

# Young Coconut Marketing Strategy during the pandemic

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*Abstract— The prestige of coconut water is now increasing along with many people who believe that coconut water can prevent the spread of Covid-19. Various ways are done to increase the body's resistance so that it is not easily infected with Covid-19. The purpose of this study was to determine and analyze the marketing strategy of young coconuts during the covid 19 pandemic, the method used in this was a qualitative approach with data collection techniques by means of observation and interviews. The total population and sample in this study were 43 young coconut traders spread across Tegal City, Tegal Regency and Brebes Labuan. This research was conducted using a descriptive method with a qualitative approach. The results showed that Young Coconut Traders had carried out all stages of the process in marketing activities. Merchants have done online advertising, direct marketing, and personal selling well. These results can implicitly direct and make the right decisions about the means that can be used by merchants as the main source of marketing tools.*

*Keywords: out online advertising, direct marketing, and personal selling*

## INTRODUCTION

The COVID-19 pandemic that has occurred in all corners of the world including Indonesia has paralyzed almost all aspects of human life, the economy being the most crucial thing in the midst of this outbreak. causing the Government to urge the public to limit physical contact. Daily activities are recommended to be carried out in their respective homes. This limitation of physical contact, aka physical distancing, has a significant impact on many parties, one of which is business people. The Covid-19 pandemic is indeed quite influential on business continuity and is considered to bring changes in business. The Covid-19 outbreak has caused various problems in business. and poor marketing skills are obstacles in running a business. While the health-related shocks associated with the novel Coronavirus (COVID-19) are well known, the disease has caused trade to change in an unprecedented way.[1] Therefore, the presence of technology as a transverse axis in

all economic sectors requires the world's business world to adapt its management techniques, accept digital transformations that affect the organization and its industrial structure [2]. because the Covid-19 pandemic has severe consequences of economic behavior such as an increase in the unemployment rate, and provides the creation of new businesses that can continue economic activity[3].

As a tropical country, Indonesia has a high production potential of coconut. Coconut plants are widespread both in yards and plantations in almost all parts of Indonesia.[4].The development of agricultural products is one part of the government's program, so that the government continues to try to promote agricultural business, including by creating a business climate that can inspire and stimulate community participation, triggering the pace of economic growth with sufficient capital support. One type of smallholder plantation plant that has economic selling value and has good prospects when developed is coconut [5]. Because Young Coconut Water is believed by the community to be able to reduce the risk of being exposed to Covid 19, this product is quite sought after by the public.

MSMEs are the most vulnerable and impacted because small and medium enterprises appear to have lower capital, lower consumer prices, lower assets, and lower productivity levels than large firms.[6]. Establishing a marketing strategy is the right first step to compete with other entrepreneurs in today's business world. In offering products to consumers can not be separated from the quality of the product (Product) which gives a satisfaction to consumers who buy it. From the quality of the product will affect the price (Price) this is the benchmark for consumers in buying products, packaging (Place/Packaging) is one of the strategies that attracts consumers and becomes a container used by entrepreneurs to provide added value to the product. [7] because Marketing is very important for all businesses, regardless of whether the business is big or small. If in a business there is no marketing,

then consumers will not know about a product produced from the business and make sales low. [8]

Coconut marketing development strategy is needed to maintain business during the Covid-19 outbreak. Strategy formulation begins with the identification of internal and external factors [9]. Because most of the business people in Indonesia are MSMEs, which has advantages over foreign businesses in terms of understanding consumer culture. Local business people will better understand the culture of consumers so that they can use an approach that is in accordance with the wishes of consumers [10]. Based on these problems, the researcher is interested in conducting research on coconut marketing strategies during the COVID-19 pandemic.

#### LITERATUR REVIEW

In the middle of the COVID-19 pandemic, businessmen should keep wracking their brains to secure their monetary health and ability to weather the storm. As a result, corporate actors are "forced" to increase marketing as a form of contact with target consumers during this pandemic. Marketing methods such as sales, quality of the product, brand image, and others are all part of an effective digital marketing. Because if people's desires are not fulfilled, consumers tend to choose substitutes that are considered similar to their initial choice with more different alternatives, often reducing the desire for the product they were originally looking for [11]. Entrepreneurship is a resource that has the potential to generate competitive advantage so as to create maximum marketing performance [12].

Marketing communication is a sort of communicating that focuses on enhancing marketing tactics in order to reach a larger audience. To advertise their products and services while also meeting financial objectives, businesses employ a number of marketing communication tactics. Marketing activities that involve communication include advertising, salespeople, retail signs, point-of-purchase displays, product packaging, direct mail, free product samples, coupons, publicity, and other communication tools. Overall, the acts listed above make up the promotion part of the marketing mix. Social media is an effective medium to use when we conduct digital marketing campaigns. By using social media, we can connect with customers or audiences who have the potential to become our customers. Currently, social media is still the main thing that is of interest to all people [13] by using online tools everyone can take action to advance goods and administration using computerized delivery channels through PCs, mobile phones, PDAs, or other automated devices [14].

