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Analysis Of Business Product Marketing Mix Strategies Hydroponics During The Covid-19 Pandemic In Kendari City (Nuri Horti's Hydroponic Business Case Study)

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Abstract

This study aims (1) to determine the marketing mix strategy of hydroponic business products during the Covid-19 period in Kendari City. This research was conducted in Bonggoeya, Wua-wua sub-district, Kendari City, Southeast Sulawesi. This research takes place from October 2021 to April 2022. The object of this research is the Horti Parrot hydroponic business. This research uses case study method with descriptive qualitative data analysis. This study aims to find out the marketing mix strategy used by the parrot hydroponic business during the Covid-19 pandemic by looking at product, price, place and promotion strategies. The data used in this study are primary data and secondary data. Data collection techniques are interviews and recording. From the results of research on Nuri Horti's hydroponic business products during the Covid-19 pandemic in Kendari City by meeting the demand for the types of vegetables that are in demand, giving discounts to customers, distributing their products to customers according to health protocols, and promoting products using social media WhatsApp and Facebook. Covid-19 had a positive impact on Nuri Horti's hydroponic business because during the pandemic, sales increased.

Keywords: Hydroponics, Marketing mix, Covid-19

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INTRODUCTION

According to Kotler inMegawati (2017) Selling is a managerial social process by which individuals and groups obtain what they need and want, create, offer, and exchange products of value with others. Marketing is a social process by which individuals and groups get what they need and want by creating and exchanging products and value with other individuals and groups.

Marketing is a product offering activity that aims to create satisfaction and fulfill consumer needs. Businesses currently have embraced marketing concepts, namely consumer orientation, goal orientation, and system orientation. In connection with this strategy, business is not just about seeking profit because marketing strategy is a tool used to achieve goals for a business that is related to several social, cultural, political, economic and managerial factors, as a result the influence of these factors is on each individual and group. get what you need. The marketing strategy carried out includes product strategy, price strategy, location strategy and promotion strategy, known as the marketing mix.

The hydroponic business is a business that is currently popular among the public, especially during the current pandemic. Hydroponic businesses usually consist of agricultural products such as mustard greens, lettuce and spinach. Hydroponic business products have good quality and reliable health qualities. Hydroponic products are also very affordable and have good promotional methods so that they can create curiosity among consumers who want to buy them.

The Covid-19 pandemic has caused changes in consumer purchasing patterns and resulted in several obstacles faced by business actors. Businesses that are declining are businesses that are based on visits or the presence of consumers. However, the business that is developing is market dynamics and interaction adjustments using online application platforms such as telecommunications business and online shopping(Sutrisni, 2020). Through e-commerce sales in hydroponic farming there is still interaction between consumers and suppliers. Concerns about Covid-19 have increased the impact on visits and orders from consumers through online shopping trends. So that consumers will continue to buy hydroponic farming products based on the phenomena that occur, it is considered important to carry out research on strategies to attract potential buyers.

Based onThis means that the aim of this study is to find out about the marketing mix analysis of hydroponic business products during the Covid-19 pandemic in Kendari City (Nuri Horti's Hydroponic Business Case Study).

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RESEARCH METHODS

This research was carried out in Kendari City, Southeast Sulawesi from October 2021 to April 2022. The location selection was carried out purposively with the consideration that Nuri Horti's hydroponic business had the criteria to be researched because it was a business that was developing before the pandemic and during Covid-19 pandemic in Kendari City. This research is a case study, namely research carried out intensively, in detail and in depth on a particular organization or institution to determine whether or not there are certain factors that give unique characteristics to the complex social behavior of the unit studied (Rianse and Abdi , 2009). The data used in this research are primary data and secondary data, data collection techniques using interviews, observation and documentation.Factors that support hydroponic farming that uses a marketing mix (product strategy, price strategy, location strategy and promotional strategy).

RESULTS AND DISCUSSION

Marketing mix (Product, Price, Place and Promotion)

The analysis used to look at the marketing strategy for hydroponic business products in Kendari City before and during the Covid-19 pandemic is using a marketing mix (product, price, place and promotion) to maintain stable turnover or sales and generate profits according to targets. The mix applied by hydroponic product businesses in Kendari City is as follows:

a. Product

A product is anything offered to the market to get the attention of buyers, users or consumers that can fulfill the user's desires or needs.

