

## **Marketing Strategy in Increasing Sales Apeng Cashew Trading Business Central Buton District**

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**Abstract:** *The aim of the study was to find out how the marketing strategy was in increasing sales of Apeng Cashew Cashew Trading Business (UD) in Lombe, Gu District, Central Buton Regency. The method used is observation and interviews. The method of data analysis is descriptive qualitative. Based on the results of research and discussion it can be concluded that the marketing strategy of UD. Cashew Cashew Apeng in Lombe Gu District Central Buton Regency which consists of product, price, place, promotion, people, process and physical evidence can increase sales in 2021 Rp. 128,500,000, - increasing in 2022 by Rp. 173,300,000,-. The suggestions given are (1) So that UD. Apeng cashew nuts in Lombe, Gu sub-district, Central Buton regency, in the promotion strategy can use brochures that can provide information about cashew products and use signboards at cashew processing and selling places so that the sales obtained can continue to increase. (2) So that future researchers can add research variables so that they can enrich research results.*

### **1. Introduction**

Development of the current era in the field of business is very tight, where entrepreneurs must be able to manage the marketing strategy used so that their products can still survive in the market share along with the times and the number of competitors. Especially for entrepreneurs who are engaged in the distribution of production facilities for the economy and plantations, especially cashew nuts (Nindi Retno Kumalasari, 2020). In maintaining the existence and business development, a company will try to improve and develop its marketing area. Thus the company can gain a wider market share so that the expected profits can be achieved (Nindi Retno Kumalasari, 2020).

Cashew is one of the leading plantation commodities which is a priority for the government in future economic development. Cashew nuts have a sizable contribution to the Indonesian economy, including as a foreign exchange earner, a source of income for farmers, a producer of raw materials for the food industry, job creation and regional development (Rafika Asnaini, 2021).

Cashew is the most important commodity for the Indonesian economy because the economic value derived from the cashew commodity is a contributor to foreign exchange through exports of cashew nuts which in 2012 reached 58.8% thousand tons or the equivalent of 115.5 million dollars. Cashew in the form of logs is a type of commodity that is widely exported to Vietnam and India with the largest market share being India with 61.7%, Vietnam 26.7%, Netherlands 3.1%, Turkey 1.4%, United States 1, 4 %, Germany 0.8 %. The intensive development of cashew nuts has started since 1990/1991 through various programs and businesses that provide livelihoods and employment opportunities for farmers and people in Indonesia in line with the increasing demand for exports, but there are still problems that hinder the success of the cashew business, including the low availability of fertilizers owned by cashew farmers, limited access to sources of capital, pests and diseases that cause losses (Nurdiyah, Anna Fariyanti, and Sitti Jahroh, 2014).

Marketing is selecting and analyzing the target market which is a group of people to be reached by the company or business and creating a suitable marketing mix so as to satisfy the target market. Carrying out marketing activities, there are several goals to be achieved including long-term or short-term goals, while long-term goals are carried out to retain consumers through offering sales prices and the taste of the products produced. By using a good strategy, companies can attract consumers to buy products that are produced to meet their needs, both individually and with their families. With so many consumers buying their products, the company can get the expected profit (Nindi Retno Kumalasari, 2020).

UD. Cashew Apeng is one of the cashew sales centers in Lombe, GU District, Central Buton Regency, where buyers can witness the cashew packaging process by workers. In this place cashews are processed through a separation process between whole cashew seeds and broken cashew seeds. Whole cashew seeds are usually called super cashew seeds and broken cashew seeds are called regular cashews. This selection process is carried out because it affects the price affairs. In addition, the lack of understanding of the marketing strategy can affect the products to be marketed, besides that the weather can also affect sales results because during the rainy season cashew nuts are usually damaged or rotten, so sales results decrease, and vice versa.

