

SYSTEM AND MARKETING STRATEGY ANALYSIS OF TOFU INDUSTRY IN MEURAH MULIA DISTRICT

ANALISIS SISTEM DAN STRATEGI PEMASARAN INDUSTRI TAHU SAMANIDI KECAMATAN MEURAH MULIA

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Abstract

This study discusses System and Marketing Strategy Analysis in the Tofu Industry (Case Study on the Samani Tofu Industry in Meurah Mulia District). Samani Tofu Industry has a big potential in tofu industry, but still restricted by marketing system, promotion, capital, and also higher price material. Thus, this study aim to analyze its system and marketing strategy. This research is a field research with a qualitative approach. This study uses data collection techniques, namely interviews, observation and documentation. Based on the results of the study, it was found that the marketing system of the tofu in the Samani tofu industry in Meurah Mulia District includes quality raw materials, competent employees, a clean and strategic place and cooperation with local community transportation. Mean while, marketing system of the tofu in the Samani tofu industry in Meurah Mulia by producing high quality products, offer a lower price, affordable among the community. distribution strategy applied to Samani's tofu business is by directing it into the hands of consumers and also through intermediaries, namely retailers, direct approach with community and word of mouth.

Keywords: marketing strategy; production; promotion; price; distribution

Abstrak

Penelitian ini membahas tentang Analisis Sistem dan Strategi Pemasaran pada Industri Tahu (Studi Kasus pada Industri Tahu Samani di Kecamatan Meurah Mulia). Industri Tahu samani memiliki potensi yang besar dalam industri tahu, namun terkendala dalam sistem pemasaran, dikarenakan promosi, modal, dan juga harga bahan baku yang tinggi. Sehingga, penelitian ini bertujuan untuk mengetahui sistem dan strategi pemasarannya. Penelitian ini berjenis penelitian lapangan (field research) dengan pendekatan kualitatif. Penelitian ini menggunakan teknik pengumpulan data berupa wawancara, observasi dan dokumentasi. Berdasarkan hasil penelitian ditemukan bahwa sistem pemasaran pada industri tahu Samani di Kecamatan Meurah Mulia

meliputi bahan baku yang berkualitas, karyawan yang berkompeten, tempat yang bersih dan strategis serta kerja sama dengan transportasi masyarakat setempat sedangkan Strategi pemasaran tahu pada industri tahu Samani di Kecamatan Meurah Mulia, yaitu dengan memproduksi produk yang berkualitas, menawarkan harga yang terjangkau dikalangan masyarakat, strategi distribusi yang diterapkan pada usaha tahu Samani yaitu dengan cara langsung ke tangan konsumen dan juga melalui perantara yaitu pedagang eceran dan juga melakukan pendekatan langsung dengan masyarakat dan dari mulut ke mulut.

Kata kunci: *strategi pemasaran; produksi; promosi; harga; distribusi*

A. INTRODUCTION

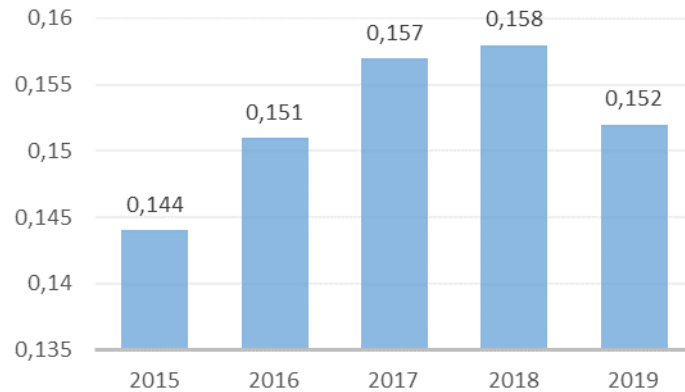
Tofu is one of specialty food in Indonesia and contains high protein because the ingredients for making tofu is soybeans. Tofu is a well known food in Indonesia and much practical to be served as a side dish, and many variations could be made from processed tofu. In English, tofu is also called “bean curd” which is it refers to a soft cake that prepared from soybeans which through the process of milling, refining, and pressed into slabs then cut into cubes with a side size of about 5 cm (Budiarti, 2015).

