



Gambier Marketing Strategy of Limapuluh Kota Regency (Case Study: Mr.Sabri's Gambier Industry in Nagari Talang Maur, Mungka District)

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Abstract

This research aims to find out the internal factors that are the strengths and weaknesses in the gambier processing business, to find out the external factors that become opportunities and threats to the gambier processing business and to find out the strategies that are implemented in gambier processing in Nagari Talang Maur, Mungka Subdistrict, Limapuluh Kota Regency in running the gambier business. This research was carried out in June-October 2022 at the gambier processing business of Nagari Talang Maur, Mungka Subdistrict, Limapuluh Kota Regency. The data analysis technique used is descriptive qualitative data analysis using SWOT analysis. The results of the study show that the strategy that can be applied by this gambier processing business is an aggressive strategy. Strategies that support this aggressive policy growth can be carried out with intensive strategies by implementing market penetration and market development strategies.

Keywords: gambier; SWOT analysis; marketing strategy.

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I. Introduction

The agricultural sector is a sector that is the main livelihood of the people of Limapuluh Kota Regency in increasing household income. Lots of people in this area work as farmers, especially gambier farmers. The role of the agricultural sector in development is directed at increasing agricultural production in order to increase farmers' income, open up employment opportunities and encourage equal distribution of business opportunities. To increase agricultural production which will have an impact on farmer household income, it is necessary to explore the potential possessed by these humans, one of which is through education [1].

Table 1: Gambier Land Area and Commodity Production in West Sumatera for 2019

No	Regency/City	Land Area (ha)	Total Production (Tons)
1	Limapuluh Kota	17,298.50	6,802.00
2	Pesisir Selatan	10,648.00	451.00
3	Agam	986.00	197.00
4	Padang Pariaman	30.00	45.00
5	Pasaman Barat	27.00	35.00

Data source: *West Sumatera BPS, 2019*

West Sumatera is the largest gambier production center in the country with supplies reaching 80 percent of the national capacity. Data from the Indonesian Gambier Commodity Association (AKGI) states that every year gambier farmers in *Bumi Minangkabau* are on average able to harvest 17,000 tons of plants which are widely cultivated in Limapuluh Kota and Pesisir Selatan Regencies. Based on Table 1 above, it can be seen that Limapuluh Kota Regency is the area that has the largest land area and the highest production in West Sumatera, where in 2019 reached 6,802 tons.

One of the gambier processing locations in Limapuluh Kota Regency is in Nagari Talang Maur, Mungka Subdistrict.. Currently the processing plant has several employees and has its own processing plant which is close to the house and far from the gambier plantation. One of the marketing country for gambier products is India.

Based on the background and the formulation of the problem above, the objectives of this study are as follows:

1. To find out the internal factors that are the strengths and weaknesses of the gambier processing business in Nagari Talang Maur, Mungka Subdistrict, Limapuluh Kota Regency.
2. To find out the external factors that become opportunities and threats to the gambier processing business in Nagari Talang Maur, Mungka Subdistrict, Limapuluh Kota Regency.
3. To find out the strategy implemented for gambier processing in Nagari Talang Maur, Mungka Subdistrict, Limapuluh Kota Regency in running the gambier business.

II. Materials and Method

This research was carried out in June-October 2022 at the gambier processing business of Nagari Talang Maur, Mungka Subdistrict, Limapuluh Kota Regency. The research method used in this study is the case study method. Case study research is the method applied to understand the individual more deeply by practicing it in an integrative manner comprehensive [2]. The collection was carried out through direct interviews with the gambier processors, namely with the leadership or people entrusted by the leadership as key informants. The data analysis technique used in this research is descriptive qualitative data analysis. Data analysis was performed using the SWOT analysis technique. SWOT analysis is an overall evaluation of the strengths, weaknesses, company opportunities and threats [3]. All organizations have strengths and weaknesses in the functional areas of the business. No company is as strong or weak in the business area [4].

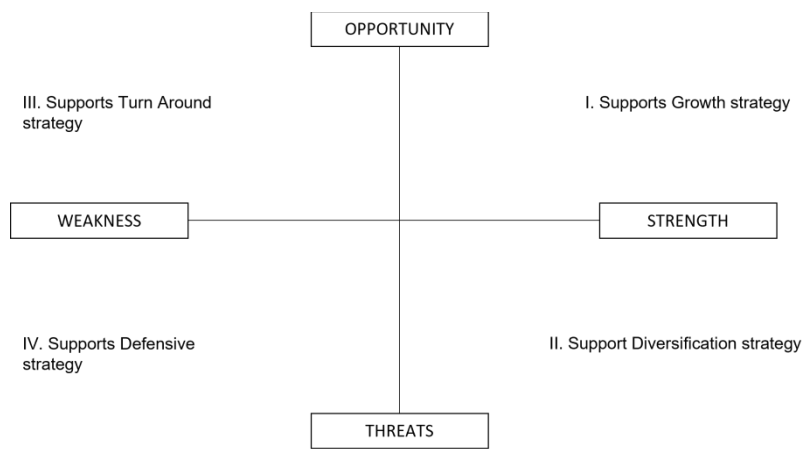


Figure 1: SWOT Analysis Quadrant Diagram

II. Results and Discussion

Based on the results of interviews with informants and direct observation to Mr. Sabri's gambier processing business in Nagari Talang Maur, it can be classified as business environmental factors that affect the internal and external environment. The internal environment consists of strengths and weaknesses while the external environment consists of opportunities and threats.