UD. Apeng Cashew Nuts, although it has been operating for a long time, still has problems in managing cashew nuts, including the frequent changing of workers, the availability of cashew raw materials because if you expect it from Central Buton Regency it cannot be sufficient, so companies order from outside areas such as East Nusa Tenggara, Banggai, weather conditions that often change affect the quality of the cashew to be processed, the supply is unstable, the price of cashew nuts for farmers changes from time to time, as well as the selling price that is uncertain, and the market also changes.

## **2. Literature Review**

### **Marketing**

Marketing strategy still plays an important role for business progress. Marketing can help provide information about the services offered by companies so that they can meet the needs and desires of consumers as marketing targets. Marketing process as described below: 1) The first step of the marketing process is how to understand the market and the needs and wants of customers. Needs are states and feelings of deprivation. Wants are human needs formed by culture and personality while demand is a human desire that is supported by the desire to make a purchase; 2) The second step is how to design a marketing strategy in moving consumers; 3) The third step is to build a marketing program so that it can provide superior value; 4) The fourth step is to build an environment that will provide benefits and create

customer satisfaction; 5) The fifth step is capturing value as well as customers in creating profits and customer equity (Abdurrahman, 2015).

Wahyudi and Aruan (2013) steps in the marketing process are: 1) Prospecting is looking for buyers and establishing relationships with potential customers; 2) Targeting is to allocate time scarcity for sellers to fulfill buyer requests; 3) Communicating is providing information about the company's products to customers; 4) Selling is approaching, presenting, demonstrating, overcoming rejection and selling products to consumers; 5) Servicing is providing various services and services to consumers; 6) Information gathering is doing market research and intelligence; 7) Allocation is the determination of the target customer.

### **Sales**

Sales are complementary activities or supplements to purchases to provide the possibility of transactions. So buying and selling activities are one unit to carry out the transfer of rights and transactions (Abdullah, 2016: 23). The stages in making a sale are as follows:

#### **1. Introductory Approach**

At this stage the salesperson needs to learn as much as possible about the company and the prospect (what is needed, who is involved in the buying decision and the buyer (their personal characteristics and buying style) and the buyer's characteristics (personal and buying style). The salesperson should be able to define the purpose of the visit, determine the qualifications of candidates, collect information, make direct sales to consumers.

#### **2. Presentation and Demonstration**

At this stage the salesperson is required to be able to tell the story about the product to consumers, following the AIDA formula so that it can get attention, arouse desire, produce action. The salesperson uses the features, advantages, benefits, and value approach.

#### **3. Addressing Objections**

At this stage the salesperson must be able to overcome objections raised by the customer through a positive approach, for example asking the customer to explain objections, asking the buyer in a way that requires the buyer to answer his own objections, rejecting objections or changing and overcoming objections is part of broader negotiation skills.

#### **4. Closing the Sale**

At this stage, the salesperson tries to close the sale knowingly how to recognize the buyer's closing signs including physical actions, statements or comments, and questions so that the consumer will make a purchase.

#### **5. Follow Up and Maintenance.**

Follow-up and maintenance are necessary if the salesperson is to ensure customer satisfaction and business continuity. Immediately after closing, the salesperson should be able to confirm the details of the requirements related to delivery time, purchase terms, and anything else the customer deems urgent. Salespeople should also develop maintenance and growth plans for their customers (Wahyudi and Aruan, 2013).

### **3. Methodology**

Qualitative analysis method, without using statistical formulas. Management and analysis of data carried out using a qualitative approach emphasizes the aspect of direct

observation. While descriptive qualitative is a research procedure that uses descriptive data in the form of written or spoken words from observable people and actors, and the data is not presented in the form of numbers but presented in the form of words or sentences. Population is the area of generalization, objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study were the owners and 6 (six) employees of UD. Cashew Cashew Apeng who knows the marketing strategy in increasing sales. Sample is part of the number and characteristics possessed by the population. The informants in this study were 3 employees of UD. Cashew Apeng which consists of leadership, marketing, and administration. The data collection technique used in this study was field study, namely the research method directly on the object under study in order to obtain primary data which is data obtained directly from informants and respondents at UD. Cashew Cashew Apeng in Lombe, GU District, Central Buton Regency, using the following techniques: interview and documentation.

