

Marketing Innovation for Mandar Brown Sugar Products Through E-Commerce in the Tunas Sejahtera Business Group in Padang Village, Polewali Mandar Regency

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Abstract

Sales of Mandar brown sugar were carried out by the Tunas Sejahtera business group in Padang Village, Campalagian District. At the initial observation, the Tunas Sejahtera business group consisted of 10 housewives and 5 young people from Padang Village. The Mandar brown sugar products produced are marketed or sold in traditional markets in the Campalagian, Wono and surrounding areas, as well as shops and kiosks in the Campalagian, Wono and Padang Village areas. The distribution of Mandar brown sugar products is very limited and is not well known to consumers, so that Mandar brown sugar production cannot be produced in large quantities due to limited marketing or sales capabilities due to marketing reach being very limited to certain areas.

Keywords: *Empowerment, Brown Sugar, E-Commerce*

INTRODUCTION

Padang Village is one of the villages that produces brown sugar, production is carried out traditionally by the community in the Tunas Sejahtera business group. Making brown sugar is an alternative business activity for the community to overcome the uncertainty of coconut prices, because the price of coconut and copra cannot be expected to be the main support for the family's economic needs. Production of brown sugar by the Tunas Sejahtera business group, numbering 15 people consisting of 10 housewives and 5 young people from Padang village, is able to produce 50 kg of brown sugar per day, while sales in one day average only 10-15 kg. through sales to traders in traditional markets as well as shops and kiosks in Padang villages.

The results of field observations are the main obstacle to increasing sales and adding economic value to the production of the Tunas Sejahtera business group, related to a wider market reach, and this is related to marketing, in line with the chairman of the Tunas Sejahtera business group (Bahtiar) who said that the obstacle to marketing sugar products red is related to market reach where the brown sugar production of the Tunas Sejahtera business group in Padang Village is only purchased by small traders in traditional markets. Bahtiar continued to say that the brown sugar product market has

not been able to penetrate modern markets (e-commerce) due to a lack of marketing innovation.

Departing from the situation analysis related to the marketing problems of mandar brown sugar production in Padang Village, in an effort to increase the sales results of mandar brown sugar production in Padang Village, mentoring activities are focused on developing brown sugar products using branding and marketing strategy methods both manually and online (e-commerce). Marketing brown sugar via the internet (e-marketing) is very important as mentioned (Mohammed, Fisher, & Jaworski, 2003). Marketing is a process in which a company creates value for its customers and builds good relationships with customers and to extract more value from customer responses in return. Their image is very important in marketing brown sugar (Kolter, Armstrong, Harris, & Piercy, 2017).

In the era of the Industrial Revolution 4.0, developments in technology and the internet certainly have an impact on the world of marketing. Marketing trends that were originally conventional (offline) have turned digital (online) or better known as digital marketing. According to (Mojopahit & Sidoarjo, 2021) digital marketing is promotion and market search

activities through online digital media by utilizing various means such as social networks. Digital marketing is a strategy that is widely implemented because it allows potential consumers to obtain various information about products and make transactions via the internet. According to Widiatmika & Subawa (2017) in (Sri Subawa et al., 2021), the quality of electronic-based services has proven to be satisfactory and makes customers believe that they will eventually become loyal customers.

Considering the strategic role of the Mandar Brown Sugar industry in the economy of Padang Village, efforts are needed to develop this industry, so that it can increase the competitiveness of this industrial product. The development of this industry is to become a prime mover for industrial development in Padang Village as a whole. On the basis of this, the focus of this research aims to develop an innovation strategy for marketing Mandar brown sugar products through e-commerce in the Tunas Sejahtera business group in Padang Village, Polewali Regency.

IMPLEMENTATION METHOD

Activity Stages. (1). FGD to provide references for diversification of brown sugar products that can be made by the Tunas Sejahtera business group and discuss in depth the potential of the village that can be utilized. (2). Guiding product sales through e-commerce. (a) Preparation of articles as output. This activity was carried out by the Stimulus Community Partnership Program Team by compiling an article as well as submitting it to the SINTA 4 accredited Community Service Journal. 2. Preparing the final research report. This activity was carried out by the PKMS Team by compiling a report on the results of PKMS activities in accordance with the provisions of the rules for making reports and in accordance with the guidelines research and Community Service

LPPM and PM University of West Sulawesi. 3. Location of activities. This PKMS is implemented in the Padang Village area, Polewali Regency, which focuses on assisting the Tunas Sejahtera business group.

RESULTS AND DISCUSSION

This entire series of activities will be carried out from July 3 2024, namely holding preparatory meetings with the Tunas Sejahtera Business Group related to implementation stages of preparing community service activities from the West Sulawesi University Team with the Tunas Sejahtera business group. The activities carried out were the first, a coordination meeting with the chairman of the Tunas Sejahtera Business Group to discuss the entire series of activities that would be carried out by the Service Team from the Law Study Program at the University of West Sulawesi.

Next, the service team went out into the field to identify problems related to the production and marketing of brown sugar in the Tunas Sejahtera business group. From this activity the service team was able to identify problems in the Tunas Sejahtera business group regarding the lack of interest in purchasing power for their brown sugar products. In fact, there are MSMEs in Campalagian sub-district with the Golla Kambu brand which have a wide sales market, with product sales that are sold high. In contrast to the Tunas Sejahtera business group, sales of brown sugar products are unstable, even within a month, sometimes nothing sells.



The brown sugar product that is produced is only solid brown sugar in the shape of a semicircle of coconut shell. With a less attractive shape.

After identification. The service team together with the Tunas Sejahtera business group conducted FGDs twice. Activity The first FGD carried out was regarding diversification of brown sugar products. This activity aims to increase the insight of the Tunas Sejahtera business group, that brown sugar products are not only made into brown sugar in the form of solid sugar in the shape of a half circle of coconut shells. In this activity, the service team provided examples of product diversification from brown sugar cloth. This can increase the competitiveness of selling brown sugar products from the Tunas Sejahtera business group. As for the diversification products, which are used as examples for the Tunas Sejahtera business group, namely liquid sugar and ant sugar.

Next, a second FGD was carried out. The second FGD was conducted with the Tunas Sejahtera business group to provide education regarding digital marketing of brown sugar products. This aims to further expand the product market from the sale of brown sugar products produced by the Tunas Sejahtera business group.



Making brown sugar



Implementation of FGD



Traditional brown sugar process

The series of community service that has been carried out above has implications for increasing the knowledge of the Tunas Sejahtera business group regarding the diversification of brown sugar products, as well as sales strategies through digitalization. Apart from that, it provides skills improvement for the brown sugar products produced to improve product quality

CONCLUSION

This service activity provides real contributions in the form of scientific and technical knowledge in making and marketing brown sugar products and strategies in making and marketing products from brown sugar. Especially the Tunas Sejahtera business group partners as target partners of the West Sulawesi University service team.

SUGGESTION

There is a need to increase related human resources knowledge innovation marketing sugar products red through digitalization as well as development the application, as well as increase

brown sugar product innovation becomes various kind of

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