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Marketing Strategy For Banana Chips During Covid-19 (Case Study Of Simple UD In Konda District, South Konawe Regency)

Putri Ayu[1], Idrus Salam[2], Hidrawati[3]

[1,2,3] Department Of Agribusiness, Faculty Of Agriculture, Halu Oleo University, Kendari City 9323

Correspondence E-Mail: Putriayu0508@Icould.Com
idrussalam432@gmail.com ,hidrawati@uho.ac.id

Abstract

This study aims to (1) find out the internal and external factors that are strengths, weaknesses, opportunities, and threats in the marketing of UD. Sederhana banana chips during the Covid-19 pandemic in Konda District, South Konawe Regency, (2) know the marketing strategy of UD banana chips. Simple during the Covid-19 pandemic in Konda District, South Konawe Regency. This research is a case study design research in the UD home industry. Simple, located in Konda District, South Konawe Regency. Data collection is done by observation, interviews, documentation. The data were analyzed descriptively, which was then analyzed using SWOT analysis. The results showed that the strength factor in UD. Simple is greater than weakness, and the opportunity factor is greater than the threat factor. The results of the analysis on the SWOT diagram show the position in quadrant I, which means that home industries tend to be profitable to use their internal strengths by using their strengths and opportunities to minimize weaknesses and threats, so that is the right strategy for marketing banana chips at UD. Simple during the Covid-19 pandemic in Konda District, it is to maintain the quality of durable banana chips products to retain regular customers, increase demand for banana chips products with relatively sufficient sources of capital, develop variants of banana chips flavors, utilize social media to increase marketing in Indonesia. the Covid-19 pandemic. The results of the analysis on the SWOT diagram show the position in quadrant I, which means that home industries tend to be profitable to use their internal strengths by using their strengths

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Keywords: Marketing Strategy, Banana Chips, SWOT, Covid-19

INTRODUCTION

According toBelit et al. (2021)Bananas are one of the plants that can be cultivated in tropical and subtropical climates and are one of the commodities that has a great opportunity to be developed as food diversification in Indonesia. Bananas are a type of fruit that knows no season. With its high survival capacity and relatively fast reproduction, the availability of bananas is abundant with various types such as Ambon, cotton, horn, kepok bananas and are usually processed into banana chips. According toSafitri (2015), processing bananas into chips can increase the added value of bananas and can be stored for a long time. Processing bananas into banana chips does not require high and modern technology, therefore, this industry can be applied to small scale industries, home industries and medium industries. According toUtomo (2018), home industry is a form of business managed by households with a relatively small business scale. Usually this business only uses one or two houses as a center for production, administration and marketing at the same time. The role of home industry is very significant in empowering society to have independence in the economic sector. Home industry activities are currently the most popular entrepreneurial activities, especially during the current Covid-19 pandemic. This activity is in great demand among the community. This is what makes people interested because this business activity is carried out at home.

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Agribusiness marketing strategy is one of the spearheads of economic revival in Indonesia because one of the agribusiness subsystems is the agricultural product marketing subsystem. Agribusiness marketing activities contain four main elements of the marketing mix, namely: product, price, distribution channels and promotion. According toSham (2019), the role of marketing strategy includes every effort to achieve compatibility between the company and its environment in order to find a solution to the problem of determining two main considerations, namely first, the business the company is currently involved in and the type of business it can enter in the future. Second, the selected business can be run successfully in a competitive environment based on product, price, promotion and distribution perspectives to serve the target market.