Marketing strategy is a tool to achieve marketing goals which is a way how a company can win the mind share of customers. The dimensions of the marketing strategy consist of three kinds, namely: a. Segmentation (How to divide the market based on certain variables). b. Targeting (Selecting one or more market segments as the target market), c. Positioning The position desired by a company against what is in the minds of consumers. [15] and there are several factors that influence the marketing strategy, namely: market segmentation, marketing and prospects,) needs, market wants and demands, products or offers, value or satisfaction, relationships and networks, competition, and marketing mix. [16] Therefore, a new marketing strategy is needed for MSME sector players to survive and even grow during the current COVID-19 pandemic. [17]

Selling, advertising, promotion, and pricing are all examples of marketing activity. All efforts to advertise a product or service through or using the Internet media or the "www" network are referred to as Internet marketing, e-marketing, or online-marketing.

There are two perspectives on corporations undertaking online marketing: brick and click companies, who make transactions in two channels (offline and online), and pure play companies, which solely make transactions in cyberspace. Beyond that, there are brick and mortar businesses, which are businesses that only exist in the physical world. Previously Merchants typically used four main direct marketing channels prior to the pandemic: community-supported agricultural production-sharing (CSA) programs, farmers' markets, pick-up and selling to restaurants.

The demand for the digital economy was stimulated by the Covid-19 pandemic that hit Indonesia since the end of 2019. Covid-19 has affected all sectors of human life, including the economic sector run by Micro, Small and Medium Enterprises (MSMEs). [18]. Internet marketing activities typically involve or center around the creation of advertising products, prospecting for buyers, and creating marketing words or paragraphs. copywriting. Internet marketing in general includes the activities of making web designs (web design), advertising using banners, company promotion through search engines (search engines), electronic mail (e-mail), advertising by electronic mail (email advertising), affiliate marketing. (affiliate marketing), interactive advertising (interactive advertising), and others. [19] The digital business model provides opportunities for economic actors to grow well. This digital transformation, the process of bringing changes to the organizational structure to be more integrated through the help of digital technology, with digital transformation, business entities are expected to be able to adapt to current conditions such as during a pandemic to maintain their business. The managerial process of recognizing, predicting, and profitably addressing client demands is defined as marketing. This concept suggests that continuous communication with current and excluded (potential) consumers is required to assess the efficacy of efforts to detect, anticipate, and address customer needs. Another way to look at marketing is as a collection of tools. The marketing mix (product, price, promotion, place, people, process, and presence) is one such tool) which is an aspect that must be reviewed to adequately respond to demand [20].

#### METHODS

This study uses a research framework, starting with setting the research topic, reviewing the literature, and designing a research methodology to conduct the research. To get input from business actors during the Covid-19 pandemic, the authors conducted in-depth interviews then concluded critical problems and made recommendations based on the selected literature approach.

Observations were made on the various efforts made by the Grand Asrilia Hotel to be able to continue operating in the midst of the COVID-19 pandemic, where the cancellation of room reservations and events greatly affected the sustainability of the hotel, and the limitations in selling the products offered by the hotel. The interview technique used in this paper is an in-depth interview. The interview in this writing was conducted to obtain data and information regarding the impact of the impact felt during the COVID-19 pandemic and the strategies applied by coconut traders to market their products during the COVID-19 pandemic.

Qualitative and quantitative data from primary and secondary data sources were registered in this study. The research method used is in-depth interviews, observation, and documentation. In-depth interview is defined as a study method carried out to collect information needed for study by face-to-face interview sessions with respondents who are involved in certain social lives.

#### RESULT AND DISCUSSION

The Impact of COVID-19 on Young Coconut Traders

The impact of the COVID-19 pandemic made Young Coconut traders lose money at the beginning of the pandemic, but then began to experience an increase in the middle of 2020. Every entrepreneur has a goal to have profits and progress in the business that is run although sometimes in the business of course there are many risks that will be experienced, but the key to the success of entrepreneurs is to have a definite goal of opening a business, hardworking, trying with something targeted, and have a strong mentality to face the problems that exist in the business.

