

Promotion Strategy to Increase Sales in the Palm Cake Business in Jangkang Bengkalis, Village

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Abstract

Business in Indonesia is experiencing positive developments along with the times. The world has now entered the era of globalization where in this era the industrial sector is needed to support the Indonesian economy. From this study the problems that arise are: How is the Promotions Strategy being carried out to increase sales in the palm cake business in Jangkang Bengkalis Village, Bengkalis. the purpose of this study with the title Implementation of Promotional Strategies to Increase Sales at the Palm Cake Business in Jangkang Bengkalis Village, namely: Bengkalis. This research is in the form of descriptive research, the type of research used is interviews. The promotion strategy to increase sales made by palm cake is through WhatsApp and Facebook media. In increasing sales, the most effective promotion strategy carried out by Palm Sponge Cake is through social media such as Instagram and flyers. The implementation of the promotion strategy in the home industry of the joint blessing business has not been able to meet the criteria for a good promotion strategy, because there are several obstacles in carrying out sales promotions, promotions carried out both directly and through social media do not follow the development of technology and telecommunications. With the promotion strategy that has been described, the palm cake business can be even more active in carrying out promotional strategies both directly and on social media.

Keywords : Promotion Strategy, Increase in Sales, Palm Cake.

1. PENDAHULUAN

Business in Indonesia experiencing positive developments along with the times. The world has now entered the era of globalization where in this era the industrial sector is needed to support the Indonesian economy. Based on data from the Central Statistics Agency (BPS), Indonesia's economic growth in the second quarter of 2021 has increased to 7.07 percent on an annual basis, those are the progress of the Indonesian economy, one of which is in the trade sector.

The growth of various businesses everywhere, the number of diverse products makes market competition more rapid. A person's desire for entrepreneurship has increased as evidenced by the number of entrepreneurs who appear from time to time. In carrying out entrepreneurial activities, must start from your own desires. Because entrepreneurship is not as easy as imagined. It takes a strong intention and determination as well as the appropriate ability and expertise for the line of business that will be carried out here that the business can continue to run here that it can achieve business goals. By being creative in promoting products as attractive as possible here that they can attract the attention of consumers, especially for culinary or food lovers. This business competes here tightly with other products on the market, because it is the obligation of the business owner to carry out promotional strategies that can achieve their goals.

Meanwhile, it have to be careful to see all forms of threats and opportunities that exist in the market. In a promotional activity, it must also be done as well as possible, namely with a

predetermined plan. With the efforts to do this promotion, it can increase the sales of the products that market. According to Amirullah Imam Hardjanto in Karyoto (2021; 1), business is an activity to produce products to meet the needs and desires of consumers in the hope of getting profits through value creation and transaction processes. From these conclusions, it can be shown that developing a business means developing activities, developing products, selling, developing consumers, increasing profits, and developing product value, product benefits and product distribution. The forms of business development such as Product Development, Market Development and Organizational Development.

Besed on Hasan (2014) Promotion is a marketing function that focuses on communicating marketing programs persuasively to target customers or potential customers to encourage the creation of transactions - exchanges between companies and customers. strategy is a convincing planning activity, the aim is to persuade and stimulate consumers to buy the company's products, here that the goal of increasing sales is achieved.

Oil palm is a palm oil producing plant and one of the plantation commodities that is important in improving the country's economy because it is one of the plantation crops that provides a large foreign exchange contribution. Indonesia has good natural potential for the development of the agricultural sector. One of the agricultural sub-sectors that is able to increase economic growth and generate foreign exchange is palm oil. Oil palm plantations are also old oil-producing plant cultivated and non-oil export commodities which plays an important role in the economy.

In Indonesia, one of the advantages of palm oil is that it lasts longer, is resistant to pressure and relatively high temperatures. Palm oil is also much more efficient and productive than other vegetable oils. One of them is the palm oil business, which is a business engaged in the SME sector (Small and Medium Enterprises), namely the manufacture and sale of palm sponge cakes. This UKM has been running since 2018 until now. Governments around the world are focusing on SMEs to encourage their growth and economy because it is recognized that micro, small and medium enterprises have a positive impact in increasing product innovation and reducing unemployment across the country because it creates jobs.