Through the results of interviews conducted with hydroponic business owner Nuri Horti.

Why don't you increase the number of hydroponic vegetable products?

*"Initially I planted several types of hydroponic vegetables such as kailan, kale, lettuce, dakota, pak choy but there wasn't much interest in kale and dakota. In the end I only focused on growing 4 types of vegetables such as kailan pak choy, lettuce and samhong"*Mr. Jamadu (Interview, April 7, 2022)

Through the results of the interview above, Nuri Horti's hydroponic business product strategy can be identified. The product strategy implemented by hydroponic farming owner Nuri Horti in Kendari City can be seen in Table 1

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Table 1 Product Strategy carried out by the owner of Nuri Horti's Hydroponic Farming Business in Kendari City

Business Name	Types of products	
	Before the Covid-19 pandemic	After the Covid-19 pandemic
Nuri Horti	Kailan Spinach Caisim Pakcoy Lettuce Dakota	Lettuce Caisim Pakcoy Samhong

Based on Table 1, Nuri Horti's hydroponic business has several types of vegetable products, including kailan, kale, caisim, pak choy, lettuce and dakota which were planted before the Covid-19 pandemic. According to the interview results, it was stated that with the Covid-19 outbreak, business owners implemented strategies to maintain their businesses in the following ways:

1. reduce the number of products

Through the results of interviews conducted with hydroponic business owner Nuri Horti.

Why did you choose the strategy of reducing the number of hydroponic vegetable products that you market to the public?

*"I see that from buyers' interest, there are only more vegetables such as bok choy, lettuce, caisim and samhong, for vegetables such as kale and dakota, there are less buyers, so I sell those that are in high demand by the public."*Mr. Jamadu (Interview, April 7, 2022)

Based on research results, Nuri Horti's hydroponic vegetable product business has reduced the types of vegetables because not all types of vegetables sold are in demand by many consumers. So business owners reduce vegetable products.

2. Add vegetable products that are in demand by the public.

Through the results of interviews conducted with hydroponic business owner Nuri Horti.

Why did you choose to add a new type of vegetable?

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*"I added a new type of vegetable because there are several consumers who often look for samhong or mustard greens, so I tried growing samhong or mustard greens and indeed many consumers are interested."*Mr. Jamadu (Interview, April 7, 2022)

Based on research results, Nuri Horti's hydroponic business added a type of samhong or mustard greens because of the high demand from several consumers. The types of vegetable products that are most in demand by the public and are still being produced during the Covid-19 pandemic include Lettuce, Caisim, Pakcoy and Samhong. The various types of vegetable products make consumers tempted to buy. This research is in line with research by Santi et al. (2018), hydroponic vegetable products in Pontianak City are very diverse, namely more than one type of hydroponic vegetables, so many consumers are interested in and buy hydroponic vegetables, causing quite a lot of market share and demand for products in Pontianak City.

The reason why hydroponic business owners reduce vegetable products and still maintain the products that are most popular with the public as a marketing strategy is because by choosing to maintain the products that are most popular with the public, this means they will provide a great opportunity as a hydroponic vegetable seller, especially since Nuri Horti's hydroponic business is the first business to run this business. Hydroponics in Kendari City is widely known by the public.

Through the results of interviews conducted with hydroponic business owner Nuri Horti. This research is in line with Pratiwi's (2021) research, where in her research she created a product marketing strategy by creating new innovations in her products, namely combining several certain products in a product sales package packaged in economical packaging. Then, in selling this product, there will only be one price offered for all the products combined, where this price is generally a more economical value than the total unit price.

b. Price

The price of a good or service is a determinant of market demand, price can influence a company's competitive position and also influence its sales market.

How much do you offer for the hydroponic vegetables?

"The prices offered are per kilo and per pot, the price per kilo for lettuce is sold at 45,000/kg and the price for pakcoy, caisim and samhong is sold at 30,000/kg and the price per pot is sold at 10,000/pot. The price of lettuce is more expensive

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*because demand is greater than for other types of vegetables.*Mr. Jamadu (Interview, April 7, 2022)

The pricing strategy implemented by Nuri Horti's hydroponic business in Kendari City can be seen in Table 2

Table 2 Pricing Strategy carried out by Nuri Horti's Hydroponic Business in Kendari City

Business Name	Price	
	Before the Covid-19 pandemic	After the Covid-19 pandemic
Nuri Horti	- More affordable prices - Provide discounts - Determine the selling price of IDR 10,000 thousand/pot - Sales per pot	- More affordable prices - Provide discounts - Determine the selling price of IDR 9,500 thousand/pot - Sales are calculated per kilo

Based on Table 2, it can be seen that the pricing strategy used by Nuri Horti's hydroponic business is as follows:

1. Provide fairly affordable prices.

Through the results of interviews conducted with hydroponic business owner Nuri Horti.

