

Efforts To Provide A Marketing Information System For Turmeric Commodities At The Agriculture Office In Solok City West Sumatra Province

Rian Hidayat^{1*}, Rina Sari¹, Vonny Indah Mutiara¹, Muhammad Hendri¹, Zednita Azriani¹

¹Program Study of Agribusiness, Faculty of Agriculture, Andalas University, Indonesia
Padang City, West Sumatra Province, Indonesia

Corresponding Author: Rian Hidayat. E-mail: rianunand@gmail.com



Abstract — Solok City is one of the largest turmeric producing areas in West Sumatra Province. In 2022, the harvested area of turmeric plants in Solok City will be 15.18% of the total harvested area of turmeric plants in West Sumatra Province. The sector with a high contribution to the GRDP of Solok City in 2023 is the trade sector at 25.56%, while the contribution of the Agriculture, Fisheries and Forestry Sector to the Gross Regional Domestic Product (GRDP) of Solok City in 2023 is 4.98%. One of the problems that has been presented in the 2021 - 2026 Strategic Plan Document (RENSTRA) at The Agriculture Office in Solok City is the lack of optimal marketing of agricultural products, so the aim of this research is to describe the availability of a marketing information system for the turmeric commodity at The Agriculture Office in Solok City West Sumatra Province. Research data collection was carried out through Focus Group Discussion (FGD) and Desk Study. The research variables to explain the marketing information system for the turmeric commodity in Solok City are the availability of internal databases, marketing intelligence activities and marketing research activities. There were 14 FGD participants who were attended by The Agriculture Office in Solok City and the research team. The research results show that in the 2021 - 2024 time period, internal data availability is still lacking, marketing intelligence activities have not been carried out and marketing research activities have not been carried out.

Keywords— turmeric; information; marketing; solok; city.

I. INTRODUCTION

West Sumatra Province has 3 (three) largest turmeric producing centers consisting of Limapuluh Kota Regency, Solok Regency and Solok City. The development of turmeric cultivation in Solok City is carried out using monoculture and intercropping. In 2022, the harvested area of turmeric plants in Solok City will be 155,400 M² or 15.18% of the total harvested area of turmeric plants in West Sumatra Province (BPS Provinsi Sumatera Barat, 2023). The sector with the highest contribution to Solok City's GRDP in 2023 is the trader sector, namely 25.56%, while the contribution of the agriculture, fisheries and forestry sectors to Solok City's Gross Regional Domestic Product (GRDP) in 2023 is 4.98%. (BPS Kota Solok, 2023).

The lack of optimal marketing of agricultural products is one of the problems stated in the 2021 – 2026 Strategic Plan Document (RENSTRA) at Agriculture Office in Solok City. Less than optimal marketing also occurs in the results of turmeric plants in the form of turmeric leaves and turmeric rhizomes. To optimize the marketing of turmeric plant products in the form of turmeric leaves and turmeric rhizomes, the Agriculture Office in Solok City requires efforts to provide a marketing information system. The availability of a marketing information system at Agriculture Office in Solok City will help the government make marketing decisions for turmeric crops, so the research aims to describe the marketing information system for turmeric crops at

Agriculture Office in Solok City West Sumatra Province. Efforts to provide a marketing information system for turmeric crops by the Agriculture Office in Solok City are expected to be able to improve the welfare of turmeric farmers in Solok City.

II. RESEARCH METHODS

The Agriculture Office in Solok City must start designing a marketing information system that is able to provide the right information to the Local Government of Solok City in the right form and at the right time for marketing decision makers. Before designing an appropriate marketing information system, efforts are needed to provide better marketing information. To describe efforts to provide marketing information for turmeric crops at the Agriculture Office in Solok City. The Agriculture Office in Solok City can obtain the necessary marketing information consisting of; 1). Internal database, 2). Marketing intelligence, and 3). Marketing research, and variables and indicators can be seen in Table 1.

Table 1. Research Variables and Indicators

| No | Variables | Indicators |
|----|------------------------|--|
| 1 | Internal database | <ul style="list-style-type: none"> a. Data on turmeric farmers and traders b. Price and trade volume of turmeric c. Turmeric sales distribution area d. Turmeric consumer data from industry |
| 2 | Marketing intelligence | <ul style="list-style-type: none"> a. Information on the availability and price developments of turmeric |
| 3 | Marketing research | <ul style="list-style-type: none"> a. Needs assessment for industrial consumers b. Study of market opportunities or potential for turmeric crops |

Data collection was carried out through Focus Group Discussion (FGD) and Desk Study. The FGD participants who attended were from the Agriculture Office in Solok City, consisting of the Head of the Agriculture Service, Food Crops and Horticulture Division, Horticulture Plants Section, Agribusiness Section, Program Sub-division, Lubuk Sikarah Extension Coordinator, Lubuk Sikarah Agricultural Extension Service. And the Desk Study is carried out by collecting and studying documents or activity reports related to research in the period 2021 – 2024.