Figure :1.1 Photo of Palm Cake Business in Jangkang Bengkalis village.
Source: Processed Palm Cake Business 2023

The following is a table of average monthly income earned by business actors before starting business development:

Date	ProDUCTION	Marketing	Number of Product	Product Sold	Selling Price (IDR)	Total
August, 18 2022	First Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
August, 21 2022	Second Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
August, 24 2022	Third Production	Direct Sales/ Order Delivery	3 Box	3 Box	30,000	90,000
August, 27 2022	Fourth Production	Direct Sales/ Order Delivery	3 Box	3 Box	30,000	90,000
August, 31 2022	Fifth Production	Direct Sales/ Order Delivery	4 Box	4 Box	30,000	120,000
Sept, 02 2022	Sixth Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
Sept, 07 2022	Seventh Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
Sept, 12 2022	Eighth Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
Sept, 16 2022	Ninth Production	Direct Sales/ Order Delivery	3 Box	3 Box	30,000	90,000
Sept, 22 2022	Tenth Production	Direct Sales/ Order Delivery	3 Box	3 Box	30,000	90,000
Oct, 03 2022	Eleventh Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
Oct, 08 2022	Twelfth Production	Direct Sales/ Order Delivery	3 Box	3 Box	30,000	90,000
Oct, 13 2022	Thirteenth Production	Direct Sales/ Order Delivery	3 Box	3 Box	30,000	90,000
Oct, 18 2022	Fourteenth Production	Direct Sales/ Order Delivery	4 Box	4 Box	30,000	120,000
Oct, 25 2022	Fifteenth Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
Nov, 05 2022	Sixteenth Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000

Nov, 10 2022	Seventeenth Production	Direct Sales/ Order Delivery	3 Box	3 Box	30,000	90,000
Nov, 14 2022	Eighteenth Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
Nov, 19 2022	Nineteenth Production	Direct Sales/ Order Delivery	2 Box	2 Box	30,000	60,000
Nov, 24 2022	Twentieth Production	Direct Sales/ Order Delivery	3 Box	3 Box	30,000	90,000
Total Revenue						1,560,000

Table 1 Average Income of Business Actors

Source : *Procesed Date, 2022*

2. LITERATURE REVIEW

- a. Sitorus, 2017, promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing their products and services. Promotional activities not only serve as a tool communication between companies and consumers, but also as a tool to influence consumers in purchasing/using services according to their wants and needs. This is done by using promotional tools. The following are the opinions of experts regarding promotions.
- b. Abdurrahman (2015), Strategy is a comprehensive, comprehensive, and integrated unified plan directed at achieving company goals. Strategy plays an important role in today's global era and free competition, when competition is getting fiercer. To gain an advantage in the competition (competitive advantage) a reliable strategy is needed.

3. RESEARCH METHOD

This reserch with the tittle” promotion Strategi to increas Sales in the palm Cake businesss in Jangkang bengkalis Village was location of This research was conducted in the village of Jangkang, Bengkalis. This location was chosen because it has all the supporting aspects therefore that the research can run well. Sample Sugiyono (2013) the states that research sample is part of the number and characteristics possessed by the population. If the population is large, and it is not possible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population. What is learned from the sample, the conclusions can be applied to the population. For this reason, samples were taken from the population must be truly representative (representative). This sample is the entire population to be studied, which is 3 people. Sampling Technique Sugiyono (2013) the sampling technique is a sampling technique. To determine the sample to be used in the study, there are various sampling techniques used. This study uses Nonprobability Sampling. Research Studied by Sugiyono (2013) Nonprobability Sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample. This research uses Nonprobability Sampling technique with saturated sampling.

4. RESULT AND ANALYSIS

The Joint Blessings business home industry is a home industry that was initiated from 2018 to the present. Starting from producing in their own homes to factories or industrial houses. The owner is Mrs. Dian Martinah who is also the mother of the head of the village of

Jangkang. This home industry produces various preparations from local ingredients which are creatively processed and packaged. According to the owner of this home industry:

"At first I had no thoughts of setting up a business like this, but because I, as the head of the village and also involved in village government, wanted to help develop MSMEs and develop my own village and there had to be changes for the better after my appointment to this position."

From the statement of the home industry owner, this business really helps housewives who have creativity in producing preparations from local ingredients, one of which is palm fruit which is processed into palm cake. The researcher also interviewed one of the palm cake business owners who stated that when he had not worked in this home industry, he did not have much marketing to market his products but when he worked together in the home industry his income was sufficient to meet his family's needs.

