

MARKETING STRATEGIES IN INCREASING THE SALES VOLUME OF MANGAMBANG 575 AGROTOURISM, LAU SUB-DISTRICT, MAROS DISTRICT

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ABSTRACT

This research aims to find out the marketing strategies used by Mangambang agro-tourism owners in increasing sales volume. The type of research conducted is using a qualitative descriptive approach. The types and sources of data used are primary data and secondary data, while data collection techniques are carried out by means of interviews, observation and documentation. Data analysis used in this research consists of several stages, namely data reduction and presentation stages and the conclusion drawing stage. The results of this research are: 1) Products in mini markets that provide snacks and fishing equipment, then cafes and restaurants that provide food and beverage menus. Price, the price set follows the standard method by adding a certain percentage of the base price of distributors and raw materials. Then Place (distribution channel), the distribution channel used by Mangambang 575 agrotourism is on the main road of Marannu village, access to this place is quite easy because the distance is only about 900 metres from the Maros-Pangkep axis road. next Promotion, Mangambang 575 uses offline and online promotions to market its products. Offline applies a special strategy where information about the products in Mangambang 575 is spread from customer to customer. This means that customers who are satisfied with Mangambang 575's service and menus will provide information about the product to others. Through online, by providing information and reviews of consumers and visitors on social media. 2) Mangambang 575's sales volume has decreased, sales turnover in 2020-2022 for sales per day reached IDR 8,000,000. But in contrast to the years 2023-2024, the sales turnover per day experienced a significant decline, only in the range of 1,500,000-3,000,000 rupiah. The decrease in turnover was caused by increasingly fierce price competition and the increasing number of tours or agro-tourism. However, from the strategies that have been implemented, Mangambang 575 has been able to restore high sales turnover even though it is not the same as the sales turnover in the past few years.

Keywords: Strategy, Marketing, Sales Volume, Mangambang 575 Agritourism.

Introduction

Economic development in Indonesia is an important part of national development with the aim of improving people's welfare. The times and technological developments require corporate life to adjust to existing situations and conditions.

Companies that are unable to adapt to their environment will sooner or later be eliminated from the business environment, so it is necessary to think of a good marketing strategy in order to help achieve company goals.

Marketing strategy is a process that can lead an organisation or company to a large market opportunity to increase sales and achieve the expected excellence. Marketing strategy is also an important tool so that companies can win the competition. Often a person considers that competitors are only a threat, but actually competition is also a driving factor so that a company is able to increase its creativity and performance and build effective and efficient innovations so that it becomes a company that can make the world proud. Marketing strategy is one way to introduce products to consumers, and this is important because it will be related to the profits that will be achieved by a company (Vivi Iswanti Nursyirwan, Sasmita Sari Ardaninggar et al, 2020).

Without a good marketing strategy, it is quite difficult to develop and increase sales volume in a business. Moreover, the risk of losing competitiveness is very likely to occur. So learning about marketing science is very important in running a business. Therefore, marketing activities carried out by business actors must be able to provide satisfaction to consumers, this can be done by selling quality products and determining ways to attract people or potential consumers to use products / services.

Mangambang 575 Agrotourism is an artificial agrotourism that offers culinary and fishing tours located in Maros district, Lau sub-district. Mangambang 575 Agrotourism has many selling menus that can be offered to visitors including: there is a mini market whose contents are snacks, and various fishing equipment. There are cafes and restaurants that are the economic centre of the agro-tourism. Building a business requires a marketing strategy to increase sales volume in a company, one of the strategies that can be applied is a business strategy such as a marketing strategy.

One of the marketing strategies applied to Mangambang 575 Agrotourism is promotion. Marketing strategies that are applied such as promotions are carried out offline and online. Offline promotion is usually done by arranging some items to be placed in front of the Mangambang 575 mini market so that when visitors pass by and see them, they immediately approach without the need to look elsewhere. Thus, if it is shown, buyers will buy whatever items they want. While online promotion is posting photos of the menu recommended by previous visitors to social media that are ready to be ordered and usually those who see the post will come to visit or even order directly via social media by including a whatsapp number that can be contacted. Through this promotion, marketing activities have an influence on increasing sales volume at Mangambang 575 Agrotourism.

However, the implementation of promotional strategies is still not optimal as seen from the turnover of Mangambang 575 agrotourism has decreased. The problem that exists in Mangambang 575 agrotourism which is located in Lau District

is the lack of visitor interest so that it can reduce the sales volume of Mangambang 575 agrotourism. With the right marketing strategy, it will increase the sales volume of Mangambang 575 agrotourism. This is what encourages researchers to examine matters relating to what strategies must be carried out to increase sales volume.