#### **4. Results and Discussion**

##### **4.1 Results**

Based on the results of interviews with Mr. Zainal Halim as the leader of UD. Cashew Cashew Apeng with the question, what is the purpose of UD's marketing strategy. Cashew Apeng?

The objective of the marketing strategy for UD. Apeng Cashew Nuts as conveyed by Mr. Zainal Halim is "How can we provide information about the cashew nuts that we make to consumers by changing the cashew nuts into new cashew products that have been processed with the best quality so that they are liked by consumers?".

Next, the writer continued to ask Mr. Zainal Halim about the type of marketing strategy used by UD. Cashew Cashew Apeng, with the question what types of marketing strategies are used by UD. Cashew Apeng?

Mr. Zainal Halim gave the following answers:

"If the marketing strategy that we use in our company is inseparable from product strategy, price, place, promotion, people, process and physical evidence, we do this so that consumers believe that the quality of our products can be guaranteed."

Next, the writer asked Mr. Zainal Halim about the product strategy at UD. Cashew Cashew Apeng with a question, how is the product strategy to increase UD sales. Cashew Cashew Apeng as the answer below.

"Regarding the product strategy, we always provide offers that suit consumer needs by means we have to pay attention starting from the packaging, the prices we offer, because not all cashew products are good, for example some are broken and some are whole, that's We pay very close attention to our marketing strategy so that consumers can trust the products we offer and can increase sales in our business. Besides that, we also have to keep stocks there, that's why we created a warehouse as a place to store cashew stocks that we produce,".

The author proceeded to ask Mr. Zainal Halim as the leader of UD. Cashew Cashew Apeng with a question, how is the price strategy in increasing sales, as the answer below.

"The price we offer to consumers varies because it depends on the quality of the guava we produce, such as guava in the form of logs, the price is Rp. 15,000/kg, we sell damaged guavas for Rp. 5,000/kg, we sell the white and unbroken guavas for Rp. 105.000,-/kg, guavas that are white but not all intact or some are broken we sell for Rp. 95,000/kg.

The author continues with the question, how to market cashew nuts at UD. Apeng to increase sales, as Mr. Zainal Halim's answer below.

"For marketing at this place by providing chain information starting from family, friends, close relatives, acquaintances, by providing information about the cashew products that we produce, if it comes out it's my way with the marketing department bringing cashews to Surabaya for us to market and alhamdulillah with such a marketing method our company gets regular customers from Surabaya."

The author continues by asking Mr. Zainal Halim, what is the total sales of UD. Cashew Apeng in Surabaya, as the answer below.

"For sales in Surabaya it is usually routine every month with a total demand of 10 tons, and that is also because they have given confidence in the quality of the products we produce."

The author continued to ask Mr. Zainal Halim about the processing and marketing of cashew nuts at UD. Apeng as below.

"For the processing and sale of our cashew nuts, we use a warehouse measuring 7 x 11 M3, so this is where we process and market cashew products. The placement of this processing and selling place is based on the consideration that it is near the market so that it can make it easier for us to find cashew raw materials and sell finished products and thank God the people around where we process and sell cashew nuts are not disturbed by our activities."

The author continued to ask Mr. Zainal Halim about the promotion strategy used by UD. Cashew Apeng for, as below.

"There are two promotions that we usually do, for promotion in that area it's just word of mouth that there is a cashew product made by UD. Mete Apeng and that we do routinely every day, both when we are in the market, at the mosque, at the wedding venue, while watching football matches, while we carry out promotions outside the area based on friendship by contacting friends who are outside the area by saying that if anyone need cashew nuts, here we have the goods. One of the promotions outside the area, for example in Surabaya, was through my employee and he happened to go abroad in Surabaya, and my employee then offered our cashew products, and thank God there are entrepreneurs who are interested and have collaborated with our company until now " .

