

MARKETING MIX ON TUAHTA FARM LIVESTOCK BUSINESS IN PAYA BUJOK SEULEUMAK VILLAGE, LANGSA BARO DISTRICT, LANGSA CITY

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Abstract

This study analyzed the marketing mix of the Tuahta Farm livestock business in Paya Bujok Seuleumak Village, Langsa Baro District, Langsa City. Observation, interviews, and direct questionnaires with respondents obtained primary data. In this study, the informant owned Tuahta Farm in Paya Bujok Seuleumak Village, Langsa Baro District, Langsa City. The sampling technique in this study uses the case study method. The data analysis used was descriptive qualitative. The results showed that: 1) The product mix for various products is less varied, for design is still the same as product design in general; 2) Price mix and payment methods are less diverse. 3) Promotion mix: Promotional activities have not gone well, so you should make a clear advertising strategy. 4) The distribution mix is already good compared to the product, price, and promotion mix.

Keywords: Marketing Mix, Tuahta Farm, Goat Milk

INTRODUCTION

The marketing mix is a collection of controlled tactical marketing tools that companies combine to produce the response they want in their target market. It consists of everything a company can do to influence product demand.

Tuatha Farm is one of the MSMEs that makes livestock a business located in Paya Bujok Seuleumak Village, Langsa Baro District, Langsa City. In 2021, *Tuatha Goat Milk* has not fully reached the sales target. So, in this case, *Tuatha Farm* experienced obstacles such as a small market share. This is because the product is a new product that the public and passive business owners do not fully know how to promote through *online* or *offline* media. So, it is necessary to carry out a strategy to increase the interest and attractiveness of a product to consumers so that sales continue to grow. The marketing mix is one of the solutions that can be used to increase sales volume, in which the marketing mix is a composition of products, prices, promotions, and distribution (Lestari *et al.*, 2023)—looking at the contribution of the livestock business to income if the business participates in using the marketing mix. For this reason, the author is interested in carrying out research entitled "Analysis of Marketing Mix in Tuahta Farm Livestock Business in Paya Bujok Seuleumak Village, Langsa Baro District, Langsa City." Based on the description above, this study aims to analyze the marketing mix in *the Tuahta Farm* livestock business in Paya Bujok Seuleumak Village, Langsa Baro District, Langsa City.

RESEARCH METHODS

Research Method, Time, and Place

The research method used in this study is a case study that collects primary and secondary data. The research was conducted in November 2023 in Paya Bujok Seuleumak Village, Langsa Baro District, Langsa City. The determination of the research location was carried out in a *purposive* way.

Data Analysis Methods

Data reduction is carried out to improve data, reducing data that is less necessary and irrelevant to research and adding data that is still lacking. Data presentation is carried out to collect information needed in a descriptive form to understand the overview of the research data. Conclusions are drawn to understand the data by looking for patterns, relationships, and events in the field.

RESULTS AND DISCUSSION

1. Application of Product Mix in *Tuahta Farm sales*

a. Product Variety

The diversity of *Tuahta Goat Milk* products has three variants: original, chocolate, and strawberry. The chocolate variant is the most liked by consumers. The difference is that the original uses 100% goat milk without any additives. In contrast, the chocolate and strawberry variations use sucrose additives and *Red Bell* chocolate and strawberry flavors to give the product flavor.

Based on the statement above, *Tuahta Farm* should add new variants so that *Tuahta Goat Milk products* are more diverse by paying attention to market trends so that the product has more appeal in the eyes of consumers. This aligns with the opinion (Melda et al., 2020) that the diversity of products carried out by companies can increase consumer purchases because consumers tend to choose diverse products.

b. Product Quality

To maintain the freshness of *Ottawa goat milk*, the owner freezes it. For the resistance level, the product can last for one month at a temperature of -18°C ; at room temperature, it can last for two days. *Tuatha Farm's strategy for maintaining product quality* is carried out by paying attention to animal feed. According to (Hasanah et al., 2023) The primary needs of ruminant animal feed can be met from forage feed obtained from grasses, legumes, and concentrates. The company also pays attention to the course of production activities, such as maintaining the cleanliness and humidity of the production room so that it is far from microbes, maintaining the cleanliness of the milking process by washing hands, washing the udder using warm water, drying the udder using a cloth before milking and product packaging is carried out directly during milking activities using *BPA free packaging*.

c. Design

The packaging design of *Tuahta Farm* is simple, where the word {*Tuahta* is taken from the name of the son of the livestock business owner and is by the STP (segmentation, target, and position) targets. The product packaging design is relatively simple and has not fully attracted consumers. The product design is still the same as the product design in general, where the design is only plain white with the addition of *the brand name* and the image of a goat. Color selection is essential in conveying cognitive messages to potential consumers in product design. The selection of bright colors can increase the purchase interest of female consumers. This is supported by the statement (Mufreni, 2022) that female consumers like products dominated by light blue and pink colors, and female consumers are not interested in brown (dark) products. Women and children dominate the target consumers of this product.