In developing this strategy using five promotion strategies that researchers have developed in the palm cake business is as follows:

1. Basic Advertising

Palm cake businesses in terms of their advertising use catalog media in digital form which contains information about pictures of palm cake cakes, prices, composition, and halal certificates. The purpose of advertising is to make consumers aware of a sponge cake product, and to move consumers to try to buy and consume this cake.

a. Print Ads (Brochures)



Figure : 3.1 Brochures
Source : Processed Data 2022

Based on the brochure image above, it shows that there is various information related to the price of palm oil cakes of various sizes, ranging from 20 cm to 25 cm in size. Apart from that, this palm cake also has various topping variants including cheese topping, cocochip, and messes.



Figure : 3.2 Marketing Process
Source : Processed Data 2022

Consumers are more interested in buying palm cakes, this can be proven from the sales results which have increased as long as the brochure is being distributed, this shows that the making of the brochure has a positive impact on the perpetrators.

b. Internet advertising (video or animation)

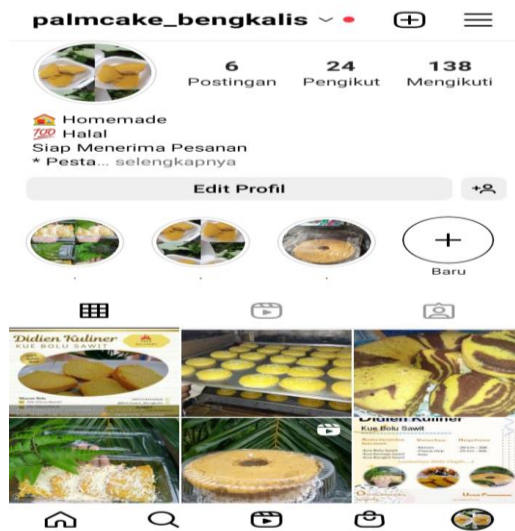


Figure : 3.3 Marketing Process Instagram
Source : Processed Data 2022

c. Shipping Labels/Stickers



Figure : 3.6 Lable Palm Cake
Source : Processed Data 2022

2. Basic sales promotion

This sales promotion also uses promotional tools to increase sales and is a promotional tool used to introduce palm sponge cake business products to consumers, with sales promotions carried out by palm cake businesses, consumers are able to find out about palm sponge cake products and are able to get responses. both from consumers towards palm oil sponge cake.

- a. Buy two get one free when there is an important event or commemoration of the first year of the establishment of the palm cake business product.

3. Direct marketing

In the interview above with parties from the palm cake business, it can be concluded that the Palm cake business provides information about palm oil cakes through social media, namely whatsapp by sending digital catalogs. This media is included in promotional media, namely direct marketing.



Figure : 3.7 Delivery Palm Cake
Source : Processed Data 2023

4. Personal Selling

Personal sales are carried out from the palm cake business, namely promotions that are carried out verbally to potential consumers so that they are interested in buying the palm sponge

cake products that we offer. In private sales we can immediately get a direct response from consumers, because in this personal sale we interact directly with consumers.



Figure : 3.8 Sales of Palm Cake
Source : *Processed Data 2023*

5. Public Relations

The collaboration carried out by the bakery shop is an effort made in order to expand the marketing network of palm cake. Selling via outlets, namely outlets established around the community with a survey of sales locations in advance, completing permits and agreements as well as joint agreements to make sales that aim to increase sales of the palm cake business. Information originating from individuals as well as family and friends is also able to disseminate information about the products of the palm cake business which leads to repurchases of the palm cake business products.

Marketing and promotion are still the biggest obstacles for business actors in increasing their business scale. In addition to consistency in maintaining product quality, the palm sponge cake business is also experiencing problems in selling its products. This is inseparable from the tendency of business actors to focus more on the production process without being balanced by marketing and promotion. When the goods are available, usually business actors are confused about what to sell quickly, as a result, marketing steps, promotions are carried out only by word of mouth or simply displaying their products in shops. The following are some of the obstacles or problems that occur in the business of the Palm Village Palm Cake:

1. The promotion and marketing aspect of palm cake has not been made much of a business focus, so that it has become one of the reasons for the sustainability of its business in the medium or short term.
2. Lack of understanding of digital marketing and social media which are growing rapidly so that the palm oil cake business tends to be left behind by current technology.
3. In addition, there is a lack of knowledge about how to develop a business or a lack of product innovation so that consumers of palm oil cakes tend to be less interested in the products being sold.
4. The palm cake business does not understand that the promotion and marketing budget must be included in the operational costs of its business.

