

Marketing strategy of crystal guava (*Psidium Guajava L.*) as an alternative opportunity community economic empowerment (Tanjung Anom Village, Pancur Batu District, Deli Serdang Regency)

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Abstract. The research aims to: (1) describe internal (strengths and weaknesses) and external (opportunities and threats) factors and (2) describe guava marketing strategies as an alternative opportunity for community economic empowerment. The research area was in Tanjung Anom Village, Pancur Batu District, Deli Serdang Regency with 30 samples and used a SWOT analysis. The results show the calculation of the IFAS and EFAS matrices from internal factors, namely 3.00 obtained from the total number of ratings for strengths and weaknesses and for external factors, namely 2.80, which is obtained from the total addition of opportunity and threat factors. The results of the SWOT diagram show that guava is in an aggressive position in a favourable situation. The marketing strategy implemented is to improve product quality, strengthen cooperation with the government, maintain good relations with consumers, improve the quality of human resources at the operational level, increase product promotion and distribution, segment the market in order to maintain and expand existing markets, create new designs. so that consumers have many choices and increase production and marketing cooperation between similar business actors.

1. Introduction

Crystal guava which is a type of guava is a fruit that is currently quite popular among the public, because it tastes delicious and can bear fruit throughout the season. This guava comes from the area of Taiwan which is a mutation from the Thai Pak residue. This fruit entered Indonesia through the Taiwan Technical Mission in Indonesia in 1998 [1]. Marketing is an absolute requirement in agricultural development. Without a market for agricultural products, agriculture will be static and production results are intended to meet the consumption needs of farm families. Meanwhile, for commercial farming, the resulting product always aims to make a profit. In this case, the role of marketing agencies determines the effectiveness of the distribution of agricultural products from producers (farmers) to consumers [2].

A marketing activity is said to be efficient if agricultural products can be distributed to final consumers with the right time, place, shape, quantity and price, so that consumers are satisfied, producers are not harmed, and the marketing institutions involved get a reasonable profit, starting from agents, traders, major, and retailers. The institutions that are involved in the marketing of agricultural



products will take advantage of their role as intermediaries, so this profit is called the profit margin for traders [3].

Marketing strategy can be determined with a strategy and good tactics so that this can be fulfilled, so the strengths and weaknesses of the company must be considered. Then connected with the opportunities that might be achieved and the obstacles that might confront the company [4]. One of the weaknesses in the agricultural system in developing countries, including Indonesia, is the lack of attention in marketing. Agriculture with the characteristics of perishable yields, seasonal characteristics with scattered locations, and a relatively small production scale requires the right marketing strategy. Therefore, the development of rural agro-industries requires the best alternative in improving the performance of the agricultural sector. One of the agricultural sub-sectors, namely the estate sub-sector, is the main supporter of the agricultural sector in the economy [5].

Empowerment is an effort that builds people's power by encouraging, motivating, and raising awareness of their potential and trying to develop it [6]. Community empowerment is a participatory process that gives communities the confidence and opportunity to assess their main development challenges and propose activities designed to address these issues. As a process, empowerment is a series of activities to strengthen or optimize empowerment (in terms of ability and / or competitive advantage) for weak groups in society, including individuals who experience poverty problems [7].

Empowerment is directed at increasing the people's economy productively, so as to be able to generate high added value and higher income. Efforts to increase the ability to generate added value, at least there must be improved access to four things, namely access to resources, access to technology, access to markets, and access to demand. The objective of economic empowerment is so that target groups who are below the poverty line can manage their businesses, then market and form a relatively stable marketing cycle [8].

The problems faced are where the rate of demand for guava each year is increasing, prospective market opportunities, wide availability of land, and most importantly, high guava production, however, the selling price of producers (farmers) tends to fluctuate due to in terms of the quality of guava that can survive in the market and the most important thing is the limited understanding and the lack of knowledge about the marketing strategy of guava which is still limited or manual (lack of added value for guava commodity into processed products).

The marketing system for guava commodities in Tanjung Anom Village, Pancur Batu District, Deli Serdang Regency is based on the marketing channel. Where, the marketing channel can affect the income received by cultivators (producers / farmers) and other related marketing institutions such as agents, wholesalers and retailers. This is reflected in the difference in prices between farmers and the end consumers and this is also due to the different marketing costs of each actor who market it, so this research is necessary.

