

CREATIVE MARKETING STRATEGIES IMPLEMENTED IN ATTRACTING CONSUMER ATTENTION IN LEMANG BATOK BUSINESS TYPICAL TEBING TINGGI CITY

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Abstract

This study aims to determine the Creative Marketing Strategy Applied in Attracting Consumer Attention (Case Study in the Lemang Batok Souvenirs Typical City of Tebing Tinggi). The implementation of creative marketing is very important considering that it has been stated that online media will greatly benefit because of the level of effectiveness and efficiency it promises. The development of creative marketing has seen rapid growth in income every year from before using online media and after using online media in its marketing strategy, the implementation of online media that has been carried out is in accordance with the benchmark: the application of creative marketing through online media to consumer buying interest, according to lemang shell business goals, they try to market their products to keep up with the times. The impact of implementing creative marketing has a positive impact, with a measure of achieving business goals, easy integration with other businesses, easy adaptation to the environment and businesses have a dependence on the use of online media, even implementing creative marketing does not have a negative impact seen from various aspects, this make an answer that successful creative marketing is applied as one of the marketing strategies for the lemang shell business in supporting the marketing of its products, of course this can also be developed by other typical food producers.

Keywords: *Creative Marketing Strategy, and Attracting Consumer Attention*

1. INTRODUCTION

Micro, Small and Medium Enterprises play a very important role in improve people's welfare and help sustain people's economic growth. City of high cliffs as a city of services and trade also has many MSME businesses based on the people's economy, such as the iconic lemang shell souvenirs typical of the city of Tebing Tinggi, and has become one of the people's businesses that has been widely developed in the city of Tebing Tinggi, Wulandari. (2018). Good marketing methods are urgently needed in developing this community-based MSMEs, one example is the creative marketing method carried out by Lemang Batok traders in Tebing Tinggi City, they create a community and a special location when selling lemang, namely the Lemang cultural village which is of course a special attraction in the process of introducing the lemang product. Hose, CAD (2013) Consumers are one of the elements that really determine success effort in achieving its goals, in the absence of consumers, it is also certain that the business is a bankrupt business.

MSMEs have the ability to provide stimulation and stimulus to consumers so that consumers are encouraged to purchase products produced by the company, Agoes, Sukrisno., and Ardana, I Cenik. (2016). Consumer interest to buy can arise as a result of the stimulus offered by the company businessmen. Purchase intention is the stage of the consumer's tendency to act before the purchase decision is actually implemented. Alma Buchari (2014). Lemang Batok Until now, it is still believed to be a form of economic business that has quite good prospects, even in a crisis. Even so, during the same period many lemang batok went out of business, because they were no longer able to maintain the number of buyers. According to several competent parties, business success in the MSME field is not only determined by the number of visitors (Wulandari, 2018), but also determined by the ability to increase customer growth by maintaining quality or quality. These

problems do not rule out the possibility that MSMEs, especially in the city of Tebing Tinggi, will continue to experience development. The development of MSMEs, especially in the city of Tebing Tinggi, continues to fluctuate from 2019 to 2021.

The city of Tebing Tinggi has superior products such as lemong shells, peanut bread, etc. because these products dominate the MSME industry typical of Tebing Tinggi city. The development of MSMEs can be seen from the number of visitors and customer growth that are included in the superior product cluster of the city of Tebing Tinggi.

Table 1.1
Development of MSMEs in the city of Tebing Tinggi

No	Sector	Year (2021)	Number of visitors	Year (2022)	Number of visitors
1	Trading	3,722	2018	3,476	1,264
2	Various Businesses (rice stalls & coffee shops, cigarette stalls and snacks)	2.135	1,521	1697	835
3	Services (internet cafe, hotel, tailor, etc.)	702	848	648	811
4	Tebing Tinggi Typical MSME Industry	446	792	316	702
5	Agriculture and Animal Husbandry	39	126	16	144
6	Cooperative	261	298	224	392
Amount		7,305	5,603	4.148	4.148

Source: Department of Trade and BPS City of Tebing Tinggi 2023

Table 1.1. explained that the number of MSMEs and visitors in the city of Tebing Tinggi had decreased from the previous year, but in terms of the number of MSMEs visitors in 2019 the average had increased but decreased in 2020 due to the impact of the covid 19 pandemic which resulted in certain sectors experiencing decline. One of the ways the Tebing Tinggi city government develops MSMEs is by providing moral support to every entrepreneur where lemong batok is located on Jln. Chong A Fie is across from Tebing Tinggi Grand Mosque.