#### 4P Strategi Strategy

Based on the results of research that has been done with interviews with informants, it was found that there are four indicators in the Young Coconut marketing strategy;

Figure 1. 4P

4P	Product
	Place
	Promotion
	Price

The results showed that the product has good quality and good benefits for the body such as; 1) Overcoming Digestive Complaints, 2) Eliminating Dehydration, 3) Controlling Blood Pressure, 4) Losing Weight, 5) Neutralizing Toxins in the Body, due to high demand, delivery of coconut is always new and fresh, and there are variants of medicinal coconut and coconut usual, trading places are generally sold on strategic roadsides, some young coconut traders have also used online applications, making it easier for customers to buy them, promotions that have been carried out through advertisements, salespeople, sales promotions with online media. While the prices offered vary, from the cheapest of Rp. 8.000, - so that it is affordable for the general public and Rp. 20.000, - for the middle to upper class, and there is a discount if you buy a certain amount

The results of the study were analyzed using SWOT based on the results of interviews, the following is a recap of the results of interviews using SWOT

Tabel 1 SWOT Coconut Marketing

Strengths	Utilization of Technology in Marketing Coconut
Weaknesses	Lack of Capital, Fluctuating Coconut Prices
Opportunities	Many young coconut fans during the pandemic
Threats	Alternative fruit other than coconut as an immune booster

#### Steps to Implement Marketing Strategy

Online advertising includes all paid forms of non-personal presentation and promotion of ideas, goods, or services provided by producers through the internet/online. The online advertising process has been carried out well by some young coconut traders although it does not reach all traders, because limited knowledge and capital. So they can only rely on online marketing by utilizing Instagram and Whatsapp [21]. The increasing demand for online shopping through various digital touchpoints must be optimized so that companies can be sustainable by implementing digital marketing [22]. The use of media aims to cover a wider reach and be better known to the public as well as promotional media. Through digital media, especially during the pandemic, prospective customers are easier to get, especially from e-commerce. Sales Consultant role in this matter is very influential; they always follow up with potential customers to

make a purchase. Even though it is now a digital era, the last face-to-face process is still very influential in determining purchasing decisions made by potential consumers [23]. The majority of Indonesian MSMEs are very receptive to the application of e-commerce in developing their business. MSME actors have realized that technology is a major need in business development in the current digital era [18].

There are two kinds of sales promotions, namely, conventional sales promotions and online sales promotions. Conventional sales promotions have to do promotions repeatedly by draining time and energy, while online sales promotions, producers only need to market the product once but potential consumers can access the promotion many times. Through the internet. It can be said that online sales promotion is carried out to achieve marketing goals with effective use of costs. The weakness encountered in the field related to online sales promotion is the limited number of words that can be informed by young coconut traders sold in the market, which are relatively the same type and shape as those of competitors. Sales promotion plays an important role in the marketing programs of marketers and retailers and a large percentage of sales marketers make on promotions [24]. More creative ideas are needed by traders to increase the added value of Kelapa Muda. The findings show that individual attitudes towards advertising play an important role and influence the dimensions of brand equity, whereas advertising spending on the brand under investigation increases brand awareness but is not sufficient to positively influence brand association and perceived quality [25]. One way is to produce more product variants from young coconuts such as Green coconut, Wulung coconut, Baked coconut, which can be used as characteristics compared to competing products.

Direct marketing is one part of the promotion mix in the sale of product sales through product offerings accompanied by the provision of product guarantees or guarantees for the products offered. Research conducted by Robert P. Hamlin shows that retailers are able to have a strong effect on the price promotion system, and are more acceptable to the public and significantly increase consumer buying intentions compared to [26]. And marketing practices, farmers' markets, and pick-your-own continue to be effective marketing channels suitable for containing the disruption caused by the pandemic. Various farmer responses and adaptive practices were identified. Participating farmers demonstrated resilience as they rearranged and adapted key marketing and food distribution practices in response to health and safety, logistics, and financial concerns [27].

Personal selling provides a special space between producers and potential consumers to be able to communicate through the facilities provided by each producer. Coconut traders in Tegal and Brebes who were used as informants in this study have carried out personal selling by providing special space and time to serve consumers who need more information than the coconut to be purchased. Salespeople have access to a plethora of unconsciously learned sales insights that they may never fully exploit. This may be because sales professionals generally tend to rely more on rational thinking in predicting future sales results than they do on feelings and emotions [28] and As the purchasing function evolves, personal selling and sales management need to evolve to suit the needs. The sales function should reflect the purchasing function to improve the efficiency and effectiveness of the sales strategy [29]. Prospective consumers can contact producers through the chat facility which is a liaison between producers and potential consumers. Personal selling is a form of response from producers to consumers who are interested in buying their products.

## CONCLUSION

From the results of the study, it can be seen that: 1) Young coconut traders have a marketing strategy by relying on digital marketing such as Instagram, WhatsApp. 2) Direct Marketing used includes social media marketing, digital marketing, and direct marketing; and 3) the role of online sales/sales informants is very significant in the success of the marketing strategy, 4) the face-to-face concept that determines the success of sales because with personal selling customers will feel more confident with the decisions they take.

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