Why did you choose to provide affordable prices?

*"Because initially there were several hydroponic business owners who took vegetables from me, so I gave them affordable prices. What's more, my business is the first hydroponic business and I gave affordable prices to find customers."*Mr. Jamadu (Interview, April 7, 2022)

Based on the results of the interview above, the owner of the hydroponic business, Nuri Horti, gave a selling price with a range of prices offered for lettuce of 45,000/kg, pakchoy 30,000/kg, caisim 30,000/kg and samhong 30,000/kg. However, hydroponic business owner Nuri Horti also sets the unit price at around 10,000/pot, which is considered affordable, enabling consumers to enjoy healthy and clean vegetables at an affordable price. For companies, prices will provide results by creating a number of

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revenues and net profits. Nuri Horti's hydroponic business sets selling prices according to the quality of the goods at competitive prices and reasonable prices.

This research is in line with Benyamin (2019) who stated that the price strategy, for most people, is still the top place before buying goods or services. For sellers, what is important is how to set a price that is appropriate, affordable for the public and does not harm the sellers/traders in the market.

2. Give discounts or discounts to buyers.

Through the results of interviews conducted with hydroponic business owner Nuri Horti.

Why do you often give discounts or discounts to buyers?

*I give price cuts because they are regular customers and always take large quantities."*Mr. Jamadu (Interview, April 7, 2022)

Based on the results of the interview above, the owner of the hydroponic business, Nuri Horti, especially during the pandemic, often gives discounts/rebates to consumers who have become regular customers and take large quantities. In a marketing strategy, prices are needed to help business actors continue to make a profit but still provide privileges to customers.

3. Determine the selling price

Owner Nuri Horti determined the selling price of hydroponic products before the Covid-19 pandemic set the price at IDR. 10,000/pot but during Covid-19, Nuri Horti's hydroponic business reduced the price of hydroponic vegetables to Rp. 9,500 because there was a decline in demand for hydroponic vegetables during the early days of Covid-19, so business owners changed their strategy by lowering prices. Nuri Horti sold hydroponic vegetables per pot before the pandemic, but at the start of the pandemic, market demand decreased, thus reducing selling prices. However, in the midst of the Covid-19 pandemic phase, there was a sudden surge in market demand or an increase in demand so that business owners sold hydroponic vegetables by the kilo.

This research is in line with research by Ronas (2021), in his research during the pandemic, we offered several products in packages, economical packages, complete packages and others, making it easier for customers to choose variations according to their wishes, of course we cut the price for each package to attract customers' attention. . And quoting from research by Santi et al (2018), the price of hydroponic vegetables in Pontianak City is more expensive than conventional vegetables, because the costs

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incurred by producers are quite large to cultivate hydroponic vegetables. A number of consumers believe that hydroponic vegetables are very good for the body, so they are able and willing to pay more to get healthy products.

The reason Nuri Horti's hydroponic business continues to maintain a price strategy in its sales marketing is because Nuri Horti's business is a supplier of several hydroponic businesses in Kendari City. And providing affordable prices and providing discounts that can attract people's interest in buying vegetable products, especially apart from the affordable prices, Nuri Horti's vegetable products are considered clean and healthy.

c. Place

The hydroponic business owner makes his house a production place which is located not far from consumers and hotels, restaurants and eateries so that distribution is easier from producers to consumers to meet their needs.

How do you market hydroponic vegetables?

*"I only sell directly from home. Before the Covid-19 pandemic, I also sold in city parks by opening a sales stand."*Mr. Jamadu (Interview, April 7, 2022)

The distribution strategy for Nuri Horti's hydroponic business in Kendari City can be seen in table 3

Table 3 Distribution Strategy for Nuri Horti's Hydroponic Business

Business Name	Place	
	Before the Covid-19 pandemic	After the Covid-19 pandemic
Nuri Horti	- Create a sales stand in the city center park - Has a strategic place and is easy to reach because it is near the market	- Has a strategic place and is easy to reach because it is near the market - Product distribution via e-commerce platforms - Open a small shop or kiosk - Using retailer services as a sales channel

Based on Table 3, it can be seen that the location strategy used by Nuri Horti's hydroponic business is as follows:

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1. Create a sales stand in the city center park.