Since a long time ago, Indonesian people are accustomed to consume tofu as side dishes or as a snack. Tofu become a popular food in Indonesia because its tasty and the price is also relatively cheap. Tofu contains several nutrients, such as protein, fat, carbohydrates, calories, minerals, phosphorus, and B-complex vitamins.

Tofu production required a clotting process, which in the process of it requires coagulation materials such as tofu stone, vinegarm whey, and calcium sulfate. The type of clotting that is often used in the production of tofu in Indonesia is acid that comes from whey or curd which has through natural fermentation. In general, in tofu production, used 18 liters of coagulation for every 47 liters of soybean juice obtained from 4 kg of soybeans. Calcium clumps can cause a bitter taste, while acid clots cause a sour taste (Rahayu et al., 2016).

In Indonesia, average consumptions per kapita per week for tofu, illustrated in picture 1 below:

Picture 1. Average Consumptions per Capita per week for Tofu in Indonesia from 2015 – 2019 (in kg)

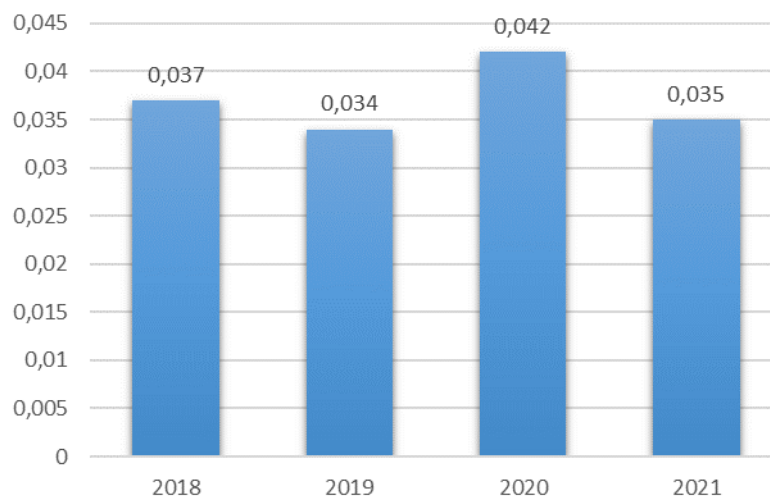


Sources: BPS Indonesia

Based on the data above, it can be seen that the average consumption of tofu per capita in 2015 reached 0,144 kg, and increased in 2016 to 0,151 kg, and rise again to 0,157 kg, then in 2018 it rise again to 0,158, but in 2019 again decreased to 0,152 kg.

In Aceh Province, especially North Aceh has a fairly high level of tofu consumption as statistical data on tofu consumption from 2018 to 2021 include on below picture 2:

Picture 2. Average Consumptions per Capita for Tofu per week from 2018-2021 (in kg)



Sources: BPS Provinsi Aceh Tahun 2022

Based on the picture 2 above, it's known that in 2018, the level of tofu consumption in North Aceh reached 0,037, then decreased in 2019 to 0,034kg, but in 2020, the consumption of tofu rise again to 0,042 and then decreased to 0,035 kg in 2021.

Futhermore, based on the observations, the researchers found that tofu industry in Meurah Mulia has enormous potential, which has a huge marketing area. Tofu can be carried out to another area such as Pasar Keude Geudong, Kota Lhokseumawe, Kecamatan Syamtalira Bayu, kecamatan Matangkuli, and another market that located in Kabupaten Aceh Utara

Meanwhile, the production of this Samani tofu industry is constrained by the marketing system. It is happened due to unstable raw materials prices, which could decline the potential profit. Beside it, promotion and the quality of tofu itself also have problems.

Tofu has a weakness that is, it's contained high water which make it's easily damaged, odor and also change the taste. Thus, tofu must quickly in the hands of consumers. And for the promotional problems, the marketing system is only done by mouth to mouth and this causes product to be less well known to the public.

In addition, the production system is still very traditional by using manual machine. On the other hand, there are also several tofu producers where located in Tanah Pasir dan Lhoksukon which are competitors of this samani tofu business, but they are experiencing the similar condition. Based on the facts found during the observation period, it is known that this samani tofu industry has many obstacles in the marketing system.. In fact, improving the marketing system in general can increase economic efficiency, producer profits, and consumer satisfaction (Asmara, 2016).

