a commodity that has the highest Horticulture productivity in Langkat Regency and this can be seen in Table 2 below:

Tabel 2. Potential Area of Horticultural Commodity of Langkat Regency (Ha)

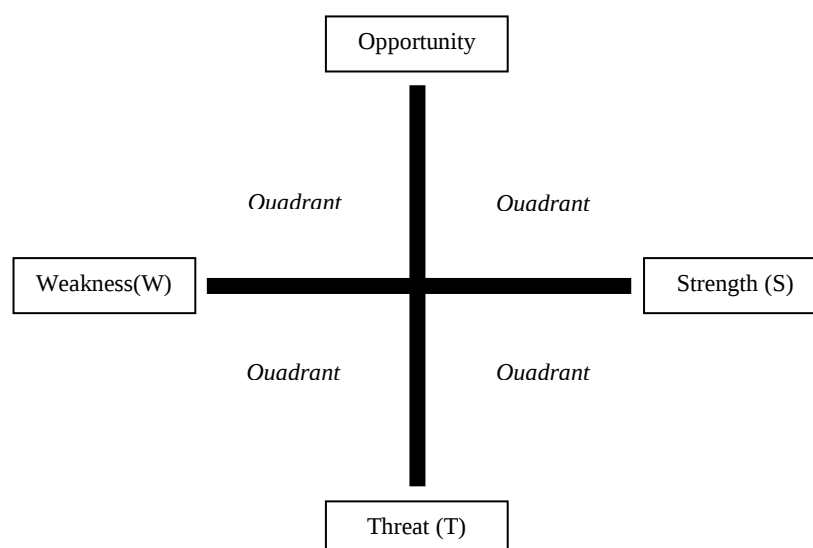
No.	Comodity Type	Area (ha)	Produktion (Ton)	Productivity (Ton/Ha)
1	Timun	502	4.069	8,10
2	Chili	631	2.524	4,0
3	Eggplant	326	2.555	7,83
4	Spinach	166	2.466	14,85
5	Patsai	180	2.410	13,38
6	Watermelon	733	15.461	21,09

Source: BPS Langkat Regency, 2017

II. RESEARCH METHODS

METHOD Data analysis methods used in this study are SWOT analysis, IFAS Matrix, EFAS Matrix, SWOT Matrix. Analysis of internal and external factors is used to identify and evaluate internal and external factors that become strengths, weaknesses, opportunities and threats in

Kabupaten Langkat. From the IFAS and EFAS matrix, there will be differences in internal strategic factors (strengths - weaknesses) and external strategic factor differences (opportunities - threats)



III. RESULTS AND DISCUSSION

A. General Condition of Research Sites

Langkat Regency is one of the areas located in North Sumatra. Geographically Langkat Regency is located at 3 ° 14'00 " - 4 ° 13'00" North Latitude, 97 ° 52'00 " - 98 ° 45'00 " East Longitude and 4 - 105 m above sea level.

Administratively Langkat Regency has territorial boundaries, as follows:

- Regency of Aceh Tamiang and Melaka Strait in the north

- Regency of Karo in the south
- Regency of Deli Serdang and City of Binjai in the east
- West side bordering Southeast Aceh Regency

The population is the number of MSMEs in the research location in Langkat Regency. While the sample is the object of research as representative of the population and has been considered capable of describing the existing population. The total population can be seen in Table 6 below:

Table 6. Number of MSMEs in Kabupaten Langkat by Kecamatan

No.	District	Number of UMKM (Unit)
1.	Kuala	154
2.	Selesai	18
3.	Sawit Seberang	80
4.	Hinai	13
5.	Tanjung Pura	242
Total		507

B. Internal and External Factors influencing marketing strategy by SMEs to Semangka production in Langkat Regency are:

i. Internal factors

1. Production

Commodity Watermelon is a commodity that has the highest Horticulture productivity in Langkat Regency with 733 Ha of land area and 15,461 ton production and productivity 21 ton / ha / year. This makes MSMEs wishing to know how the right marketing strategy to be able to sell the products of Watermelon to overseas (export).

2. Human Resources

The perpetrators of MSMEs in Langkat District have produktif age ranged from 25-60 years and including productive age. Productive age can be used as a benchmark in seeing the activity of a person in work where the conditions of age are still productive then most likely a person can work properly and maximally (Hasyim, 2006).

3. Capital

Capital is one of the supporting factors in running a business. The role of capital is very influential on the development of a business; the size of the required capital depends on the size of the business to be established.