Through the results of interviews conducted with hydroponic business owner Nuri Horti.

What was your initial strategy in distributing hydroponic vegetable products?

*"I sold hydroponic vegetables before the pandemic. I often opened stands in city parks, but during a pandemic like now, that's no longer the case because interaction restrictions require health protocols to be adhered to."*Mr. Jamadu (Interview, April 7, 2022)

Based on this research, before the pandemic, Nori Horti's business often opened sales stands in city center parks. When the Covid-19 outbreak was no longer due to interaction factors that had to be limited. Opening a sales stand opens up great opportunities for business owners. This is the same as research according to Sanda (2019) which states that it is very important to implement shopping by opening a sales stand because sales can automatically increase every day, because the attraction of buyers who are interested, especially in clean and healthy products, increasingly convinces buyers to buy the product.

2. Distributing hydroponic products from production sites

Through the results of interviews conducted with hydroponic business owner Nuri Horti.

Why did you choose your house as a place to sell hydroponic vegetable products?

*"During the pandemic, I no longer opened a stand in the city park because my house is not far from the market so consumers come directly to the house to buy vegetables."*Mr. Jamadu (Interview, April 7, 2022)

3. Distribution through online sales

Through the results of interviews conducted with hydroponic business owner Nuri Horti.

Why did you choose to distribute your products online?

*"Because during a pandemic like now everything is done online, so to order vegetables I use social media to make it easier for consumers to buy besides coming directly to the sales place."*Mr. Jamadu (Interview, April 7, 2022)

Based on the research results, people can meet their needs without coming to the hydroponic business location by simply using a gadget, and just ordering via social media

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or ordering using online motorcycle taxis such as via Grab and Maxim as a marketing avenue. This is done to comply with health protocols and prevent the spread of the virus.

4. Open a sales kiosk and use retailer services

Nuri Horti's hydroponic business added a sales strategy during the Covid-19 pandemic by opening a kiosk and using retailer services because during the Covid-19 pandemic there was an increase in sales so the business owner opened a sales kiosk and used retailer services to meet consumer demand and make it easier to distribute sales of hydroponic vegetables until it reaches consumers. This research is in line with research by Kurniawan (2018), who in his research applied the marketing process implemented by UD. Batu City AGF is by selling its products in kiosks with a sales system that gives consumers the freedom to choose the products they want and distribute them to other kiosks.

This research is in line with the research of Pratiwi (2021), who in her research implemented a strategic location strategy where the location was easy to reach because it was on an urban route. And it is very easy for consumers who want to shop to get through because the road access to the location is quite good. And quoting from research by Santi et al (2018), the location of hydroponic vegetable gardens and marketing in Pontianak City is strategic because every hydroponic garden is in complexes with lots of residential areas and hydroponic marketing locations are in markets where there are lots of people who care. about their physical health.

The reason why Nuri Horti's hydroponic business chose a strategy that is easy to reach is because during the current pandemic, sales have increased so that many buyers come directly to the sales location and make it easier to order for consumers who buy online and via online motorbike taxis to make it easier to get to the sales location.

d. Promotion (promotion)

Promotional activities in hydroponic businesses in Kendari City are very important activities in marketing their products. This activity is how to make consumers interested in hydroponic business products.

How do you promote hydroponic vegetable products?

*"I promote hydroponic vegetables by posting pictures of hydroponic vegetables on social media via FB and WA."*Mr. Jamadu (Interview, April 7, 2022). Further details of the interview results can be seen in Appendix 2.

Based on the results of the interview above, it can be seen that the promotional strategy carried out by Nuri Horti's hydroponic business can be seen in table 4.5

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Table 4 Promotion strategies carried out by Nuri Horti's Hydroponic Business

Business Name	Promotion	
	Before the Covid-19 pandemic	After the Covid-19 pandemic
Nuri Horti	- Advertising via social media. - Personal sales promotion (word of mouth promotion).	- Advertising via social media - Personal sales promotion (word of mouth promotion) - Promotion using the marketplace with grab mart services - Promote sales through website pages

Based on Table 4. the promotional strategy carried out by Nuri Horti's hydroponic business is:

1. Individual Sales (Personal selling)

How does the initial sales promotion help introduce the product to consumers?