The marketing system has several functions, namely the exchange, physical, and facility functions (Naufal et al., 2018) so that, if the marketing system is improved, the marketing process will be better, and the shelf life of tofu could be maximized, which in turn, it will increase sales volume.

The choice of Samani tofu industry as a research focus compared to the other tofu industry is its tasty always maintained, the size of tofu is large, but the prices is the same as the other tofu. In addition, Samani tofu will last up ten days if it is stored in a refrigerator, while the other tofu will be last around 5 to 6 days. Based on these advantages, Samani tofu industry has great potential. This tofu industry should

understand market conditions and their position in the market, then determines the right marketing strategy to dominate the market. The right selection of marketing strategy which is a combination of the marketing mix (product, place, promotion, and price) is known to increase sales volume (Taroreh et al., 2018).

Based on the description problems above, it is very possible for researchers to do in depth research, with the title, “**System and Marketing Strategy Analysis of Tofu Industry in Meurah Mulia District**”.

B. THEORETICAL FRAMEWORK

1. Basic Concepts of Home Industry

Home industry is a home business product or small company. It is called home industry due to the type of economic activity is centered at home. The characteristics of small industries are low educated labor, little business capital, low wages, and small-scale business activities (Tarlis & Pratama, 2022).

Home industry has an important role in the economy, because it is a sector which absorbs a lot of labor. Within its scope, it has a function as inventors, planners, movers, controllers, and drivers of the national economy of a nation (Wahyudi, 2019).

2. Marketing System

Marketing system consists of “system” and “marketing” words. Marketing system is a group of elements in an organization which its function is promoting goods, services, ideas, and production factors that affect the company’s relationship with its market (Muniarty et al., 2022).

Marketing is closely related to determining and then fulfilling the needs of society profitably (Hery, 2019). Marketing can also include efforts to distribute goods to consumers. These efforts start from identifying consumer needs, guaranting product quality, determining prices, and then distributing those products to consumers (Astuti & Matondang, 2020).

In marketing, interrelated items include organizations itself, products, target markets, and intermediaries. While, the simplest marketing system consists of two interrelated elements, namely marketing organization and its marketing target (Muniarty et al., 2022).

In marketing process, improving the marketing system is something that must be considered due to marketing system improvement is known to increase sales volume (Taroreh et al., 2018). It is also known that the most profitable distribution channel is direct distribution channel where producers directly distribute their products to consumers (Taroreh et al., 2018).

3. Marketing Strategy

Strategic management is the art and science of formulating the implementation and evaluation due to decisions about human resources function, marketing, financial, production, and others to reach the organization's goal. Marketing strategic is an integrated effort to develops a strategic plan that is directed to fulfill the consumers' needs and consumers' satisfaction to increase the sales volume and generates expected profits (Taroreh et al., 2018).

The selection of a marketing strategy uses two identifications, those are what is being produced and whether by using a marketing mix such as products, promotions, prices, and where the marketing strategy can work well (Afandrianti Maulida & Habiburahman, 2022).

C. METHOD

This research uses qualitative research by using descriptive analysis design. This design research is research to find the facts with the correct interpretation (Nurdin & Hartati, 2019). This study uses descriptive data, namely the collected data took in the form of words and images which obtained from the object of research (Anggito & Setiawan, 2018). In this study, used techniques for collecting data are interviews, documentation, and observation. Then, the datas are analysed by using data reduction, presentation, and drawing conclusion.

D. RESULTS AND DISCUSSION

Humans are not able to fulfill all their needs without the help of others. Likewise in the business context, no matter how great a person's abilities are, it is impossible for him to develop his business without the help and involvement of other people in the course of his business, for example employees, consumers, suppliers, banks and the

government (in the form of regulations). Being a retail trader, for example, it's not enough to just have a big shop without other people's products. Likewise, entrepreneurs who need assistance in the distribution process so that their products reach consumers. This mutual need in fulfilling this is the basis for the formation of cooperation between companies or cooperation between individuals and other individuals (Parakkasi, 2021).