Based on the above background and subject matter, it can be seen that the importance of implementing the right marketing strategy to reach the right market and consumers. Where, this study will analyse internal and external factors that are the strengths, weaknesses, opportunities, and threats for guava commodity farmers and other related parties and formulate appropriate marketing strategies that can be applied by guava commodity farmers and other parties who related.

2. Research methods

2.1 Research area determination method

The research was conducted in Tanjung Anom Village, Pancur Batu District, Deli Serdang Regency, North Sumatra Province. The selection of the research area was determined purposively (purposive sampling), which is based on the consideration that the research area is one of the guava commodities farms which has relatively large agricultural land and relatively high production yields.

2.2 Determination methods

The method used in determining the sample of this research is census, where all guava farmer populations in the study area are sampled. The large population of guava farmers in the study area is 44 heads of families. To get the sample size taken as a representation of the population, the Slovin formula is used. Thus, the number of samples to be taken is 30 guava farmers. Determination of the sample will be done randomly simple (simple random sampling).

2.3 Data collection methods

The method used in data collection in this research is primary data and secondary data.

2.4 Data analysis methods

2.4.1 SWOT analysis. The use of SWOT analysis is carried out to analyse the internal factors of the farmer, so that it is known what are the strengths and weaknesses. Besides analysing internal factors, analysis of external factors is also carried out to determine the opportunities and threats faced in order to improve competitiveness. Based on the results of the SWOT analysis, selected policy alternatives are obtained in making strategic decisions. In conducting a SWOT analysis, the stages of activities carried out are as follows: (a) Identification of Internal and External Factors, (b) Preparation of Questionnaires, and (c) Data Analysis.

3. Results and discussion

3.1 Internal and external factors

Based on the results of direct research on guava farmers, it can be seen what are the strengths and weaknesses (internal factors) as well as opportunities and threats (external factors) in the marketing of guava in Tanjung Anom Village, Pancurbatu District, Deli Serdang Regency.

a. Strength

Strengths are positive internal factors that play a role in the marketing ability of guava with all the advantages it has to maintain its position to achieve its goals. These factors are strategic location, good quality guava products, satisfying service to customers, continuous provision every week, good relationships with customers, and own capital.

b. Weaknesses

Weaknesses are negative internal factors that hinder the ability to market guava against something that is not done well or does not have the capacity to do it. These factors are limited promotional activities, limited sales venues, underdeveloped guava processing industries, excess production, and government assistance.

c. Opportunities

Opportunities are positive external factors that can be utilized by guava marketing because they are beneficial which can improve performance to achieve its goals. These factors include a climate suitable for guava plants, guava is beneficial for health and as medicine, and high purchasing power of the community.

d. Threats

Threats are negative external factors, where all kinds of dangers are being faced or will be faced in guava. These factors are frequent guava theft and competitiveness with other seasonal fruits.

3.2 Internal strategy factor matrix

Assessment of internal factors is used to determine the influence of internal factors, namely the strengths and weaknesses of guava in Tanjung Anom Village, Pancur Batu District, Deli Serdang Regency on the sustainability of guava marketing. The assessment is carried out by giving the weight and rating of the internal strategic factors that have previously been identified internal factors of guava, so that better and more targeted alternative strategies can be formulated.

Based on the results of internal analysis, it can be seen that the overall IFAS weighted value is 3.00 in total. This shows that guava in Tanjung Anom Village, Pancurbatu District, Deli Serdang Regency has excellent strength in its operations. Among the factors of internal strategy, where the strength factor consists of human resource skills, quality of guava business products, and the price is cheap and accessible, then the weakness factors consist of small business capital, location, absence of promotional activities.

3.3 Matrix of external strategy factors

Assessment of external factors to find out how the response of guava farmers in Tanjung Anom Village, Pancurbatu District, Deli Serdang Regency to external factors of guava business in the area, namely in the form of opportunities and threats by first identifying the business then the identification results are entered into the factor table. external strategy (EFAS) which is then given weight and rating and score.

Based on the results of the external analysis, it can be said that the results of the multiplication of weights and ratings can produce an overall total weight of 2.80 for the EFAS matrix. This shows that guava in Tanjung Anom Village, Pancurbatu District, Deli Serdang Regency is in a very good position to further develop interest in entrepreneurship, but it does not rule out the possibility of being alert to existing threats. Among the factors of external strategy, the greatest opportunity factor, where the opportunity consists of increasing public demand, low business risk, development of technology and information. Then the threat of guava in the research area consists of rising inflation, consumer awareness of quality, and business competition.