d. Service Features

Service features that attract consumer interest in a product include easy access to product information, diversity of transaction services, and product innovation. The company provides easy access to information and product payments in this case. The product information, especially regarding the production process, product benefits, and product durability, can be found on the company's *official Facebook* page, and you can also contact

the available contacts. With the convenience of transaction services, consumers can make cash and non-cash payments. The non-cash system that can be used for transactions is interbank transfers.

e. Brand Name

The brand name *Tuahta Farm* is taken from the name of the first child of the company owner, while the word *Farm* comes from a foreign language that means farm. The brand's style is complemented by a livestock logo highlighting its products' livestock element.

f. Packaging

Tuatha Goat Milk *packaging* consists of clear bottle packaging with a volume of 150 ml, a weight of 9 grams, a height of 11.3 cm, and a diameter of 4.2 cm. The packaging is food-grade, and the bottle cap is equipped with a seal to maintain the product's taste, cleanliness, and durability.

g. Supporting Services

Tuahta Farm serves consumers every day, both offline and online; consumers can contact WhatsApp with the following numbers: (1) WA Salesperson 1: 082175298877 (Tuahta) and (2) WA Salesperson 2: 081314251588 (Star). *Tuatha Farm* tries to provide the best service for its consumers. One of the ways that *Tuahta Farm* does this is to list the company in the *Google Maps* application, reply to messages quickly, start the message with a greeting, explain the shipping expedition used, the delivery time, the delivery cost, and send the product on the same day to avoid the time for the product to reach the consumer.

2. Application of Price Mix on *Tuahta Farm* Sales

a. Price List

The determination of *Tuahta Farm's price* follows the market price of similar products sold by its competitors. The original chocolate and strawberry variants are sold for Rp 10,000/bottle. Based on this theory, *Tuahta Farm should* consider value and cost orientation. This aligns with the opinion (Kotler *et al.*, 2018) that pricing is based on costs, where companies consider production costs and then set prices that can cover production costs and profit targets.

b. Discount

Tuatha Farm provides discounts in the form of price reductions for consumers who purchase large quantities. Discounts function as an attraction to encourage buyers or consumers to make purchases in large quantities, thereby increasing sales volume. This is by the opinion (Amanah *et al.*, 2018) that goods sold cheaper due to discounts will invite more consumers. In this case, *Tuahta Farm* provides discounts with a minimum purchase of 10 bottles. The owner of *Tuahta Farm* gives one free bottle for every purchase of a minimum of 10 bottles.

c. Discount

Tuatha Farm provides a discount when goat milk production increases with a price breakdown of IDR 9,000/bottle from the regular price of IDR 10,000/bottle. The criteria for getting a discount are regular consumers and purchasing ten bottles of products.

d. Payment Period

Tuatha Farm does not impose a payment period system on consumers. Based on this, *Tuahta Farm should* implement a payment period system to make it easier for consumers who want to become distributors but do not have enough capital. By implementing a payment period system, prospective distributors only need to make payments at the beginning of the product purchase, and the rest are paid off according to a predetermined period.

e. Credit requirements

Tuatha Farm does not implement a credit payment system, but business owners apply a non-cash one. Usually, prospective consumers make payments through *bank transfers* or interbank transfers through the bank's internal network, such as ATM cards.

3. Application of Promotional Mix to *Tuahta Farm Sales*

a. Advertising

Product advertising only focuses on advertising on social media such as *Facebook*, *Instagram*, and *WhatsApp*. The frequency of advertising is not yet precise. Business owners usually do promotions every day on *WhatsApp* accounts, while on *Instagram* and *Facebook* accounts, entrepreneurs do promotions once time in 1 week. Ideally, *Tuahta Farm* should not only focus on online advertising promotion but also carry out *offline* promotion. Based on this, *Tuahta Farm* immediately created an organized and clear advertising strategy, considering that advertising is an important activity that marketers must do to introduce products to potential consumers. Effective advertising is advertising that can increase sales volume.

b. Personal Selling

Introducing offline products is suitable for increasing personal selling so the company can find target consumers directly. In this case, *Tuahta Farm* has not carried out offline promotions. Based on this, *Tuahta Farm should* conduct offline promotions. The offline promotions that do not require much budget are: 1) offering products to schools around the business location, 2) offering products at weekly recitation activities, making simple signs that direct potential consumers to the business location, and 3) offering products door *to door*.