This becomes the principle that humans as social being, allowed to do cooperation corporately or individuals and other individuals, in terms of helping each other to do good and competition to pursue piety. On the other hand, it is forbidden to cooperate in harming others, to commit fraud to others, to commit sins, to be vanity and to be unjust either individually or in groups.

Islam also strongly recommends every ummah to seek and earn sustenance. Islam emphasis on obliging the halal aspect, both in terms of its acquisition and utilization, processing, and expenditure. Sharia business can be interpreted as a series of business activities in various forms that are not limited, but are limited in how to obtain and utilize their assets, whether it is halal and haram. In other words, business implementation must adhere to the provisions of the Shari'a, the rules in the Qur'an and al-Hadith. Shari'ah is the main value that becomes a strategic and tactical rules for business economic actors (Zamzam & Aravik, 2020).

In running a business, there is always competition in it. This tofu industry considered competition as a natural thing. The difference is in how to respond to the competition. Much of the success of a business unit depends on how a business unit markets its products. As previously explained, the tofu business runs the development of marketing systems and strategies by implementing several systems and strategies for each marketing component, namely product strategy, promotion strategy, distribution strategy, and pricing strategy (Musfar, 2020).

1. Product Strategy

Product strategy is an effort how the products that have been produced by the industry can be distributed properly and achieve maximum profits as expected (Rachbini, 2019). Product is anything that is offered to the market to get the attention of buyers, users or consumers that can meet the wants or needs of the user (Arman, 2022).

The marketing system of tofu industry in Meurah Mulia district is very traditional. In distribution of tofu process, this industry make a cooperation between employees and

the local community. Display the quality Islamic roducts is one of the product strategy that has been implemented by this tofu samani business. In addition, producing tofu from a good quality raw materials and selling them in cheaper price are the implemented product strategies by the samani tofu industry

Based on the things found in the Samani tofu business where located in Meurah Mulia District, the researchers can find out several internal aspects (strengths and weaknesses) and external (opportunities and threats) which can be seen in the following table.

Table 1. Marketing Strategy in Product Aspect

No	Aspect	Findings
1	Strength	1. Good product quality 2. The ingredients used is easy to get
2	Weakness	Lack of knowledge on production technology and quality control is caused by the lack of opportunities to keep up with the times
3	Opportunity	Utilization of natural resources such as soybeans is easy to get
4	Threats	There are tofu competitors who use more sophisticated machines

Based on the table above, the researchers conducted another interview with the owner of Samani tofu regarding the strategy in utilizing the opportunities and strengths to overcome weaknesses and threats, it is known that the product strategy is being pursued to optimize production activities with modern tools and improve management that is better, and if necessary provide large quantities of stock, while improving product quality and also knowledge about small industries through social or digital media so as to be able to provide a level of continuity of tofu production.

2. Price Strategy

Price is like the background on a product. Many consumers want to buy a product but the first thing to conseider is the price. So producers need to set the price of a product carefully a product, because if there is an error occur during set the price will have an impact on sales volume (Mardia et al., 2021).

This samani tofu industry sets the prices carefully, producers do research in the field first. It aims to determine the market price of similar products. After the price is set, the next step is to provide a number of discounts in the form of a 10% discount when

buying on a large scale. The following table 2 shows the internal and external aspects of pricing. This finding was obtained after researchers conducted in-depth interviews with tofu samani business owners, namely:

Table 2. Marketing Strategy in Product Aspect

No	Aspect	Findings
1	Strength	1. An affordable price 2. Discount for those who buy in bulk
2	Weakness	Limited capital due to lack of support from the government
3	Opportunity	High demand for tofu
4	Threats	Competitors have a large capital

Based on the four aspects shown in table 2, the researcher then determines the right price strategy for this business. The right strategy to implement is to provide several other attractive price discounts for consumers who buy tofu in large quantities. Then, cooperate with the government to increase capital. The increase in capital aims to increase production capacity and purchase sophisticated machines so that production efficiency occurs, which in turn will produce quality tofu at an affordable price

This tofu samani business has set prices in accordance with Islamic principles and is still in the category of fair competition. Prophet Muhammad Saw. recommends that the price determination is in accordance with the quality and added value of each product. Islam forbids price discrimination (if there is injustice to some customers) and fraud in pricing.