Konda District is one of the areas in South Konawe Regency that has small businesses engaged in processing chips made from bananas. This small business is driven by the UD Simple home industry. The business of processing fresh banana chips is one of the activities that has the potential to be developed due to the support of the availability of raw materials, ease of the production process, and market potential(Syarwal et al., 2018). According toUtomo (2018)Banana chips are a snack product made from sliced bananas and fried, with or without permitted food additives. The aim of processing pissang into banana chips is to provide added value and increase the benefits of bananas. However, the Covid-19 outbreak has an impact on the sustainability of every business actor. The impact of the Covid-19 pandemic is a decline in the business and economic world. Business players are having difficulty marketing their products, especially brands that they had previously built, which are no longer well known because the government has implemented large-scale social restrictions (PSBB) and social distancing to reduce the growth rate of positive cases. Thus, marketing and entrepreneurs must find alternative solutions to be able to market their products or services to consumers(Fadly & Sutama, 2020). Some research that focuses on marketing strategy is researchSulistiyani et al. (2020), which uses a SWOT analysis tool to determine the marketing strategy to be implemented. For a home industry to know more about the development of its business, it needs to pay attention to the marketing strategy it is implementing. The difference between this research and previous research is to look at marketing strategies and find out weaknesses, strengths, opportunities and threats during the Covid-19 pandemic by using SWOT analysis.

This research aims to determine the strengths, weaknesses, opportunities and threats in the marketing of UD.Sederhana banana chips during the Covid-19 pandemic,

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(2) determine the marketing strategy for UD.Sederhana banana chips during the Covid-19 pandemic.

RESEARCH METHODS

Time and place

This research is located in the UD. Sederhana home industry, Konda District, South Konawe Regency. The location selection was based on the consideration that the industry was still developing amidst the Covid-19 pandemic in Konda District, South Konawe Regency. The research was carried out in January-April 2022. The informants for this research were divided into two, namely internal and informal external informants. There are two internal informants for the owner of the UD.Sederhana home industry business and employees who can provide information or input data that can be used in research. The external informants are intermediaries and consumers.

Data types and sources

This research uses primary and secondary data. Primary data is data obtained by research through data sources obtained by researchers in the form of observations and interviews. Secondary data is data obtained from related agencies such as the central statistics agency, the MSME service, the local village/village office and existing media through recording.

Data analysis method

The research method used in this research is SWOT analysis using the IFE and EFE matrices

RESULTS AND DISCUSSION

Strength Aspect Analysis

a. Long lasting banana chips products

A product is anything offered to the market for attention, ownership, use or consumption. The main advantage of these banana chips is that they have long-lasting product quality. With a shelf life of up to 3 months. Processed banana products have added value, such as processing bananas into banana chips and can last a long time if the packaging is good to prevent water vapor and the entry of air or light at a certain temperature in the chips packaging. This is in line with research conducted byRosalia et al. (2022), the shelf life of banana chips varies between production. until consumption,

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product quality is considered to be 100% and will decrease with the length of storage or distribution. According toAmber et al. (2020), shelf life is one of the main problems that is often encountered in the industry in developing and marketing products. Packaging accuracy. Selecting the right type of packaging material according to the nature of the food being packaged is very necessary to maintain the water content and quality of the packaged material. Proper packaging can block water vapor, light and air and the environment which can reduce the quality of the packaged product so that the product can last a long time. From the results of this explanation, it can be seen that products made from processed banana chips can last a long time if the banana chips are packaged well. Thus, the quality of the product can influence consumer interest in making purchases.

b. **Banana Raw Materials are easy to obtain.**

The availability of banana raw materials in South Konawe Regency is quite abundant because many people cultivate banana plants. Based on 2017 BPS Southeast Sulawesi data, the availability of banana raw materials in South Konawe Regency was 35,275 quintals/per tree in 2017(BPS Southeast Sulawesi, 2017). The availability of a supply of banana raw materials can increase the amount of production in the banana chips business. This is in line with researchNining et al. (2017), whose research revealed that sufficient and continuous availability of banana raw materials for an agro-industry is very important, because the amount of raw materials available can influence production rates.

c. **Relatively Adequate Capital Conditions.**

Capital is a very important factor for entrepreneurs in carrying out their business activities. The availability of capital really determines income because it will be related to the number of goods to be produced that can be sold so that consumer demand can be met. According toFerawati et al. (2020), capital is the result of production that is used to produce further.