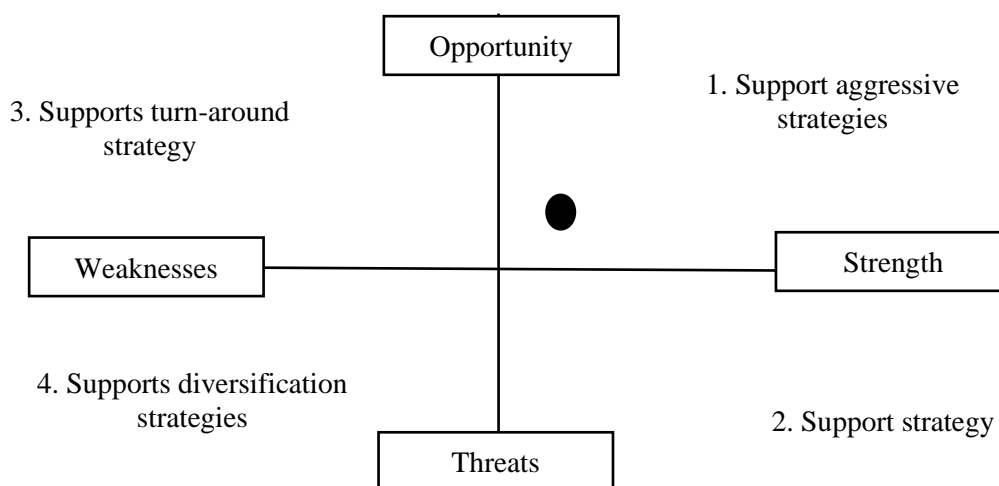


Figure 1. Matrix IFAS and EFAS

After calculating the weight and rating for internal and external factors, it can be seen that the difference from internal factors is 1.10 and the difference from external factors is 0.60. The results obtained will be entered into the SWOT diagram can be seen in the Figure 1. From the diagram, it is very clear that guava is in an aggressive position which is a profitable situation. The organization has opportunities and strengths so that it can take advantage of existing opportunities. The strategy adopted in this context is to support an aggressive growth policy. Therefore, guava in Tanjung Anom Village, Pancur Batu District, Deli Serdang Regency can continue to be developed. Each alternative strategy that can be carried out has its own characteristics and should be implemented jointly and mutually supporting one another. The alternative strategies consist of SO, ST, WO and WT strategies, as in the SWOT matrix in the Table 1.

Table 1. SWOT table for strategy determination

	Strength a. Strategic location b. Good quality guava products c. Satisfactory service to customers d. Continuous provision every week e. Good relationship with customers f. Owned capital	Weaknesses a. Promotional activities are still limited b. The place of sale is not extensive c. Not yet developed guava processing industries d. Over production e. Government Assistance
Opportunities a. climates that match the guava plant b. Guava is beneficial for health and as medicine c. High purchasing power	1. Maintain and improve the quality of guava according to customer desires	1. Increase promotional activities to increase sales. 2. Expanding the market to new supermarkets to increase demand 3. Cooperate with other parties to process ripe or unsold guava in order to provide added value
Threats a. Guava theft is common b. Competitiveness with other seasonal fruits	1. Maintaining a relationship of cooperation and service to customers	1. Opening their own outlets to sell excess production 2. Request government assistance in the development of guava.

4. Conclusions

The calculation results of the IFAS and EFAS matrices were obtained from internal factors, namely 3.00 which was obtained from the total sum of the guava strength and weakness factors rating, and on the company's external factors, namely 2.80 which was obtained from the total addition of the opportunity and threat factors. From the results of the SWOT diagram, it is found that guava in Tanjung Anom Village, Pancur Batu District, Deli Serdang Regency is in an aggressive position, which is a favourable situation. Guava has opportunities and strengths, so they can take advantage of the opportunities that exist. The strategy applied in this condition is to improve product quality, strengthen cooperation with the government, maintain good relations with consumers, increase product promotion and distribution, segment the market to maintain and expand existing markets, create new designs so that consumers have many choices, and enhance production and marketing cooperation between customers.

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