3. Promotion Strategy

Promotion is an aspect of marketing strategy that is considered very important. Through promotion, the product is known by consumers (Mardia et al., 2021). This tofu samani business always provides the best service in order to promote its products. The best service by tofu businesses is applied through smiles, greetings, and courtesy to all employees, customers, and even the public. However, promotion is only done through mouth to mouth. There is no use of social media in the promotion process for this tofu samani business.

The results of interviews conducted by researchers with these business owners, the findings are summarized in the following table:

Table 3. Marketing Strategy in Promotion Aspect

No	Aspect	Findings
1	Strength	Without doing promotions, there are already many regular customers of this product
2	Weakness	Lack of use social media in promoting products capital due to lack of support from the government
3	Opportunity	Market demand continues to increase without any promotion
4	Threats	Competitors more capable in using social media

Based on the findings in the field, the right strategy in the promotion aspect is to increase the use of social media in promoting this tofu product. Previously, Samani tofu business owners marketed their products only by offering them to every vegetable shop, fried food vendors and the like. The use of social media as a means of promotion is proven to increase sales volume (Afandrianti Maulida & Habiburahman, 2022).

4. Place Strategy

To determine the distribution strategy for this tofu business, it was found in the field that several internal (strengths and weaknesses) and external (opportunities and threats) aspects can be seen in table 4 below:

Table 4. Marketing Strategy in Place Aspect

No	Aspect	Findings
1	Strength	Strategic location and easy to reach
2	Weakness	The place of production is still minimal
3	Opportunity	Competitor locations are difficult to reach
4	Threats	Many tofu competitors are starting to sell in nearby locations

Table 4 above shows the strengths, weaknesses, opportunities and threats in this samani business. Researchers know that the location of manufacture and sale is the main thing in production. Therefore, the production site must be clean and should establish long-term cooperation with traders. Tofu must still be available in dealer shops, so that it is easily accessible to consumers

Sharia marketing is a business discipline that directs the process of creating, offering, and changing value, which in the whole process is in accordance with the contract and the principles of muamalah (business) in Islam. In implementing its marketing strategy on business competition, the implementation of the tofu business must

also be in accordance with the characteristics of sharia marketing development which consists of several elements, namely divinity, ethical, realistic, and humanistic.

Responding to the results of interviews conducted by researchers, the tofu business marketing system is viewed from an Islamic perspective, it turns out that samani tofu business owners also apply Islamic marketing marketing strategies which consist of first, the characteristics of Islamic marketing development; second, Islamic business ethics; third, following the marketing practices of the Prophet Muhammad Saw. The characteristics of Islamic marketing applied by tofu businesses are divinity, such as not using hazardous materials for consumers. From this information, it is evidence that the characteristics of divinity have been applied in the tofu business. There is no doubt that everything has been monitored, with this belief, business producers know that employees will work more optimally and stay true to the truth. Furthermore, the tofu business owner said that the establishment of this tofu business was to provide benefits for himself and all employees or even publics. Business owners reward employees who are innovative and creative in business development. Furthermore, the owners and employees, even though they have a personal humanity, respect each other, especially with buyers who must be considered as kings

E. CONCLUSIONS

The tofu marketing system in the Samani tofu industry in Meurah Mulia District includes quality raw materials, competent employees, a clean and strategic place and cooperation with local community transportation. The tofu marketing system in the Samani tofu industry in Meurah Mulia District, are producing quality products, offering affordable prices among the community, distributing directly the tofu to the consumers and also through retailers, and promoting the Samani's tofu by mouth to mouth.

Strategies that can be applied to this samani tofu business are offering other attractive discounts, increasing the number of machines in order to increase the amount of production, using social media as promotional media, and delivering tofu in the nearest shops. According to Islamic Economics, the marketing system and strategy are in accordance with the ilahiyah aspect because production is carried out by maintaining the quality of the tofu without mixing it with hazardous materials. From the ethical aspect, business owners do not abuse buyers and fulfill their responsibilities with employees. In

addition to this, workers and owners respect each other and are always kind to their consumers. This is a form of the humanistic aspect.

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