Analysis of Weakness Aspects

a. Minimal variety of chips flavors

The development of a business is carried out by every entrepreneur to develop a product of banana chips which is produced in only one type with a savory taste like banana chips in general. This is one of the obstacles for the business that Mrs. Fahria is

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pursuing because there are many consumers who want banana chips with other flavors. This is in line with researchYulita et al. (2017), there is only one type of banana chip produced with a savory taste like banana chips in general. This is an obstacle for home industries engaged in making banana chips because there is a lot of consumer demand for banana chips with other flavor variants. This is because there is no skill or knowledge about creating banana chips so that they are different from the banana chips sold in general.

b. Lack of Utilization of Online/Social Media to Market Products

In the digital era, social media is currently a trend in marketing communications. Social media is an online media, where users can easily participate. Social media has a big influence on people receiving information more quickly through social media, especially during the Covid-19 pandemic, there is a physical distancing policy which makes people carry out activities online.Annisa and Kapat (2020), the marketing system in this research only relies on marketing channels from retailers. Through the results of interviews with the owner of UD Simple Home Industry.

External Factors

External factors are used to identify opportunities and threats that exist for banana chips entrepreneurs as input and consideration and determining marketing strategies. The factors that constitute opportunities and threats to UD Simple's home industry are as follows:

Analysis of Opportunity Aspects

a. There is an increase in demand for banana chips products.

The increasing demand for banana chips products in the UD Simple home industry continues to increase from time to time. Initially, when running her business, Mrs. Fausia only produced one product a week, but as market demand increased, Mrs. Fausia produced banana chips three times a week. Apart from that, at the start of her business, Mrs. Fausia only left her products around the shop in her house. As time went by, Mrs. Fausia began to increase demand for her banana chips outside Kendari City and began to leave her products in shops or supermarkets in Kendari City.

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b. There are regular customers

Building relationships with customers means getting and maintaining relationships with customers on an ongoing basis. Establishing relationships with customers is considered to be very cost-effective compared to looking for new customers or getting old customers who have lost their relationship. Indeed, the establishment of a long-term relationship between sellers and customers begins with the creation of transactions, then similar transactions are repeated so that ultimately it becomes a long-term relationship.

According toWafi (2020), a customer is someone who has become accustomed to buying the goods or products that we sell. This happens because of good purchases and relationships with customers over a certain period of time. People who can be called customers are those who have strong interactions and make repeated purchases. According toDavid (2018), customers provide an important insight into understanding why companies should create and maintain customers and not just attract buyers. A customer is someone who becomes accustomed to buying from you. The habit is formed through frequent purchases and interactions over a certain period. Threat Aspect Analysis.

threat aspect

a. The number of market competitions continues to increase.

The existence of new entrants in the industry can indicate the level of competition that a business will face in the industry, while there are already quite a lot of banana chip producers on the market. If more and more new entrants enter the industry, it will have a number of implications for existing businesses, for example a struggle for market share

b. Government policy regarding the implementation of health and social distancing protocols during the Covid-19 pandemic which affects marketing.

The government is an institution that creates or implements policies that can influence various aspects of life. Government policies that have an impact on business actors are the implementation of Large-Scale Social Restrictions (PSBB) and the Implementation of Community Activity Restrictions (PPKM). The form of implementing this policy is to break the chain of Covid-19, but on the other hand the implementation of this policy has a negative impact on MSME business actors, especially the UD Simple Home Industry. With the implementation of this policy, UD Simple's Home Industry experienced a decline in income due to the lack of people doing activities outside the home. Because of government policies. According toIslami et al. (2021), stated that the impact of the Covid-19 pandemic was a decrease in market demand and caused sales

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turnover to decrease. Sales turnover experienced a very sharp decline which resulted in a decrease in production.

IFE Matrix and EFE Matrix

Based on the analysis of the internal and external environment, factors can be identified that have an influence on the success or failure of the UD Simple home industry. Strength and weakness factors are obtained from internal environmental analysis, while opportunity and threat factors are obtained from external environmental analysis. These factors are then summarized in the IFE matrix (internal factors) and EFE matrix (external factors) to find out which factors have a large or small influence on the marketing activities of UD.Sederhana Home Industry in South Konawe Regency.

Table 1. IFE Matrix for Marketing Banana Chips in the UD Sedehana Home Industry in South Konawe Regency.