4. Promotion

Promotion is one of the critical success factors of an activity program intended to convey or communicate a

product to the target market, to inform the privileges, usability and most importantly its existence, to change attitudes or to encourage people to act.

5. Infrastructure Facility

The means of infrastructure used by business actors of UMKM in general are self-owned and not rented. The condition of the facilities and kiosks are partly worthy to be used as marketing efforts of Watermelon and some others are still less feasible to be used for business premises.

ii. External Factors

1. Market Share / Competitors

Indonesia is indeed granted by God with the growth of various types of fruits are fertile and abundant. Thus, in quality and quantity can meet the needs of fruit supply for foreign countries. In fact, every region in Indonesia already has superior fruit products and has been planted in a fairly wide scale of land. Likewise in Kabupateb Langkat, this is a threat if not improve itself to market fruit for export.

2. Consumer Demand

Fruit is one source of vitamins and minerals that are beneficial to the needs of the human body. People who care about nutritional needs can be a big enough market target for fruits producers, or some traders in traditional and modern markets that sell fruit products. This is also an opportunity for SMEs to continue marketing the fruit of Watermelon.

3. Price

The selling price in this case is the amount of compensation required to obtain any combination of goods or services. This is in accordance with microeconomic theory which states that if demand increases but the quantity of product supply is limited in the market, then the price of the product will increase, otherwise if demand decreases but the product supply is abundant in the market, and then the price of the product will decrease. This makes the price of watermelon products fluctuate at any time.

4. Marketing Institution

The marketing agency is a body that organizes activities under the name of moving goods from the producer to the

consumer. Most manufacturers use marketing intermediaries to market their products, they try and build a distribution channel. In this case the perpetrators of SMEs serve as retailer institutions, namely intermediary traders who sell goods in small quantities directly to end consumers.

5. Marketing technology

Technology and marketing as things that can be linked as mutually beneficial patterns to each other. If there is no technology then marketing will become backward and will not advance to meet the demands of the times. So in this case the need for knowledge of the role and impact of technology in relation in the field of marketing

Table 7 . IFAS Marketing Matrix of Watermelon in Langkat Regency

No.	Defining factor	Weight	Rating	Score
Power				
1.	Production and productivity of Watermelon Commodity in Langkat is very	0,30	3	0,90
2.	Human resources in this case the perpetrators of UMKM who want to learn continuously in marketing the product Watermelon	0,15	4	0,60
3.	Traders use their own capital	0,20	3	0,60
Total Strenght Score				2,10
Weakness				
4.	Limited promotion	0,20	2	0,40
5.	Facilities of watermelon distribution facilities / facilities are still	0,15	2	0,30
Number of Weakness Scores				0,70
Total		1,00		2,80

Source: Data is processed from appendix 10, 2018

From the table above note that the difference in strength score with a weakness of 1.40 ($X > 0$), where the strength score 2.10 and weakness score 0.70. This means that the strength is greater than the weakness in marketing Watermelon in Langkat. The most dominant strength factor

is the very high watermelon production with the highest score of 0.90. While the main weakness in the marketing of Watermelon in Langkat Regency is the current marketing promotion activities are less effective and efficient with a score of 0.40.

Table 8. Matrix EFAS Marketing Watermelon in Langkat Regency

No.	Defening Factor	Weight	Rating	Score
Opportunity				
1.	The demand for watermelon products continuously makes traders more active / diligent in marketing Watermelon	0,15	3	0,45
2.	The existence of marketing agency assistance to be able to export watermelon	0,29	3	0,87

