

## **Marketing Of Mimilk Goldates Product (Review Aspect Of Marketing)**

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### **Abstract**

*This final project is entitled Marketing of Mimilk Goldates Product. The purpose of this final project is to find out the Marketing Mix, Marketing Strategy, constraints and solution faced during the implementation of this final project. This final project uses four methods consisting of a project preparation plan, project implementation plan, project accomplishment, and project report plan. The results of the implementation of this final project, the marketing mix 7P method: This product is made from milk, dates and honey, priced using the Mark Up Pricing method, social media promotion (Whatsapp, Facebook and Instagram). Offline by offering it directly to consumers and leaving it in stores by receiving reviews from consumers. The marketing strategy for this product is to use STP (segmenting, targeting and positioning). Delivery of products to consumers is not on time. the solution is to communicate with customers about delivery hours. The implementation of this final project start from August 1 to December 12, 2022. Completion of this Mimilk Goldates project is sold at a price of IDR 8,000/bottle. 585 bottle were sold for 23 sales with a profit of IDR 1,206,970.*

*Keywords : Marketing Startegy, Marketing Mix, Mimilk Goldates product.*

### **1. PENDAHULUAN**

Indonesian, economy has experienced a lot of improvement from the business aspect. Advances in technology and science have contributed to encouraging entrepreneurial practices which ultimately lead to the discovery of new products and services for consumers. According to Harjadi and Fatmasari (2015) business development is in line with the development of community needs which shows an increasing and diverse trend. The business field at first was unthinkable and did not even exist at all in the future it could develop into a very promising business. There are still many opportunities to run a business in Indonesia, especially in this Bengkalis city.

Companies must be able to market products effectively and efficiently so that products can be sold and make consumers interested in buying. Consumers feel satisfied and become regular customers if the products offered are in accordance with the wishes of consumers. One of the marketing strategies is to provide good service to consumers. Kotler in Indrasari (2019) definition service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership.

### **2. TINJAUAN PUSTAKA**

Fu et al. (2021) in the title “Based on SWOT Analysis to Explore the Marketing Strategy of Sexy Tea’s Inconvenience”, this paper is built on using the Hunger Marketing theory and the marketing mix theory, which contains product, price, promotion, and place. In addition, SWOT analysis was performed by identifying and analysing the internal and external parameters of Sexy Tea Brand that impact the successful implementation.

Dai (2021) in the title “Comparison of Emphasis Point Towards Marketing Strategies Between Pepsi and Coca-Cola”, this paper studies and analyses the basic marketing strategies of these two famous soft drink brands, which have been in a rivalry for a long time, including

the comparison and difference of IMC (Integrated Marketing Communication), logo design and their brand influence, and the particularity of the target market.

Song et al. (2021) in the title “ A marketing Strategy Analysis of Xiaoguan Tea”, this article uses a case analysis and literature review to analyze the consumption characteristics of the tea market, and combines the brand marketing strategy of Xiaoguan Tea to conduct a special study on the factors limiting the industrialization of the tea industry.

Erlina et al. (2021) in the title “Marketing Mix on Customer Loyalty at Coffee Shop in Bandung” this research tries to explore the marketing mix at coffee shop in Bandung and its effect on customer loyalty. With quantitative research methods taken from 80 respondents, it is known that the physical evidence factor is the main factor, on the other hand the price factor is the lowest factor that has impact on customer loyalty.

Juariyah et al. (2021) in the title “Branding, Packaging, Marketing of Dates Milk in the Nasyiatul Aisyiyah Group Kebonsari Summersari, Jember Regency”, the PKM activity of Nasyiatul Aisyiyah Summersari which has a fostered business of Eena milk dates has been carried out with the aim of developing a honey date milk drink business .

### **3. METODE PENELITIAN**

A project preparation plan is an activity that prepared before carrying out an activity. Without a preparatory plan, activities not be carried out properly. This preparatory plan is the stages that tell the story from the field survey until the preparations carried out are completed. The result of the preparatory plan is an activity that is focused and in accordance with predetermined targets.

### **4. HASIL PENELITIAN DAN PEMBAHASAN**

Mimilk goldates business is carried out for five months starting from August to December. This business is engaged in beverages that prioritize taste and benefits for buyers. The main ingredients for making this product are milk, dates and honey. This Mimilk Goldates product is still relatively new in the Bengkalis area and only has a few competitors. To market products throughout the Bengkalis area, you must use the right marketing strategy.

#### **Project Preparation**

##### **1. Capital Preparation**

Capital preparation is carried out by Mimilk Goldates products, namely internal capital from each member which is used to buy goods in the production process such as buying equipment and materials. In the marketing process, the capital later be used for the cost of the ordering process and the cost of labeling the product.

##### **2. Survey of Marketing Location**

###### **a. Channel Systems**

By using channel marketing, the Mimilk Goldates product distribution process starts with production, then the product is marketed online through social media such as Whatsapp, Facebook and Instagram and offline by leaving it in stores and participating in offering it directly to consumers when attending events.

###### **b. Reach**

When marketing Mimilk Goldates products, marketing parties only limit product delivery to the closest area coverage. If the order is placed in a remote area, the marketing party will ask for additional shipping costs. Marketing is carried out in Bengkalis and Siak Kecil.

###### **c. Location**

At this stage a field survey was carried out to promote Mimilk Goldates products by seeking information on places such as shops or stalls that accept goods safekeeping. This survey was conducted in two places, namely stalls in the Bengkalis area and stalls in siak kecil. This process is carried out with the aim that the product can be sold and

can find out the target consumer so that later it will get regular customers. This field survey also aims to determine consumer response to Mimilk Goldates products.

d. Inventory

In managing the supply of goods, the marketing party stores goods in the refrigerator and also monitors the goods by confirming to the production department about the number of incoming orders after carrying out the promotion.

e. Transportation

Transportation is used in moving goods, both in purchasing raw materials and also online marketing by delivering directly to consumers.