In line with what was done by the Mayor of Tebing Tinggi, he invited Tebing Tinggi residents to jointly use business products originating from the City of Tebing Tinggi. This invitation is an effort to support economic recovery efforts in the MSME sector. With the support and awareness of the community members in using local products, economic recovery efforts in Tebing Tinggi can be realized(www.tebingtinggikota.go.id). Besides that, of course, with innovation and creativity, MSME actors are expected to be able to increase productivity. Franky S, at. Al, (2016) "Currently there are many Micro, Small and Medium Enterprises (MSMEs) in Tebing Tinggi whose income has decreased in 2021 which are still recovering from the pandemic. Through innovation, assistance and business development must be encouraged to increase purchasing power in the community, and there will be several innovative policies that we will do so in the near future."

The strategy used by Lemang Batok Tebing Tinggi City is to retain old customers or attract new ones. One of them is the implementation of E-Commerce applications as a function of marketing, sales and service which aims to increase customer satisfaction, especially to get, retain and increase the number of customers. And the sales system that is carried out still uses traditional methods and is limited to selling on the spot, Donni, PP (2017). And now the presence of online marketing media makes one of the efforts made by lemong shells. Currently, a business field is certainly less competitive if it does not have online marketing media such as a website. Consumers

will find it difficult to obtain information about lemong shells which causes the lemong shells to be known by many people.

The development and implementation of a marketing strategy is very important to be carried out by business actors so that the marketing process can run optimally as intended. Sunyoto, D. (2014) For example, the stages in planning and implementing the marketing mix, entrepreneurs need to design an integrated marketing mix, consisting of the four P's, namely product, price, place, and promotion. By referring to this 4P, what business actors need to pay attention to is planning a creative promotional strategy wisely and maturely. Tjiptono, F. (2011) If the strategy used is not much different from other promotional strategies used by business competitors, then it is possible that these promotional activities will have a significant sales impact, but only incur additional costs for creative promotional purposes so that the risk of loss can be avoided. the business you run.

2. IMPLEMENTATION METHOD

Qualitative research is the researcher who becomes the instrument. Qualitative research as a human instrument functions to determine research focus, select informants as data sources, analyze data, interpret data and make conclusions on the findings. In qualitative research, there is no other choice but to make the researcher the main research instrument.

The source of data used in this study is primary data. The source of data in a study is an important thing that must be considered. In this case the data source that is used as a reference or reference is a primary data source where the data is obtained from first-hand or first-hand data sources in the field. This data source is usually obtained from informants, interview results, test results, observations, or other data. In this study, the primary data was in the form of data on the results of questions and interviews conducted by employee and owner researchers.

To obtain valid research information data, researchers determine data collection techniques that are appropriate to the problems to be studied. There are several techniques that can be used in collecting research data. According to (Sugiyono, 2015) that method of data collection are the methods used by researchers to collect data.

In this study, researchers used data analysis techniques, namely the Miles & Huberman model (Sugiyono, 2017) with the stages of data collection, namely: Data Collecting (data collection) is the stage of collecting data by observation, interviews and documentation. Data reduction (data reduction) namely choosing and focusing on what is important and summarizes the main data. Data Display (Data Presentation) according to Miles Huberman dalam (Sugiyono, 2017) mentions that what is often used in presenting data in qualitative research is with narrative text. Data Classification (Conclusion and clarification) Since the beginning, researchers have been trying to find the meaning of the data they have collected. According to (Sugiyono, 2017) mentions that in testing the validity of qualitative research method data, using different terms with quantitative methods. test: credibility (validity interval), transferability (external validity), dependability (reliability) and confirmability (objectivity).

