

MARKETING MIX STRATEGY OF ACEH FOREST KELULUT HONEY IN NORTH ACEH DISTRICT

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Abstract

The main objective of this study is to describe and formulate a promotional strategy method carried out by the Aceh Forest Kelulut Honey Farming Group in North Aceh Regency. The method used in this study is descriptive qualitative, the researcher wants to see how the marketing promotion strategy of Aceh Forest Kelulut Honey in North Aceh Regency is using the marketing mix theory, namely product, price, promotion, distribution (place). The results of the study show that Aceh Forest uses the Shopee e-commerce platform and promotions via social media TikTok, Instagram, YouTube and uses advertising endorsement services from one of Aceh's local artists in marketing Kelulut honey to its consumers. Aceh Forest also provides resellers in shops and pharmacies in Lhokseumawe, North Aceh, Bireun, and Banda Aceh.

Keywords : *strategy, marketing mix, kelulut honey*

A. INTRODUCTION

Marketing promotion is one way to reach consumers. Various strategies are used so that product sales can reach a wider community. The goal is that the products they offer can be sold on the market. With the presence of increasingly sophisticated technology, it is easier for producers to convey messages quickly to consumers. The process of conveying product messages can use language that is understood by consumers, and meet social ethical standards in society.

A good promotional strategy must have several elements so that the marketing carried out is in accordance with the planned target (Akdon, 2011). This is also done to obtain maximum profit. One of these elements is informing products that are suitable and in accordance with consumer desires so that products can be sold optimally in the market according to consumer needs.

Marketing honey that is often done by farmers is selling their products directly to consumers. Some honey farmers sell products in bulk/bottle form without a brand with a certain size such as kilograms or liters. This is because the knowledge of honey producers regarding the absorption of processing technology and product marketing is still lacking.

The strategy for developing a honey product business is to make quality honey, create superior honey products and maintain the authenticity and purity of honey and increase honey productivity in order to increase consumer loyalty (Lukman, Gusti Hardiansyah, 2020). Consumer loyalty will generally be more profitable than finding new customers because loyal customers will provide consistent repeat purchase opportunities (Nursandi, Haidar, and Ellyawati 2022). This is a good marketing strategy for producers in marketing their products.

The implementation of the right promotional strategy will have a positive impact on the kelulut honey farmer group, such as increasing the income of the local community. The community is starting to be interested in making it a source of income. This must also be considered by the kelulut honey farmer group in marketing its products. Because there are many types of competing products that are better than the products they have. Product advantages and how to promote products must be considered. These are elements that must be present in the marketing mix. Where marketing promotion is one of the most important activities in the business world (Tjiptono, 2014). In business conditions like today, where the business we establish is not the only business that exists, there are many other businesses out there that are almost the same or similar to the business we establish.

Based on current conditions, there are many similar businesses, so producers must be able to compete and innovate according to changing times so that products are easily obtained effectively and efficiently. Based on initial observations made by researchers, problems occurred in the kelulut honey farming group, namely the lack of marketing promotion strategies that were not implemented by the kelulut honey farming group, so that consumers

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did not know about the products sold by the kelulut honey farming group and consumers did not get information about the products available. From these observations, a more attractive marketing promotion strategy is needed to anticipate the problems that occur in Aceh Forest, North Aceh Regency by using the 4P marketing mix consisting of product, price, place, promotion (Charviandi et al., 2023). This is a reference step to increase sales, good service, and also promotional elements such as online and offline promotions. These conditions will increase consumer interest in wanting to buy products sold by the kelulut honey farming group, so that the resolution of the problems faced by the kelulut honey farming group can be unraveled and solved.

Therefore, a study is needed on the marketing promotion strategy of the kelulut honey livestock group with the reason that it can be an example or guideline for other kelulut honey livestock groups. This condition is the main problem in this study. So that a Marketing Promotion Strategy is needed for the Aceh Forest Kelulut Honey Livestock Group, North Aceh Regency”.