The author continued to ask Mr. Zainal Halim about the strategy of people in increasing UD sales. Cashew Apeng, as below.

"Yes, if that person in this company is an employee including me as the leader. But what is meant by people's strategy here is the marketing department whose job it is to convey to consumers about the cashew products that we make so that consumers can be interested in our products, even though all employees morally always convey cashew products through word of mouth, but there is 1 person specifically tasked with introducing cashew products to consumers so that they continue to use the cashew products that we make."

Next, the author continues to ask Mr. Zainal Halim about the process strategy for increasing sales of cashew nuts, as below.

"Regarding the process that we are doing, it is the process when the cashew is processed, because when we buy the cashew it still has its skin so it must be processed first by opening the cashew shell, then the next process is drying the cashew that has already been

peeled using tarpaulin so that the water content is lost so that the cashews produced are of good quality. The next process is that we separate the whole and broken cashews, then we fry them using a large cauldron and the final process is that we put them in the packaging we have prepared to market to consumer".

Next, the author asked Mr. Zainal Halim about the physical evidence strategy in increasing sales at UD. Cashew Cashew Apeng, as below.

"The physical evidence is the processing and sale of cashew nuts at our company. So the Warehouse that we use has two functions. The first is a place to sell the cashews that we make, while the second is a place for processing. In processing cashew nuts, the physical evidence we use is large tarpaulins, cauldrons, stoves, kerosene, and this warehouse. While the physical evidence in the form of products is the cashew nuts and cashew nuts that we produce and pack ourselves."

The marketing strategy used by UD. Cashew Cashew Apeng in Lombe District of Gu Kabuten Buton Tengah which consists of product, price, place, promotion, people, process and physical evidence can increase UD sales. Cashew Cashew Apeng in 2021 and 2022 as shown in the table below.

**Table 1.** UD Sales Increase. Cashew Apeng Year 2021

No	Month	Amount (Rp)
1	January	3.000.000
2	February	3.000.000
3	March	4.500.000
4	April	4.000.000
5	May	4.000.000
6	June	5.000.000
7	July	5.000.000
8	August	5.000.000
9	September	5.000.000
10	October	25.000.000
11	November	30.000.000
12	December	35.000.000
Total		128.500.000

Sales of UD. Cashew Apeng in 2021 according to the table above is Rp. 128,500,000, which consists of the month of January Rp. 3,000,000, in February Rp. 3,000,000, in March Rp. 4,500,000, in April Rp. 4,000,000, in May Rp. 4,000,000, June Rp. 5,000,000, in July Rp. 5,000,000, in August Rp. 5,000,000, in September Rp. 5,000,000, in October Rp. 25,000,000, in November Rp. 30,000,000, and in December Rp. 35,000,000.

Increased sales of UD. Cashew Apeng in 2022 as shown in the table below.

**Table 2.** Sales of UD. Cashew Apeng Year 2022

No	Month	Amount (Rp)
1	January	5.000.000
2	February	3.500.000
3	March	4.000.000
4	April	4.000.000
5	May	5.000.000
6	June	5.000.000
7	July	6.000.000
8	August	10.000.000



9	September	10.800.000
10	October	25.000.000
11	November	55.000.000
12	December	40.000.000
Total		173.300.000

Increased sales of UD. Cashew Apeng in 2023 based on the table above is Rp. 173,300,000, with details for January Rp. 5,000,000, in February Rp. 3,500,000, in March Rp. 4,000,000, in April Rp. 4,000,000, in May Rp. 5,000,000, in June Rp. 5,000,000, in July Rp. 6,000,000, in August Rp. 10,000,000, in September Rp. 10,800,000, October Rp. 25,000,000, in November Rp. 55,000,000, in December Rp. 40,000,000.

## 4.2 Discussion

The purpose of the marketing strategy used by UD. Cashew Cashew Apeng is so that information about cashew products produced can be known by consumers. Mere cashew products are the result of mate processing in the form of logs to become cashew nuts that are suitable and liked by consumers. The type of marketing strategy used by UD. Cashew Cashew Apeng is a marketing mix consisting of product, price, place, promotion, people, process and physical evidence.