No.	Internal factors	Weight	Ratings	Mark Weight x Rating
I	Strength			
1	Long Lasting Banana Chips Products	0.29	4	1.14
2	Banana Raw Materials are Easy to Get	0.29	4	1.14
3.	Relatively Adequate Capital Conditions	0.23	3	0.69
II	Weakness	0.08		2.98
1.	Lack of Flavor Variants in Banana Chips	0.08	1	0.08
2.	Lack of use of online/social media to market products	0.15	2	0.31
	Total	0.23		0.38
	Total			3.36

Based on table 1, it can be seen that the IFAS factors (strengths and weaknesses) have weighting values that have a big influence on marketing strategy. Based on the

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table, it can be seen that the internal position of UD Simple Home Industry in Kab. South Konawe shows that the strengths of UD Simple Home Industry have been able to overcome weaknesses. The strength that has a big influence on the marketing of banana chips is that banana chips products are long-lasting and banana raw materials are easy to obtain, namely with a weight value of 0.29. Compared with the weaknesses above with a weight value of 0.15.

Table 2. Marketing EFE Matrix for UD Simple Home Industry Banana Chips in South Konawe Regency

No	External Factors	Weight	Ratings	Mark Weight x Rating
I	Opportunity			
1.	There is an increase in demand for banana chips products	0.44	4	1.78
2.	There are loyal customers	0.33	3	1
	Total			2.78
	Threat			
1.	The number of market competition continues to increase	0.11	1	0.11
2.	Government policy regarding health protocols during the Covid-19 pandemic which affects marketing.	0.11	1	0.11
	Total	0.22		0.22
	Total			3.00

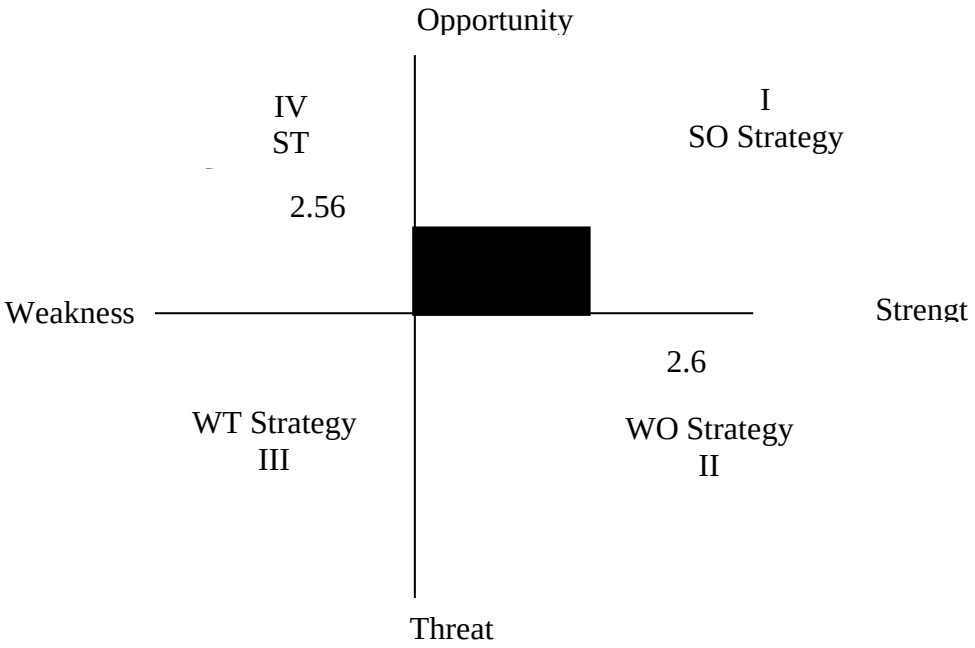
In table 2 it can be seen that the simple home industry in Kab. South Konawe has responded to opportunities and can deal with threats well. This is shown by a weighted value of 3.00. The biggest opportunity for UD's home industry. Simple, there is an

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increase in demand for banana chips products, namely 0.44. Meanwhile, the threat aspect has an influence with a weight value of 0.1.