B. LITERATURE REVIEW

Promotion Strategy

In the science of Strategic Management, it is defined that Strategic Management is a set of managerial decisions and actions that determine the long-term performance of a company. Promotion strategy according to is a plan for the optimal use of promotional elements such as advertising, public relations, personal selling, and sales promotion (Lamb et al., 2011).

Promotion is an element used to inform and persuade the market about new products or services in a company through advertising, personal selling, sales promotions, or publications. The promotion mix is used by companies to communicate value to customers (Kotler and Armstrong, 2018)

One of the marketing mixes that influences consumer decisions in choosing products and services is the promotional mix. Where promotion in marketing will be successful if supported by other promotional mixes, such as products, prices and places (distribution), processes, physical evidence, and consistent human resources, (Suryani, 2017). Marketing promotions carried out include sources, recipients, media, messages, feedback, and communication disruptions. Communication in general is the delivery of information and understanding from one person to another. In this context, marketing communication, where the communication process between traders and consumers occurs (Panuju, 2019).

The definition of communication according to Harold D Laswell is that communication is essentially a process that explains who, says what, with what media, to whom, and causes what effect on the recipient of the message (Sukoco & Bintang, 2018). In the context of marketing, it explains what product, price, quality and so on. So that marketing communication can be interpreted as the process of conveying information from the sender to the recipient of the message, through the media, either one or to many people and vice versa, by producing an understanding between the sender and the recipient about the message or information conveyed. Ultimately producing feedback from the recipient of the message directly or indirectly.

The use of marketing communications is also a promotional strategy. In business circles, manufacturers realize the importance of long-term feedback, both direct and indirect, in advancing their business. Communication can also be used as a reminder for consumers of the products offered. Today's technological developments require companies to adapt. This is one form of effort for the company's success in maintaining its business turnover. A business will also collapse if it does not pay attention to changes in the times, people's lifestyles and the presence of technology.

Marketing Strategy Concept

In simple terms, in the marketing concept, to achieve organizational goals, a strategy is needed. This is a marketing concept that assumes that the key to achieving organizational goals requires a marketing strategy concept. This becomes more effective in creating, delivering and communicating better customer value to the selected target market. This strategy is also developed in functional areas as the core of marketing: product, price, place/distribution, and promotion. Each functional level of marketing, in turn, can be improved in its function to become a marketing strategy decision where at this stage there can be improvements to the strategy (Hermawan, 2020). The marketing mix is a marketing tool used to achieve marketing goals in the target market which includes marketing tool items, namely product, price, promotion and place (4P). The explanation of the marketing mix is explanation as follows (Philip Kotler & Keller, 2009).

1. Product

Product is anything both physical and non-physical that can be offered to consumers to fulfill their needs.

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Product consists of product diversity, quality, design, features, brand names, packaging, size, service, warranty/guarantee and compensation.

2. Price

Price is the amount of money required to exchange various combinations of products and services, thus an item must be associated with a product and service. Price consists of price lists, discounts, special price cuts, payment periods and credit terms. Product prices have a major impact on the overall marketing strategy and greatly affect product sales and demand.

3. Promotion

Promotion is a community of sellers and buyers that comes from the right information aimed at changing the attitudes and behavior of buyers who previously did not know to know so that they become buyers and still remember the product. Promotion consists of seller promotion, advertising, sales force, advertising, sales force, public relations and direct marketing.

4. Distribution (Place)

Distribution (place) is a series of organizations involved in all activities used to channel products and their owner status from producers to consumers. This definition shows that companies can use institutions or intermediaries to be able to channel their products to end consumers. Place consists of marketing channels, market coverage, grouping, location, inventory and transportation.