Internal Factor Analysis Summary (IFAS) Matrix

The company's internal environmental factors that have been identified which are the strengths and weaknesses. Then given the weight and rating in the IFAS table (Internal strategic factor analysis summary) which will later be compared with the sum of the scores for each and then a SWOT diagram to determine the company's position. The IFAS (Internal Factor Analysis Strategy) matrix was developed for formulating strategic factors into the framework of strength and weakness in a business [5].

Tabel 2: Matriks of *Internal Factor Analysis Summary* (IFAS)

Internal Strategy Factors	Bobot	Rating	Bobot Rating	x
Strength				
1. Good product quality	0,10	4	0,40	
2. Skilled human resources	0,10	3	0,30	
3. Customer trust	0,25	4	1,00	
4. Raw material supply available	0,10	4	0,40	
Total Strength	0,55		2,10	
Weakness				
1. Gambier press tool is still lacking	0,10	1	0,10	
1. Not being able to meet consumer demand	0,25	2	0,50	
2. There is no company management organizational structure yet.	0,10	2	0,20	
Total Weakness	0,45		0,80	
Difference Strength-Weakness	1,00		1,30	

Table 2 above explains the first strength factor, namely the value of good product quality at the company has a weight of 0.10 multiplied by a rating of 4 so that a score of 0.40 is obtained, to open skilled human resources has a weight of 0.10 multiplied by a rating of 3 so that a a score of 0.30, customer trust has a weight of 0.25 multiplied by 4 so that a score of 1.00 is obtained and for the supply of available raw materials it has a weight of 0.10 multiplied by a rating of 4 so that a score of 0.40 is obtained. So the total score of the strength factor is 2.10. Furthermore, for the weakness factor of the press tool, it still lacks a weight of 0.10 with a rating of 1 so that it gets a score of 0.10, it has not been able to meet consumer demand, it has a weight of 0.25 multiplied by a rating of 2 so that it gets a score of 0.50, and the organizational structure of company management none yet has a weight of 0.10 multiplied by a rating of 2 so that a score of 0.20 is obtained. So the total score of the weakness factor is 0.80. So reducing the strength factor score of 2.10 with a weakness factor score of 0.80 is 1.30.

External Factor Analysis Summary (EFAS) Matrix

Such as the company's internal environmental factors that have been identified which are opportunities and threats, then given a weight and rating in the EFAS (External strategy factor analysis summary) table which later the sum of the scores for each is compared and then a SWOT diagram to determine the company's position.

Tabel 3: Matriks of *External Factor Analysis Summary* (EFAS)

External Strategy Factors	Bobot	Rating	Bobot x Rating
<i>Opportunity</i>			
1. The opening of market opportunities	0,50	4	2,00
1. Good relationship with customers	0,25	3	0,75
Total Peluang	0,50		2,75
<i>Threat</i>			
1. Scarcity of firewood	0,25	2	0,50
Total Threat	0,25		0,50
Selisih Peluang-Ancaman	1,00		2,25

Based on Table 3 above, it is explained that the opportunity factor for opening market opportunities has a weight of 0.25 multiplied by a rating of 4 so that a score of 1.00 is obtained and good relations with customers have a weight of 0.25 with a rating of 3 so that a score of 0.75 is obtained. The total score of the opportunity factor is 1.75. Meanwhile, the threat factor for firewood scarcity has a weight of 0.25 multiplied by a rating of 2 so that a score of 0.50 is obtained. So the result of reducing the opportunity factor of 2.75 with a threat of 0.50 is 2.25

Next, the calculation of the difference in tables for the results of the analysis of internal factors and the results of the analysis of external factors in the gambier processing business in Nagari Talang Maur, Mungka Subdistrict, where the internal factor is 1.30 and the external factor is 2.25. Based on this difference, coordinates are determined to see clearly how the right strategy is to develop a business in the gambier processing business in Nagari Talang Maur, Mungka Subdistrict, as can be seen in the image below:



Figure 2: SWOT Analysis Quadrant Diagram of Gambier Business in Nagari Talang Maur

In the picture above it can be seen that the coordinate points (1.30: 2.25) are obtained from the difference in the scores of the internal factors of strengths and weaknesses with the scores of external factors of opportunities and threats, so that the company is in quadrant I. From the difference between the coordinate points (1.30: 2.25) of 0.95 where the opportunity is greater than the strength. So it can be said that there are still many opportunities or external factors that can still be utilized by the company. This condition is a very favorable situation for the company to continue to maximize the strengths and opportunities to develop the business. So the strategy that can be implemented by this gambier processing business is a *Growth Oriented Strategy*, namely an aggressive growth policy because the company has opportunities and strengths that can be exploited. *Growth Oriented Strategy* is a growth strategy through expansion and expanding the area of marketing and product sales or can be in the form of product diversification. Strategies that support this aggressive policy growth can be carried out with intensive strategies by implementing market penetration and market development strategies.

III. Conclusion

Based on the analysis that has been done above, the authors can conclude (1) the internal factors that are the strengths of the gambier processing business in Nagari Talang Maur are good product quality, skilled human resources, customer trust, and an available supply of raw materials. While the weak factors are that the gambier press tool is still lacking, cannot meet consumer demand, and the company management organizational structure does not yet exist, (2) external factors that become opportunities for the gambier processing business in Nagari Talang Maur are market opportunities and good relations with customers. While the threat factor is the scarcity of firewood, (3) the strategy that can be implemented by this gambier processing business is a *Growth Oriented Strategy*, namely an aggressive growth policy because the company has opportunities and strengths that can be exploited.

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