There are several problems that occur in every business actor if they are continuously ignored, this can affect business growth and cause them to be unable to compete, even the biggest impact is that it can cause businesses to go out of business.

This is of course a job for the economic sector to overcome existing problems, any problems that often occur will be resolved by finding a solution or a way out, here are some appropriate solutions for the business of selling coconut cake in Jangkang Village:

1. Sales of palm cake must be able to improve the quality of the product, in other words, innovation in the quality of product finishing materials, and packaging besides that, must be monitored for the latest trends in order to be able to create innovations that are in line with trends.
2. The solution to the lack of understanding of digital marketing carried out by palm sponge cake entrepreneurs is to dig up information about how to do digital marketing properly, if necessary, join various online webinars or business communities and use social media and open an online shop to reach more markets. large.
3. Palm cake business actors must read more and be up-to-date on the latest business strategy developments or have more discussions with more successful entrepreneurs so they can copy their tips and tricks in building a business.
4. In addition, palm cake entrepreneurs need to record every transaction that is made to minimize the risk of human error which includes errors in entering the number of transactions or loss of sales data.

5. RESUME AND SUGGESTION

Resume

Based on the results of the discussion described in the previous chapter, the researcher can draw the following conclusions:

1. The promotion strategy to increase sales by the home industry is through Instagram and brochures.
2. In increasing sales, the most effective promotional strategy carried out by the home industry is directly.
3. The implementation of the promotion strategy for the home industry of the joint blessing business has not been able to meet the criteria for a good promotion strategy, because there are several obstacles in carrying out sales promotions, promotions carried out both directly and through social media do not keep up with technology and telecommunications developments. With the promotion strategy that has been explained by the home industry so that it can be even more active in carrying out promotional strategies both directly and on social media.
4. Palm cake businesses in terms of their advertising use catalog media in digital form which contains information about pictures of palm cake cakes, prices, composition, and halal certificates. The purpose of advertising is to make consumers aware of a cake product, and to move consumers to try to buy and consume this Palm cake.
5. To attract consumers, the seller devised an attractive marketing strategy, and one of the efforts that was carried out was to provide freebies to consumers when they bought palm cakes in large quantities, to attract buyers and customers the system used was buy two get one free, the sales system this is one of the efforts for palm cake entrepreneurs to increase their sales, a solution that can increase promotional activities is to provide good and attractive service to consumers, so that consumers feel the closeness between sellers and buyers

6. Direct marketing carried out from the palm cake business still uses a marketing system by utilizing direct channels, such as distributing flyers, and leaving palm cake cakes in shops and local markets.
7. Personal sales are carried out from the palm cake business, namely promotions that are carried out verbally to potential consumers so that they are interested in buying the palm cake products that we offer. In private sales we can immediately get a direct response from consumers, because in this personal sale we interact directly with consumers.
8. The collaboration carried out by the bakery shop is an effort made in order to expand the marketing network of palm cake. Selling via outlets, namely outlets established around the community with a survey of sales locations in advance, completing permits and agreements as well as joint agreements to make sales that aim to increase sales of the palm cake business. Information originating from individuals as well as family and friends is also able to disseminate information about the products of the palm cake business which leads to repurchases of the palm cake business products.

Suggestion

Based on the results of the analysis of the discussion and some of the conclusions described above, the researcher will provide some input in the form of useful suggestions for the home industry of joint blessing businesses so that they can achieve their goals and can run well as desired. Suggestions in this study are as follows:

1. For palm cake companies
From the results of the research that has been described, to increase the turnover of palm cake, a good promotion strategy is also needed. This research as a material for improvement is expected to strengthen the promotion strategy to increase their income. This research is also expected to have implications for increasing sales of palm oil sponge cake.
2. For academics
This research is expected to be able to add to the library's collection of reading materials in the field of promotion strategy science to increase sales, and is expected to be used as reading material to increase understanding or reference about promotional strategies.
3. For further research
For further research, this research can be continued by using a more accurate reference basis regarding promotion strategies to increase sales in the palm oil sponge cake business. In addition, it is also expected to use a longer observation period with the aim of obtaining better results and it is hoped that further research will include other variables that have not been included in this research model.

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