Developing Marketing Promotion Strategy

In Marketing Promotion Strategy, There are four functions in providing business information. In the book (Wibowo, 2019) states that a good promotion strategy in business is:

1. Informative

In this case, the informative function is related to the information needed by managers and employees. Where a manager needs data information according to what is obtained by his employees.

2. Control has a function as a tool to control and regulate the running of an organization. This form of communication can be in the form of orders and reports given by superiors.

3. Persuasive

The persuasive function occurs when communication and interaction occurs between employees, where the goal of the communication is for other people to accept their ideas.

4. Integration

The integration that occurs within the company will enable the company to operate in an integrated and complete manner. Meanwhile, the objectives of business communication in general are three main objectives that are carried out in business communication, namely:

a). Providing information (informing)

The information in question is matters relating to business activities with various parties.

b). Conducting persuasion (persuading)

Persuasion is a way of communicating that is used to influence oneself and convince others. Persuasion is often carried out in marketing activities so that other people are influenced and buy something. products, and also in confirming consumer orders to avoid ordering errors.

c). Collaborating

Collaboration is a form of cooperation, interaction, compromise of parties involved directly and indirectly who receive the consequences and benefits. With good communication, business cooperation can be done more easily.

C. RESEARCH METHODS

In this study, the researcher used a descriptive qualitative approach, because the data obtained by describing the research results based on findings in the field and given an interpretation or conclusion (Moleong, 2018). The qualitative approach emphasizes the meaning, reasoning, definition of a particular situation. Therefore, the design must be flexible and open. While the data is descriptive, namely data in the form of symptoms that are categorized or changed into other forms such as photos, field note documents at the time the research was conducted (Rukin, 2019). Object

in this study is Aceh Forest which is located in Menasah Baro Village, Simpang Kramat District.

D. RESEARCH RESULTS AND DISCUSSION

Business Profile

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Aceh Forest is a business in the field of selling stingless bee honey located in Menasah Baro, Simpang Kramat District, North Aceh Regency. This honey business offers the best quality for customers or consumers. The farmer groups that work to produce this honey are skilled workers in their fields. Thus, producing honey that suits consumer tastes. This business was established in early 2024, the honey production produced every three months is 2.5 liters, with a workforce of two people. Aceh Forest stingless bee honey has an official distribution permit and standard certificate. Household Industry Food Production Permit (SPP.IRT) with number 06052300107080000001 issued by the Lhokseumawe Health Office.

This business has a segment of consumers over the age of one year and above. Generally, consumers are from families. This is because kelulut honey has benefits for increasing stamina, accelerating the healing process, helping to treat diabetes and kidney stones, preventing and treating hypertension and stroke, increasing hormones, restoring body fitness, increasing intelligence, increasing immunity, and having a natural honey bee source. These various benefits are very much needed by families in their daily activities. In addition, to maintain the health of family members. Aceh Forest has social media accounts and digital sales platforms to market the products produced. For sales rates as follows:

NO	Honey Size /Milligram	Unit price
1	30 ml	Rp. 30,000
2	50 ml	Rp. 40,000
3	180 ml	Rp. 100,000
4	280 ml	Rp. 140,000

Aceh Forest Marketing Mix

From the interview results, Aceh Forest has conducted various promotions to increase sales of stingless bee honey. This is proven by the activities carried out by Aceh Forest in promoting stingless bee honey. The marketing mix of stingless bee honey commodities in North Aceh Regency is as follows:

Product

The product produced by the Kelulut Honey Farming Group business is honey which is packaged in bottles measuring 30 ml, 50 ml, 180 ml and 280 ml. Product information is equipped with labels/stickers. Attractive product packaging can attract consumers to buy. know that good packaging accompanied by labels/stickers will increase the added value of the product. Based on research results, the honey production produced within 3 months is 2.5 liters. Kelulut honey bee products can be seen in the following image

:



Figure 2 : Aceh Forest Kelulut Honey Products

Promotion Mix That Has Been Done Advertising (Advertising)