Theoretical Foundation

Marketing Strategy

Marketing strategy is a statement of how a brand or product line achieves its goals. Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve the marketing objectives of a company. In other words, a marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as a company's response in facing an ever-changing environment and competitive situation (Assauri, Sofjan, 2017).

This theory can be defined that a marketing strategy is an appropriate and consistent activity that is feasible for business actors to carry out in order to achieve the intended market targets in the long term and company goals in certain competitive situations.

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According to Kotler and Armstrong, the marketing mix is a set of controllable tactical marketing tools, which the company combines to produce the desired response by the target market. The marketing mix consists of everything a company can do to influence the demand for its products (Kotler and Armstrong, 2001).

Marketing mix as a set of interconnected activities, which are arranged for the purpose of knowing consumer needs and so on, developing the goods needed, needed, determining the price, distributing them, and promoting them (Sadono Sukirno, 2004).

The marketing mix is an idea map of marketing strategies that companies need to think about to realise a predetermined differentiating strategy, the marketing mix consists of products sold, promotion strategies, product pricing, places and services used (Hendro, 2011). Kotler mentions the concept of marketing mix consisting of 4P, namely: Product (product), Price (price), Place (channel/distribution), and promotion (promotion) (Lingga Purnama, 2001).

Sales Volume

Sales is an integrated effort to develop strategic plans directed at satisfying the needs and desires of buyers, in order to obtain sales that generate profits. Sales are

the lifeblood of a company, because from sales profits can be obtained as well as an effort to attract consumers who are trying to find out their attractiveness so that they can find out the results of the products produced.

Sales is an activity that results in the flow of goods out of the company so that the company receives money from customers. Sales are activities carried out by sales in selling goods or services in the hope of making a profit from these transactions (Deavy Yulitasari, 2014).

Sales volume is something that indicates the rise and fall of sales and can be expressed in units, kilos, tonnes, or litres. The greater the amount produced by the company, the greater the possibility of profit that the company will generate. Therefore, sales volume is one of the very important things that must be evaluated for the possibility of the company not losing money. So profitable sales volume should be the main goal of a business and not for its own sake (Vivi Iswanti Nursyirwan, Sasmita Sari Ardaninggar, et al, 2020).

Research Methods

This research is a qualitative field research. Field research procedures that produce descriptive data, in the form of written or oral data from the people and research observed. Therefore, in this study, every symptom related to marketing strategies in increasing sales volume in Mangambang Agrotourism 575 Maros Regency according to Sharia Economics will be studied thoroughly and deeply and is expected to provide in-depth meaning about the phenomena found. Thus between one symptom and another symptom will be interrelated.

This research is located in Mangambang 575 agro-tourism which is located in Marannu village, Lau sub-district, Maros district.

The data sources used in the research are primary data, namely data obtained directly from the owners and employees of Mangambang 575 agrotourism, and secondary data sources in the form of mini market store archives, cafe and restaurant menu archives and sales archives.

The data analysis used by researchers with the dextrptive method, namely describing the data successfully obtained by Mangambang 575 agrotourism and then associated with relevant theories and then concluded.

In research, data collection techniques through interviews, namely data collection methods that require direct communication between researchers and company owners and employees by means of questions and answers with the owners and employees of Mangambang 575.

Results and Discussion

Mangambang Agrotourism marketing strategy 575

Strategy is a series of grand designs that describe how a company should operate to achieve goals. Strategy is very important for companies where strategy is a way to achieve the goals of a company. A marketing strategy is a plan developed to achieve business objectives using various marketing methods and techniques. Marketing strategy also involves analysing the market and competition to develop an effective approach to reaching and influencing consumers. Looking at the Mangambang 575 agro-tourism marketing strategy, it has several indicators that are suitable to be used as interview guidelines such as product (Product), price (Price), place (place), promotion (promotion).

Products are everything both physical and non-physical that can be offered to buyers/consumers in order to fulfil the needs and desires of consumers. To complete a product, observation is needed for consumers who come to visit as a source of knowledge for agritourism owners to procure goods that are in demand by consumers.

Mangambang 575 Agrotourism has many products that can be offered to consumers, namely mini market stores that provide snacks and fishing equipment, then cafes and restaurants that provide food and beverage menus.

Price is the value or amount of money that must be paid or exchanged to obtain a good or service. Price refers to the monetary value or exchange rate given in exchange for obtaining a good or service. Price plays an important role in the allocation of resources in an economy, as it determines how much goods and services are produced and consumed by society. Determining the selling price is important in marketing policy. Important things in the preparation of pricing policy are: a) Increased sales volume. In sales volume, it is tried to continue to increase and survive so that the company does not experience setbacks and losses; b) Achieving maximum profit. Strive to meet customer satisfaction by providing quality products so that consumers do not feel disappointed and return to buy these products.