c. Sales Promotion

Product promotion uses *online media* such as *Facebook*, *Instagram*, and *WhatsApp*. The most impactful sales promotion today is through *online media*. This is in line with the opinion (of Puspitarini et al., 2019), which states that as many as 49 percent of the Indonesian population are active users of YouTube, Facebook, Twitter, and Instagram social media and is the largest Instagram user in Asia Pacific, it is an excellent opportunity in business activities. *Tuatha Farm* should be more active in promoting, mainly through *Instagram* and *Facebook* media, by increasing educational content about the benefits of Ottawa goat milk, as well as the content of daily activities such as during the squeezing process to product packaging, considering that currently social media can be a cheap promotional tool and can quickly send information to a broad audience.

d. Public Relations

Public relations can deepen public trust in an individual or organization so that it can increase purchasing decisions. The relationship between the surrounding community and the company is relatively good. The company's strategy to retain consumers is to build emotional interactions and bonds directly and indirectly.

4. Application of Distribution Mix in *Tuahta Farm Sales*

a. Marketing Channels

The distribution mix of *Tuahta Farm products* consists of direct marketing channels. Marketing channels without intermediaries are carried out by 1) *Tuahta Farm* makes goat milk products for all variants, 2) maintains the availability of products every day, 3) goat milk is always available for sale in the refrigerator, and 4) purchases by consumers who directly make purchases to business locations and orders via *Tuahta Farm's* official social media.

b. Market Coverage

Tuatha Farm's *marketing scope* focuses on Langsa City, Kualasimpang City, and Perlak District. The company has also marketed its products to Lhokseumawe City and Banda Aceh City, but the frequency remains low.

c. Grouping

According to (Arifin *et al.*, 2018), market segmentation grouping is differentiated based on age and gender. The market segment of *Tuatha Farm* is male and female, with the age of 2 years, and the elderly, with the age of 80 years (all age groups). The consumers who buy the most *Tuatha Farm* products come from 5-11 years old and are dominated by women.

d. Location

The criteria used to determine the correct location are: the location is in a commercial and office center, clearly visible from the side of the road, and access to the location is good (Puspitaningrum *et al.*, 2022). The company's current location is perfect because it is close to Suzuya Mall, access to the business location is also relatively good, and the regular road route pattern makes it easy to find. Strategic locations make it easier for consumers to reach products. The building area used for the production space is 3 meters x 4 meters.

e. Setup

The company's strategy for meeting product inventory is *restocking* 25 daily bottles. For the original variant, as many as ten bottles, the chocolate variant as many as ten bottles, and the strawberry variant as many as five bottles.

f. Transportation

The process of moving products uses *Mitsubishi Colt L300* car transportation from the business location to the Kualasimpang City and Perlak District areas. The time it takes to deliver the product is 1 hour. Product delivery is carried out if consumers purchase more than 40 bottles in one order using a *styrofoam box* as a container to maintain product quality during the delivery period. In this case, the company waives shipping fees.

g. Logistics

Logistics functions to manage and connect the flow of goods in a company, starting from before the production operation process until the finished product is delivered to consumers (Garside *et al.*, 2017). When the business opened, *Tuatha Farm* bought four female tawa goats and two male tawa goats obtained from Medan City. The company obtains raw materials through private livestock for further milking in the morning at 08.00 WIB.

The company conducts daily controls to ensure inventory. If stock is low, the company milks twice daily, namely at 08.00 WIB and 15.30 WIB. Tuatha Farm's logistics distribution system involves buying land directly from the company.

CONCLUSIONS AND SUGGESTIONS

Based on the results of this study, it was concluded that *Tuatha Farm's marketing mix* has not been maximized as in the product mix, namely the variety of products and designs. In the price mix, namely the price list and payment period. In the promotion mix, namely advertising, personal selling, and sales promotion. The product distribution mix analysis shows that *Tuatha Farm* products are reasonable compared to the product, price, and promotion mix. The price formation of *Tuatha Farm products* is more oriented toward competitors than paying attention to the product's value. Advertising strategies, personal selling, and sales promotions are still poor and need improvement.

In the product mix of *Tuatha Goat Milk*. You should add variants for various products so that *Tuatha Goat Milk* products are more diverse. For the design, *Tuatha Farm should* update the product packaging design to make it more attractive because children dominate the target

consumer in the price mix of *Tuahta Goat Milk*. For price lists other than competitor orientation, you should pay attention to value and cost orientation when setting product prices. For the payment period, it is better to implement a payment period system to make it easier for consumers who want to become distributors but do not have enough capital. In the promotion mix, *Tuahta Farm* should be more active in promotional and advertising activities *online* and *offline* by making educational videos and interesting posts related to the products sold and introducing products *offline* to attract potential consumers.

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