### **Project Implementation**

1. Implementing Produk Packaging

The application of product packaging is carried out using a bottle container with a size of 250 ml. Purchases of product packaging are made by purchasing goods at Micro shops located in the Bengkalis area. For every purchase of 100 bottles, you will get a discount. Using bottle packaging can give the impression of being practical and easy to carry.

### **Project Accomplishment**

1. Determine the marketing strategy

a. Segmenting

1. Geographic Segmentation

Geographic segmentation is a grouping of consumers that focuses on aspects such as age, gender, occupation, education, status and others.

2. Psychographic segmentation

Psychographic segmentation is a segmentation that is more likely to relate to the psychological aspects of customers.

3. Behavioral segmentation

Behavioral segmentation refers to the grouping of consumers based on their behavior towards the offered business products, starting from attitude, knowledge, reaction or response, loyalty.

4. Multi attribute segmentation (Geocustering)

Multi attribute segmentation, namely the grouping of consumers according to their location, such as where they live.

b. Targetting

The target in marketing Mimilk Goldates products is to be sold according to the expected target. The target locations chosen to market Mimilk Goldates products are in two places, namely in the Bengkalis and Siak Kecil areas.

c. Positioning

The aim of product positioning for Mimilk Goldates is to position a product to gain a superior position in the minds of consumers. The determination of product positioning is product price, product usage, and competitors.

### **Project Reporting**

1. Report on project implementation marketing the product.

In the project implementation report table above, it can be explained that the marketing of Mimilk Goldates products is carried out using a delivery order system, leaving them in several shops in Bengkalis and Siak Kecil and marketing directly to events in Bengkalis where the products produced are 585 bottle, while the product which sold 569 bottles. The remaining 16 bottles of product were not sold because the product had expired.

2. Financial Reports on Project Activities

So, the total revenue from the sales of Mimilk Goldates product is IDR 4,518,000 and the total operational cost for the product from the production of Mimilk Goldates is IDR 3,311,030 so you get a total profit of IDR 1,206,970 for 23 production.

## **5. KESIMPULAN DAN SARAN**

Previous chapters, then the author can also provide suggestions that may be useful from the planning and production of Mimilk Goldates products (Review of marketing aspects) to the people of Bengkalis and parties interested in the final project this:

1. Mimilk Goldates product business planning, namely preparing capital, conducting marketing location surveys, planning packaging and labels to produce products that are ready to be sold.
2. The marketing strategy undertaken to market Mimilk Goldates products is as follows:  
The segmentation chosen to market Mimilk Goldates products can be seen from 4 points of view, based on age Mimilk Goldates products can be enjoyed by all ages and can be consumed by men and women ranging from children, adolescents and adults. Meanwhile, based on segmentation, a field survey was carried out by conducting interviews regarding the taste, aroma and color of Mimilk Goldates products. According to geographic segmentation, namely to find out the needs and uses of a product and depend on location, conditions and weather. Mimilk Goldates product is perfect for hot weather. Based on behavioral segmentation, namely by grouping consumers based on their behavior towards the business products offered starting from attitudes, knowledge and consumer responses. Segmentation of the behavior of Mimilk Goldates product is by knowing the consumers who are regular customers of the product. Targeting in the marketing of Mimilk Goldates products is to all Bengkalis and Siak Kecil communities by marketing the products directly such as a delivery system and placement in stores, positioning is carried out for this product, Mimilk Goldates products are products that already have competitors but are able to provide higher prices affordable than its competitors, this product is made from milk, dates and honey.
3. The marketing mix of Mimilk Goldates products uses the 7P marketing mix method, namely product, price, place, promotion, process, people and physical evidence. The resulting product is Mimilk Goldates product, packed in a 250 ml plastic bottle. the pricing method uses the Mark Up Pricing method where product pricing is obtained from production costs and marketing costs as well as the desired margin, from this amount a selling price of 8000 per bottle is obtained. Then carry out online promotions through social media such as WhatsApp, Facebook and Instagram and provide price discounts. While the marketing is carried out in two places, namely Bengkalis and Siak Kecil and expanding it to Rupa Island, leaving products in shops and also participating in large events to promote products. In addition to interacting with customers, receiving and processing their inquiries, orders and complaints directly through online chat, as well as understanding the steps of the customer journey, from asking questions online to considering what processes need to be carried out to ensure a positive customer experience and also provide physical evidence through customer reviews by posting them on social media.
4. There were several obstacles encountered during the implementation of Mimilk Goldates product marketing activities, namely product durability which only lasted for one week, so the product had to be marketed immediately, besides that in marketing products to consumers who bought online, delivery was not on time Because customers don't respond quickly in the delivery process and when they leave products at the store, shop owners don't respond quickly to confirm products that have been sold or sold.

Suggestions after implementing the project and discussing the marketing results of Mimilk Goldates products and the conclusions above, there are suggestions that can be submitted, namely:

1. This Mimilk Goldates product business can get a halal logo and has the words expire product. So that this product gains more trust from consumers.
2. This Mimilk Goldates business can be further developed in Bengkalis and Siak Kecil, this product can be a business opportunity for entrepreneurs who want to start and run a business.
3. A solution is needed for a better marketing strategy so that products can be marketed more broadly and can enter franchised retail networks in Indonesia.
4. Entrepreneurs who run this product are expected to get a solution so that this product lasts longer so that the marketing can be more optimal.

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