SWOT diagram



Based on the results of weighting internal and external factors, it can be concluded that the score obtained from subtracting the total strength factors and weakness factors as the X axis is 2.6, while the total external score which is the result of subtracting the opportunity and threat factors as the Y axis is 2.56.

SWOT Matrix

The SWOT matrix is a tool used to compile factors as alternative strategies that can clearly describe the internal strengths and weaknesses faced so that they can adapt to opportunities and threats so that a business development strategy can be formulated.

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Internal factors / External Factors	Strengths	Weaknesses
	1.Long lasting banana chips products 2.Banana raw materials are easy to obtain 3.Relativelysufficient capital conditions.	1. The lack of banana chip flavor variants 2. Lack of use of digital marketing online media to market products
Opportunities 1. Have regular customers 2. There is an increase in demand for banana chips products	**SO Strategy** 1. Increasing demand for banana chips products with relatively sufficient capital conditions. 2. Maintain long-lasting quality of banana chip products to retain repeat customers	**WO Strategy** 1. Create flavor variants for banana chips by taking advantage of the increase in demand for banana chips. 2. Utilizing online media in digital marketing in the marketing system to increase customers
Threats 1. The number of market competition continues to increase 2. There are health protocols and the Covid-19 pandemic which affects marketing.	**ST Strategy** 1. Carry out product innovation in the marketing system during the Covid-19 pandemic by considering the increasing market competition.	**WT Strategy** 1. Develop or create new flavor variants because market competition continues to increase. 2. Carry out marketing on social media because you see the Covid-19 pandemic affecting the marketing system.

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The SO strategy is a strategy that utilizes all aspects of strength to obtain maximum opportunities, including:

1. Increasing demand for banana chip products with relatively sufficient capital sources.
2. Maintain long-lasting quality of banana chips products to retain repeat customers.

The WO strategy is a strategy implemented based on exploiting opportunities to minimize weaknesses, including:

1. Create flavor variants for banana chips by taking advantage of the increase in demand for banana chips.
2. Utilizing social media digital marketing in the marketing system to increase repeat customers.

ST strategy is a strategy that uses strength to overcome threats

1. Carry out product innovation in the marketing system during the Covid-19 pandemic by considering the increasing market competition.

The WT strategy is a strategy that aims to reduce weaknesses and face threats.

1. Develop or create flavor variants due to increasing market competition.
2. Carry out marketing on social media because you see the Covid-19 pandemic affecting the marketing system.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the description of the results of the discussion regarding the marketing strategy for banana chips during Covid-19 (UD Simple case study) in Konda District, South Konawe Regency.

1. Internal and External Factors that influence marketing in Home Industry UD. Simple. Namely, internal factors consist of strength aspects such as long-lasting banana chip products, easy to obtain banana raw materials and relatively sufficient capital conditions, while weakness aspects consist of the lack of banana chip flavor variants, lack of use of online/social media to market products, while external factors consist of opportunity aspects such as an increase in demand for banana chips products, the existence of regular customers, while the threat aspect consists of a lot of market competition which continues to increase, government policies regarding health and social protocols dictancing the Covid-19 pandemic which can affect marketing.
2. The strategy that can be implemented by the UD.Sederhana home industry in improving marketing during the Covid-19 pandemic is by implementing or using

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digital marketing via social media to increase marketing during the Covid-19 pandemic and developing new innovations in banana chip flavor variants to increase the power buy from consumers and can increase marketing in UD's home industry. Simple.

Suggestion

Based on the conclusions of this research, researchers can suggest various things as follows:

1. For the UD.Sederhana Home Industry, it is recommended to increase production and increase innovation in banana chip products and utilize information systems to market products more widely because they see that the tendency of consumers to carry out transactions via social media is always increasing, especially during the Covid-19 pandemic.
2. For the government, it is to provide guidance and increase knowledge to business actors, especially the banana chips industry in Konda District, so that they can run their businesses well and can provide training in terms of online marketing.
3. For future researchers, who want to conduct research related to marketing strategy using SWOT analysis. It is better to consider other elements as factors that influence product marketing. Apart from that, you can also carry out research by testing the feasibility of the strategy that has been taken in this research to see the benefits that the company will obtain if it carries out this strategy.

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