*"When I first started my business I only promoted it by word of mouth to the local community, at first I experienced problems in promoting hydroponic products because I had just started a hydroponic business so few people knew about hydroponic vegetables"*Mr. Jamadu (Interview, April 7, 2022)

Based on this research, promotions are carried out through face-to-face individual interactions aimed at creating mutually beneficial relationships by means of a personal approach to consumers through word of mouth.

This research is in line with research by Isalman et al. (2022) MSMEs in Ulu Lakara village market their products by relying solely on the surrounding villages. Marketing promotions are still conventional with word of mouth promotion and have not utilized social media, so information about their products is very limited.

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2. Advertising (Advertising)

How do you advertise vegetable products via social media?

*"I promote it through social media via Facebook and WhatsApp by posting vegetable products that are ready to be marketed"*Mr. Jamadu (Interview, April 7, 2022)

Advertising promotion for Nuri Hori's hydroponic business products using banners in production houses at hydroponic business premises. The point is to introduce the product to buyers. Through social media such as WhatsApp, Instagram and Facebook.

This research is in line with research by Indiana and Beni (2021), where the marketing strategy used in hydroponic farming is to sell directly and via digital, limited to social media such as WhatsApp, Facebook and Instagram. And quoting from research by Santi et al (2018), many promotions carried out by producers use social media, so producers have no difficulty promoting their hydroponic vegetables. The existence of social media (Whatsapp, Instagram, Facebook) in marketing hydroponic vegetables will make it easier for producers to carry out promotions, the costs incurred by producers are relatively cheap with a large information content.

3. Sales promotion

What is the importance of promotional strategies in the sales of hydroponic business products that you run?

*"I think promotion is very important because it introduces vegetable products to consumers"*Mr. Jamadu (Interview, April 7, 2022)

Based on the research above, the sales promotion for Nuri Horti's hydroponic business is carried out to attract customers to buy every product offered by the hydroponic business owner by carrying out promotional activities by providing affordable prices and automatically introducing the product to consumers. The reason Nuri Hori's hydroponic business chose the promotional strategy of making advertisements on social media and word of mouth was because it was easier to spread the word about hydroponic product businesses. This research is in line with Khoiriyah et al. (2017) promotional activities carried out with ikat weaving craft business owners in Parengan Village, Madura District, Lamongan Regency, namely, to introduce the products produced to consumers. So it can be concluded that by forming the right strategy for business continuity, then it will be profitable for business actors. Especially during the current pandemic, it is necessary to pay attention to the strategies implemented so that the business can continue even during the current Covid-19 pandemic.

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4. Sales promotion using marketplaces and website pages

Hydroponic businesses have increased their sales promotion strategies during the Covid-19 pandemic due to increased consumer demand so that business owners collaborate with marketplaces (Grab Mart) and promote products on website pages to increase sales places and at the same time promote Nuri Horti hydroponic products. This research is in line with research by Kurniawan (2018), UD. Bumiaji Sejahtera carries out promotions through online media by creating a web page which was carried out in 2016 by renting it for a year at a cost of Rp. 900,000 per year.

Based on research conducted during this pandemic, hydroponic businesses in Kendari City were established before the pandemic and are still surviving today. This pandemic has an impact on hydroponic businesses where there are still many who don't know about hydroponic vegetables and at the beginning of the Covid-19 pandemic it had an effect on reducing direct interaction between sellers and buyers, resulting in a decline in sales at the start of the pandemic, but as time went by it became clear that Covid-19 had a positive impact because initially sales experienced a decline due to reduced direct interaction with buyers.

CONCLUSIONS AND RECOMMENDATIONS

The marketing mix strategy for Nuri Horti Hydroponic products during the Covid-19 Pandemic in Kendari City is: Product strategy to reduce the number of products and add vegetable products that are in demand by the public. The pricing strategy provides fairly affordable prices and provides discounts or discounts to buyers selling per pot and per kilo. The strategy for creating a sales stand in the city center park, distributing hydroponic products from production sites and distribution channels by means of online sales and through e-commerce services and retail services as well as personal sales promotion strategies (Personal selling), advertising (Advertising) and sales promotions through website page.

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