III. RESULT AND DISCUSSION

The Marketing Information System is one of the efforts to support marketing policies at the Agriculture Office in Solok City. The high need and demand for market information which includes prices, production and quantity demanded and others by business actors from farmer, trader to consumer level quickly, precisely, accurately, completely and responsibly requires an adequate market information network system. The importance of market information, especially the price of the turmeric commodity, requires the local government through the Agriculture Office in Solok City to work hard to build a market information network. It is hoped that if farmers have problems regarding turmeric marketing, it is hoped that the Agriculture Office in Solok City can help provide solutions related to marketing turmeric crops to farmers.

The absence of an integrated marketing information system makes it difficult for farmers to reach a wider market. Apart from that, this also prevents farmers from accessing real-time information, such as market demand, which is very important for planning production and sales, which can ultimately increase farmers' income and welfare.

The marketing information system provides information to marketing policy decision makers at the Agriculture Office in Solok City and also helps provide information to external partners such as intermediary traders. The Agriculture Office in Solok City can obtain the necessary marketing information from internal data, marketing intelligence and marketing research. An explanation of the research results regarding the variables of internal database availability, marketing intelligence and marketing research on turmeric plants is as follows;

a. Availability of an internal database of turmeric crop results at the Agriculture Office in Solok City.

In the period 2021 – 2024, the availability of marketing information regarding data on turmeric farmers, traders collecting turmeric crops, and prices of turmeric crops is available at the Agriculture Office in Solok City. The availability of marketing information is in electronic form but is not yet available in a management information system, while the availability of information on the volume of turmeric crops traded, distribution areas for sales of turmeric crops, and consumer data from the industry are also not yet available at the Agriculture Office in Solok City.

The Agriculture Office in Solok City must build an extensive internal database. The Agriculture Office in Solok City must provide electronic information about turmeric farmers, turmeric collecting traders, turmeric prices, turmeric volume traded, turmeric sales distribution areas, industrial consumers. The availability of an internal database related to marketing information will help the work of marketing decision makers to identify opportunities, weaknesses, plan activities, design programs. According to Rasyid (2024), marketing information helps business actors improve inventory management efficiency, proper scheduling and optimal use of resources and helps increase competitiveness.

b. Marketing research activities for turmeric crops at the Agriculture Office in Solok City.

The aim of marketing intelligence activities is to complement and improve marketing decision making at the Agriculture Office in Solok City. Marketing intelligence is a collection and systematic analysis that is generally available regarding the development of the turmeric commodity in the market and information regarding turmeric suppliers from other districts or cities in West Sumatra Province. Marketing intelligence will provide early warning about opportunities, threats and other market events for the turmeric commodity traded inside and outside the Solok City area. Marketing intelligence information can be collected by agricultural extension workers from turmeric farmers, collecting traders and industrial consumers. Marketing information that can be completed regarding price developments, availability of turmeric plant production, industrial consumers.

In addition to completing marketing information within the internal working area of the Agriculture Office in Solok City, the Agriculture Office in Solok City can also complete marketing information for the turmeric commodity by observing areas that are competitors in producing turmeric in West Sumatra Province. The marketing information needed is related to industrial consumers from competitor areas, sales distribution areas from competitor areas. However, in the period 2021 – 2024, marketing intelligence activities have not been carried out by the Agriculture Office in Solok City.

c. Marketing research activities for turmeric crops at the Agriculture Office in Solok City.

In addition to completing information on the development of the turmeric commodity market in the working area of the Agriculture Office in Solok City and outside the working area of the Agriculture Office in Solok City which is a competitor for turmeric producers, the Agriculture Office in Solok City also requires a formal study or study regarding the marketing of turmeric crops. A formal study on the marketing of turmeric crops will help the Agriculture Office in Solok City understand the needs and potential of the commodity market, satisfaction and behavior of industrial consumers who need turmeric raw materials originating from Solok City. In the period 2021 – 2024, marketing research activities related to the production of turmeric plants in the form of rhizomes and leaves have never been carried out by the Agriculture Office in Solok City. The Agriculture Office in Solok City has the budget capacity to conduct market research on turmeric crops.

IV. CONCLUSION

Government organizations also need marketing information. Marketing information can be used to make better decisions by the government, and marketing information also provides solutions to marketing problems faced by farmers in marketing turmeric crops. The availability of marketing information in the period 2021 - 2024 at the Agriculture Office in Solok City based on observations using variables of internal data availability, marketing intelligence and marketing research is in the weak. The availability of marketing information obtained from marketing intelligence activities and marketing research activities is not yet available. The marketing information system will be of great value if used to make marketing decisions at Agriculture Office in Solok City. Therefore, marketing information systems must make marketing information readily available to all interested parties.

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