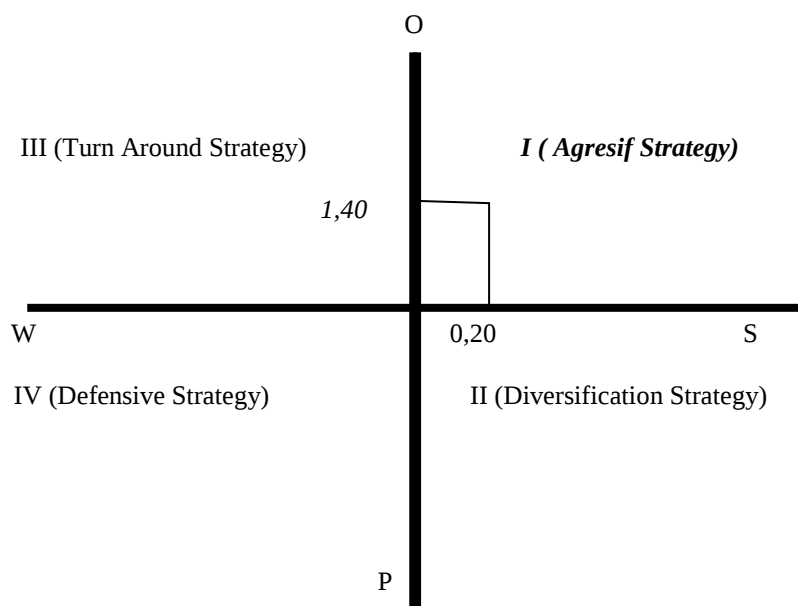
Jumlah Skor Peluang				1,32
Ancaman				
3.	Competition with quality Watermelon from abroad make the farmers and sellers clean themselves to market the fruit Watermelon	0,16	2	0,32
4.	Fluctuating price	0,22	2	0,44
5.	Marketing technology that is still not updated	0,18	2	0,36
Number of Threat Scores				1,12
Total				2,81

Source: Data processed lampian 11, 2018

From the above table it is known that the difference of chance score with the threat of 0.20 ($Y > 0$), where the probability score is 1.32 and the weakness score is 1.12. This means that the opportunity is greater than the threat in marketing of Watermelon in Langkat Regency. The main opportunity of marketing of Watermelon in Langkat Regency is the existence of marketing institutions that help UMKM business actors to export watermelon fruit to other countries with a score of 0.87. While the main threat to the marketing of Watermelon in Langkat Regency is a fluctuating price with a total score of 0.44. The result of

EFE matrix analysis for opportunity and threat obtained by total value is 2.44.

Semangka commodity marketing strategy by UMKM in Langkat Regency can be seen by doing analysis using SWOT matrix. The SWOT matrix is based on the values of the internal factor matrix (SW) and external (OT) tables where the value $X > 0$ is 1.40 and the value of $Y > 0$ is 0.20. From these values will be obtained quadrant strategy that will be done in the marketing of watermelon commodities by SMEs in the face of the ASEAN Economic Community at the point of coordinate's cartesius the following:



In the diagram above obtained information that the strategy used is Quadrant I strategy (Strategy Aggressive), where this position is a very profitable position. A business that has the opportunity and power so that it can take advantage of the opportunities that exist to the fullest. This strategy supports aggressive growth policies and suggests a growth-oriented strategy to take advantage of the favorable situation.

From the SWOT Matrix image above, the marketing strategy of Semangka in Langkat Regency can be explained as follows:

1. Strategy of Strength Opportunities (SO)

SO strategies that can be implemented include Doing market penetration in aids by marketing institutions in this case export agencies so that the perpetrators of SMEs able to penetrate foreign markets because demand and production will be very high Watermelon and cooperate with marketing agencies both personally and in groups.

2. Weakness Opportunities Strategy (WO)

WO strategy that can be done is to create special facilities for transportation in the watermelon distribution process and develop effectively promotional strategies to increase sales, the perpetrators of UMKM can do the labeling of watermelon products to be exported so that marketing institutions or consumers are satisfied with the design so through the consumer export agency will order the product again.

3. Strength Treatment Strategy (ST)

ST strategies that can be done, among others, establish marketing partnerships with retail or agribusiness companies and increase sales by adding innovation in the form of a good increase in packaging, do a good cooperation with exporters to keep a competitive price.

4. Weakness Threatment Strategy (WT)

WT Strategy that can be applied to the marketing of Watermelon in Langkat Regency is Active following the development of market information and streamline production costs in an effort to increase production for competitiveness, Improving and keeping the product maintained its quality by doing quality control from the product selection stage to the product will be sent to the international market.

IV. CONCLUSION

Based on the SWOT matrix, the strategy used is Quadrant I strategy (Aggressive Strategy), where this position is a very advantageous position. A business that has the opportunity and power so that it can take advantage of the opportunities that exist to the fullest. This strategy supports aggressive growth policies and suggests a growth-oriented strategy to take advantage of the favorable situation. What UMKM can do in implementing this aggressive strategy is to take advantage of the high productivity and demand for watermelon so that MSMEs continue to do an important aspect in order to continue marketing with the help of existing marketing institutions. It can also be done with promotion / advertisement through mass media both print and on line. Active following the development of market information and streamline production costs in an effort to increase production for competitiveness.

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