Pricing strategy in increasing UD sales. Cashew Cashew Apeng is intended to build trust in consumers, both consumers in the region and consumers outside the region. The pricing strategy used depends on the quality of the available guava and the processed guava. For the raw material price strategy, guava logs with good quality or those with good guava skin are sold for Rp. 15,000/kg while the cashew logs that are damaged or have damaged cashew shells are sold for Rp. 5,000/kg. The price strategy for cashews that have been processed which has a pure white color and is intact is sold for Rp. 105,000/kg while those that have a clean white color but are broken are sold for Rp. 95,000/kg.

Place strategy UD. Cashew Cashew Apeng is used to prove the physicality of the company and at the same time as a place to provide information about cashew products made to family, friends, relatives, acquaintances, and friends so they can get to know cashew products, including customers from outside the area. The location strategy is also a means for processing and selling cashew nuts. Besides that, the location strategy also brings the company closer to customers so as to facilitate the sale of cashew products. The place used by UD. Cashew Cashew Apeng for processing and selling measuring 7 x 11 M2.

Promotion strategy in the area of UD. Apeng cashew nuts in increasing sales of cashew nuts is carried out through word of mouth about cashew products produced both in the market, at the mosque, at wedding venues, while watching sports matches. While the promotion strategy carried out outside the area uses employees who have worked at UD. Cashew Apeng who went abroad to Surabaya by offering cashew nuts that he had both in the form of logs and in the form that had been processed.

Insider strategy to increase UD sales. Cashew Apeng shows all employees, especially the marketing department in marketing cashew products to consumers so that they are interested in the products they produce. The people strategy also shows the tasks given specifically to the marketing department for sellers and introducing cashew nuts and building good relationships with raw material providers. The people strategy also provides evidence of the involvement of all employees involved in processing cashew nuts into finished products that are ready to be sold to consumers.

UD process strategy. Cashew Cashew Apeng is the process of processing cashew nuts starting from raw materials to finished materials in the form of cashew nuts. The raw material for cashew nuts is the process of processing cashew shells that are still intact, where the cashew skin is still united with the cashew seeds so that a separation process is carried out between the skin and the cashew seeds using a knife. After the guava skin is separated from the guava seeds, the next process is to dry the guava seeds in the hot sun and after drying, the guava seeds are cooked in a crock to separate the inner skin from the cashew seeds. The next process is to fry in a large cauldron using cooking oil and then separate the intact and incomplete cashews to be packaged in prepared packages for later sale to consumers.

UD physical evidence strategy. Apeng Cashew Cashew is a place for processing and selling cashew nuts. The physical evidence is in the form of a warehouse measuring 5 x 11 cm<sup>2</sup> which is used as a place for processing and selling cashew nuts. Besides that, physical evidence also included knives, tarpaulin, sacks, pans, cauldrons, stoves, firewood, kerosene, plastic wrap used to process and wrap cashew nuts.

The marketing strategy used by UD. Cashew Cashew Apeng which consists of product, price, place, promotion, people, process and physical evidence in increasing sales in 2021 and 2020 can be seen from sales in 2021 of Rp. 128,500,000, -, increased to Rp. 137,300,000 in 2022, which means that the marketing strategy used can increase UD sales. Cashew Apeng.

## 5. Conclusion

Based on the results of the research and discussion that the authors have described above, it can be concluded that the marketing strategy of UD. Cashew Cashew Apeng in Lombe, Gu District, Central Buton Regency, which consists of product, price, place, promotion, people, process and physical evidence can increase sales in 2021 Rp. 128,500,000, - to Rp. 173,300,000, in 2022. The suggestions given in this study are: So that UD. Cashew nuts Apeng in the promotion strategy can use brochures that provide information about cashew products produced and use UD nameplates. Cashew Cashew Apeng at the place of processing and sales of cashew so that the sales obtained can continue to increase.

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