3. RESULTS AND DISCUSSION

3.1 Profile Lemang Shell Typical City of Tebing Tinggi

Lemang is a traditional Malay food. Lemang can be found and sold in Tebing Tinggi. Even along Jalan Lintas Sumatra Kota Tebing Tinggi, many sellers of lemong can be found. Lemang is made from glutinous rice wrapped in bamboo covered with banana leaves. Usually lemong is mixed with coconut milk and other spices so that it adds a savory taste in it. One of the famous lemons in Tebing Tinggi is the Lemang Batok. This lemong is called Lemang Batok because it uses the shell (coconut shell) as cooking fuel. In Indonesia, coconut shells can be used as fuel like charcoal. This is what makes the lemong in Tebing Tinggi City a little different from other lemons. According to stories from various sources, the existence of lemons in Tebing Tinggi has existed since the 1950s. Lemang entered Tebing Tinggi City brought by Minang migrants from West Sumatra. This lemong was later developed by the Malay tribe in the City of Tebing Tinggi so that it is slightly different from the lemong of West Sumatra. If the lemong is roasted with fire (not

hot coals) then the resulting lemong is believed to be unpleasant. The next uniqueness is how to eat it. This lemong is more delicious eaten with jam, curry sauce, curry sauce, or rendang sauce.

The process of making Lemang Shell in Tebing Tinggi City, which the author took in the kitchen of Mrs. Rosmiati, Entrepreneur of Lemang Shell, on Jalan Badak, Neighborhood 1, Kampung Semut, Tebing Tinggi.



Source: Research Documentation (2023)

Figure 4.1

The Process of Burning a Typical Lemang Shell of the City of Tebing Tinggi

In fact, it is not uncommon to eat it combined with tapai ketan. Many Lemang Batok are sold in the City Center of Tebing Tinggi and Lemang sellers, including Lemang Batok, are usually in outlets around the Great Mosque of Tebing Tinggi City.

3.2 Creative marketing strategies are applied to the lemong shell business

The Corona Virus Disease (Covid-19) pandemic a few years ago resulted in the disruption of Small and Medium Enterprises (SMEs) businesses. This is a challenge for business actors. However, the needs of the people's lives are still running and the fulfillment of needs is in accordance with crisis conditions. With this, business actors must understand what consumers need to survive in the face of the Covid-19 outbreak and take opportunities to maintain their business.

Innovation is the ability to find creative solutions to current problems and opportunities to improve business performance. While creativity is a person's ability to develop fresh ideas and new ways to deal with problems and opportunities in business. Another explanation of creative marketing is as a step or strategy taken by a person or group to market their products or services, relying on various innovations and new creations that are always being developed from time to time.

With the growing era, you also have to adjust the marketing strategy that is made. Currently, there are many platforms that you can use to market your products, from print media, television, billboards, to social media and the internet. Apart from the container, you also need to create a creative and quality marketing strategy so that potential buyers can see your product. Here are some marketing strategies according to [Moneysmart](#) which you can apply.



Source: Tebing Tinggi City Government Website (2023)

Figure 4.2
Official Website of the City of Tebing Tinggi

1. Create an attractive website to promote Lemang Batok
Most businesses now have their own website to market their products. The website contains a catalog of products being sold, and buyers can also buy directly through the website. This makes it easier for potential buyers to see what products are being sold, as well as to get to know the lelang shell business. To make it more interesting, you can also include interesting promo information that is ongoing. You can also include positive testimonials from customers who have previously purchased the product. Don't forget to design the website as attractive as possible so that potential buyers feel interested in buying the products you offer.
2. Conducting a Specialty Food Exhibition
This one way makes a business have a greater opportunity to be known by the public.

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Source: Tebing Tinggi City Government Website (2023)

Figure 4.3

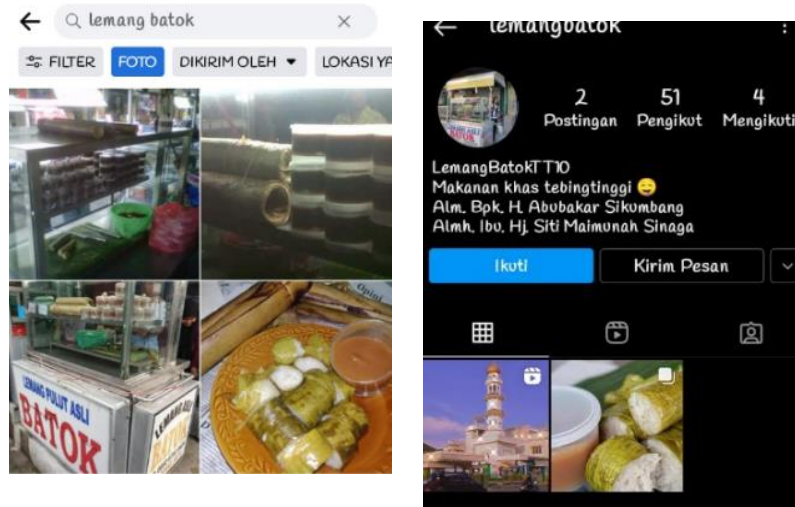
The Government of Tebing Tinggi Introduces the Lemang Icon of Tebing Tinggi City

Then another way is to find out information on exhibitions or bazaars that will be in the city, and immediately register a business to attend the exhibition. Of course, in the bazaar, there will be many competitors who may be similar to the business. Therefore, it is necessary to decorate the stand as attractively as possible so that people are interested in visiting the stand.