Aceh Forest is a small-scale business in terms of sales. For that, using the right advertising strategy according to the main target market. Operating in Panggoi, Lhokseumawe City, Aceh Province, so the market segment of this

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business is families in Aceh. For that, Aceh Forest uses advertising endorsement services from one of Aceh's local artists, Marwan. Marwan's figure as a singer is widely known by the people of Aceh. It is hoped that advertising endorsements from Marwan can increase product sales. This advertisement endorsement is also published on social media owned by Aceh Forest such as the tiktok account @acehforest with 4,580 followers and has been liked by 16,700. The same advertising content Products are sold directly to consumers who order Aceh Forest honey products. However, there are also products In addition, Aceh Forest also uses conventional promotions in the form of printing posters and brochures to be deposited in a number of shops in Aceh. Some of the shops include Alifamart Pajak Inpres Lhoseumawe and Baiturrahman Mart Lhokseumawe City. Easy Rezeki Lhokseumawe, Diafarma Pharmacy in Krueng Geukuh, North Aceh, Pharmacy Pharmacy Gerugok Bireuen, Optik Matang Sehat Bireuen and Optik Ihtiar Sehat in Banda Aceh. Other promotions include printing standing banners (upright notice boards) at a number of events organized by the Lhokseumawe City Industry, Trade and Cooperatives Service (Disperindagkop).

Sales Promotion

Sales promotions carried out by Aceh Forest with a market place called Aceh Product can be seen at the link https://s.shopee.co.id/2AuujIEBeR?share_channel_code=1. To attract buyers, Aceh Forest provides certainty that orders will arrive on time. If the order is late, a shopping voucher of IDR 10,000 will be given to consumers. In addition, get a free shipping guarantee if the delivery area is in Lhokseumawe. This method is used to ensure that the product arrives on time in the hands of the buyer. However, this market place account does not only sell kelulut honey, but also sells other products such as gonseng coconut, anchovies, and so on.

Personal Selling

The sales model carried out by Aceh Forest is by placing a mobile phone number on brochures and promotional business cards for products. The ordering process can be done via mobile phone, goods can be sent via available delivery services. Also given the option, goods can be delivered to the consumer's home, or vice versa, consumers who come to one of the predetermined marketing locations. If the consumer is already a subscriber, a discount of 4 percent is given.

Another way is by placing the product in a shop or pharmacy, so that it is more widely known by consumers. Ultimately, this method is to bring consumers closer to the products being sold. The selling price of Aceh Forest for pharmacy and drug store owners is 10 percent cheaper. However, the selling price in the market remains in accordance with the price of the brochure that has been distributed to the public, both in printed and digital form. Thus, pharmacy and drug store owners achieve a profit margin of 10 percent. Prospective buyers come to the house of the Aceh Forest owner by contacting them first via mobile phone. Once a month, prospective buyers buy large sizes of kelulut honey. Prospective buyers are some who work as police officers and housewives.

CONCLUSION

Based on the research results, it can be concluded that the marketing mix strategy of Aceh Forest kelulut honey in North Aceh Regency has used a digital-based promotion system. Aceh Forest uses the Shopee e-commerce platform and promotions via social media TikTok, Instagram and YouTube. In the concept of implementing 4P marketing, it is concluded as follows:

1. The product (Product) already has various packaging sizes. The product produced at Aceh Forest is a type of original honey without artificial sweeteners
2. The price offered is affordable according to the benefits obtained and there are price variations so that it is in accordance with the consumer's ability.
3. Place (Place) Consumer convenience to get affordable Aceh Forest kelulut honey from the location. Aceh Forest also provides resellers in stores and pharmacies in Lhokseumawe, North Aceh, Bireun, and Banda Aceh.
4. Promotion (Promotion) along with the development of technology, producers also implementing promotions through social media. Both TikTok, Shopee, and using advertising endorsement services from one of Aceh's local artists, Marwan.

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