The price of Mangambang 575 agro-tourism products is higher than that of similar agro-tourism, but what makes the products higher in price is because the quality of products such as the culinary menu that is served is always fresh and new because the results of consumer fishing are directly brought to the kitchen and processed as a menu. Although the price is still relatively high compared to other agribusinesses, it can still be reached for all circles, both lower and upper classes. This is because the main ingredient is indeed a fish farming location.

Place refers to one of the elements of the marketing mix. It refers to the distribution channel or the way the product or service is delivered to the end consumer. Place involves all decisions related to the physical distribution of the product, such as the selection of distribution channels (e.g., retailers, wholesalers, or

direct sales), store or outlet locations, product storage, and delivery logistics. Choosing the right place is critical as it can affect product availability, consumer accessibility and the overall purchasing experience.

Mangambang 575 Agrotourism is located on the main road of Marannu village, access to this place is quite easy because the distance is only about 900 metres from the Maros-Pangkep axis road which is the Trans Sulawesi road connecting Makassar and Toraja.

Mangambang Agrotourism sales volume 575

Sales volume has an important meaning, namely the magnitude of activities carried out effectively by marketers in order to encourage the target market as potential consumers to make purchases. Sales volume is something that indicates the rise and fall of sales and can be expressed in units, kilos, tons, or litres. The greater the amount the company produces, the greater the possibility of profit that the company will generate.

Increasing the sales volume of Mangambang 575 agrotourism, has several indicators that are suitable as interview guidelines such as expanding the target market, holding discounts, increasing product quality and quantity and bundling.

From the results of interviews with the owner of Mangambang 575 agrotourism, the sales volume from year to year has decreased. In 2020 until the end of 2022 the sales turnover per day reached 8,000,000 rupiah, because since it was inaugurated on 7 June 2020 Mangambang 575 has been very crowded with visitors. This is due to the different sensations offered from other tours and is still relatively new agro-tourism and viral on social media. However, in contrast to 2023 until now 2024, the sales turnover per day has decreased significantly, only in the range of 1,500,000-3,000,000 rupiah. The decrease in turnover was caused by increasingly fierce price competition and the increasing number of tours or agro-tourism. More intensive competition makes it difficult for Mangambang 575 to maintain a high level of turnover like the first year it was inaugurated.

However, from the strategies that have been implemented, Mangambang 575 has been able to restore high sales turnover even though it is not the same as the sales turnover in the past few years. To increase sales volume, the owner of Mangambang 575 has implemented several indicators such as expanding the target market, holding discounts, improving product quality and quantity and bundling.

CONCLUSION

Based on the description that the author has put forward in the previous chapter through the author's research through observation and interviews with informants at Suka Cita stores and the Teebangka 1 neighbourhood community, it can be concluded as follows.

1. Mangambang 575 Agrotourism implements a marketing mix strategy which includes Products, Mangambang 575 has many products that can be offered to consumers, namely mini market stores that provide snacks and fishing equipment, then cafes and restaurants that provide food and beverage menus. Then Price, the price set follows the standard method by adding a certain percentage of the base price of distributors and raw materials. Then Place (distribution channel), the distribution channel used by Mangambang 575 agrotourism, namely Mangambang 575 Agrotourism is on the main road of Marannu village, access to this place is quite easy because the distance is only about 900 metres from the Maros-Pangkep axis road. next Promotion, Mangambang 575 uses offline and online promotions to market its products. Offline applies a special strategy where information about the products in Mangambang 575 is spread from customer to customer. This means that customers who are satisfied with Mangambang 575's service and menus will provide information about the product to others. Through online, by providing information and reviews of consumers and visitors on social media.
2. Mangambang 575's sales volume has decreased, Past Sales Turnover (2020-2022) in that period sales turnover per day reached around 8,000,000 rupiah. This happened because at that time it was still a new agribusiness, since it was inaugurated on 7 June 2020 Mangambang 575 was very crowded with visitors. However, in contrast to 2023 until now 2024, the sales turnover per day has decreased significantly, only in the range of 1,500,000-3,000,000 rupiah. The decrease in turnover was caused by increasingly fierce price competition and the increasing number of tours or agro-tourism. More intensive competition makes it difficult for Mangambang 575 to maintain a high level of turnover like the first year it was inaugurated. However, from the strategies that have been implemented, Mangambang 575 has been able to restore high sales turnover even though it is not the same as the sales turnover in the past few years.

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