3. Give Discounts To Customers

One way to keep customers loyal is to provide special discounts or gifts. For example, buying 3 free coconut shell lelangs. This marketing strategy can be implemented if a customer has purchased a product many times. Usually, this method is implemented through a membership system, so you can see the customer's transaction history to determine what promotions or gifts to give.

4. Using Media Social



Source : Social Media Instagram and Facebook (2023)

Figure 4.4
Promotion Through Social Media

Social media has become a promotional strategy that brands need to have because currently social media has a huge influence on people shopping. The use of social media as a media for promotion and sales can convey messages or products to consumers more quickly, easily and efficiently.

5. Take Advantage of Free Ads

The internet this time has provided many platforms to be used as media for advertising products for free. The use of free advertising on the internet is also more efficient and reaches a wider range of consumers. By taking advantage of this free advertising feature, the costs for product promotion will be smaller and more economical.



Source : Google Reference (2023)

Figure 4.5
Free Ads Uploaded by Consumers

6. Choosing a Strategic Place Is One Way To Market The Right Product.

Strategic location is still an example of a marketing strategy that should be considered. Because with a strategic point of sale, your product is of higher quality and of course triggers high sales.

The criteria for selecting this strategic place must be in accordance with the targets and the ease of reaching them. For example, if you decide to sell boarding school equipment needs, then selling near the campus or school area will make it possible for your product to sell quickly and be seen.

7. Establish Good Relations with Consumers

By establishing good relationships with consumers so that Lemang Batok products are liked by the market or the public. Considering that loyal customers are an important company asset. They have repeatedly purchased your product and contribute to income regularly. If you don't want to lose a purchase, in the midst of competition for many similar products, then there's nothing wrong with rewarding customers who are loyal to the company. One of them is by responding to consumer input and giving gifts directly for the purchases they make. This is quite an effective way of marketing food products because this type of product relies on the loyalty of its buyers to survive in the business world.

8. Take Advantage of Word of Mouth Marketing Techniques

Direct promotion strategies can be carried out using this word of mouth marketing technique. This way your marketing team communicates directly with consumers. After a consumer buys a product and is satisfied with the product, the consumer will tell other consumers who have the potential to buy the product. A marketing strategy is needed so that the products you sell can be widely known by the public and of course get a lot of consumers. So, in order for the product to be liked by the market or the public, producers need to pay attention to the following, namely some of the things mentioned above. Because direct promotion strategies can be carried out by using some of the things that have been mentioned, such as through social media,

9. Include an Acknowledgment

A thank you note that can be inserted every time a customer buys a product can mean a lot to them. Most customers find small touches like that make them happy and feel exclusive. You can use greeting cards that have been specially designed with the brand, and don't forget to include the customer's name.

4. CONCLUSION

Based on the results of the discussion of the results of research on creative marketing strategies that are applied to lemang shell business by typical Tebing Tinggi City to attract the attention of consumers, it can be concluded that the results of the research are as follows:

1. The implementation of creative marketing is very important considering that it has been stated that online media will greatly benefit because of the level of effectiveness and efficiency it promises.
2. The development of creative marketing has seen rapid growth in income every year from before using online media and After using online media in its marketing strategy, the online media implementation that has been carried out by the business is in accordance with the standard: the application of creative marketing through online media to consumer buying interest, according to the lemang shell business objectives, they are trying to market their products following the current developments.
3. The impact of implementing creative marketing has a positive impact, with a measure of achieving business goals, easy integration with other businesses, easy adaptation to the environment and businesses have a dependence on the use of online media, even implementing creative marketing does not have a negative impact seen from various aspects, this make an answer that successful creative marketing is applied as one of the marketing

strategies for the lemong shell business in supporting the marketing of its products, of course this can also be developed by other typical food producers.

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