

Efforts to Increase MSME Marketing in Beverages Black Soya in Let's Be Healthy

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ARTICLE INFO

ABSTRACT

Keywords:

MSME shops, community service,
increasing knowledge

The number of ideas and efforts from the community makes them interested in building their own business. Where people often lack knowledge and build businesses without sufficient knowledge. In addition, the intense competitive situation in the market segment can have a significant impact on various aspects of business and industry. This causes the number of MSMEs in Indonesia and the occurrence of competition between sales fields. The unemployment rate in Indonesia is very high, especially for MSME owners. This is due to lack of knowledge. Those who have sufficient knowledge and marketing strategies will win the competition in selling. This is the aim and purpose of community service. Intends to help the community develop MSME businesses so they don't lose out on the competition. Provide tips, strategies, methods, and others. Which of course has been compiled, designed, and analyzed the MSME store. So that by providing a number of insights that they have, it is hoped that they can help MSME shops.

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INTRODUCTION

Black Soya drink has become a favorite choice among people who care about a healthy lifestyle and prioritize the consumption of natural products. In this context, Micro, Small and Medium Enterprises (MSMEs) have an important role in meeting market needs for quality healthy drinks. One of the MSMEs that contributes to providing quality Black Soya Drinks is Ayo Sehat on Jl. Jambu No.80 Cemara Asri Housing Complex.

The history of the founding of Ayo Sehat UMKM began with the owner himself, Ci Jin Mei, who liked to make healthy drinks without preservatives for his family. One day he had an idea to try selling this healthy drink so that other people could also enjoy a drink that was delicious, healthy, without preservatives and could be enjoyed by all groups. This drink began to be marketed in 2020 after the impact of Covid-19 until now. Due to the limitations of the owner who does not really understand marketing strategies, we are interested in helping develop soy milk products so that they can be better known and enjoyed by all groups.

The vision of the drink "Let's be Healthy"

To be a leading soya drink brand in providing healthy, nutritious, no preservatives, no artificial sweeteners and innovative products to improve consumers' health and quality of life.

The mission of the drink "Let's Get Healthy"

1. Providing high quality soya drinks with the best raw materials and a guaranteed production process to ensure healthy, natural and delicious products.
2. Improving consumer health by providing soya drinks that are rich in essential nutrients, such as vegetable protein, fiber, vitamins and minerals, which can support overall health.
3. Product innovation by developing and presenting product innovations that are attractive and in line with market trends and needs. Through continuous research and development, creating a wider variety of flavors, functional formulations and choices for consumers.

Doi:

4. Educating consumers about the benefits of soy drinks, healthy eating patterns, and the importance of an overall healthy lifestyle. Increase awareness of the importance of nutrition and health through marketing campaigns, informative content and social media.
5. Provide an exceptional customer experience with responsive customer service, consistent product quality, and listening to consumer feedback to continuously improve and meet their needs.

Efforts to increase the marketing of Micro, Small and Medium Enterprises (MSMEs) are one of the lecturers' tasks. Marketing Research namely Mr. Fahmi Sulaiman, ST,MM Sukma College of Management Science, North Sumatra, Medan. This task is carried out by a predetermined group. The place where this activity is carried out is on Jl. Jambu No.80 Cemara Asri Housing Complex, Medan. The implementation of this activity focuses on "Efforts to Increase MSME Marketing for Black Soya Drinks at Ayo Sehat".

In order to get maximum results from this activity, we students work together with the owner of Ayo Sehat to help with the process of making black soya drinks from start to finish and provide insight and more knowledge regarding marketing strategies, including:

POAC

According to (Siregar, 2021) management is defined as a profession because management activities cannot be carried out by everyone at random. Management activities are carried out by STP managers who have the expertise and skills to process resources within the organization. The achievement of organizational goals as mentioned above can be achieved through management functions which are better known as the concept of POAC (Planning, Organizing, Actuating and Controlling). .

Marketing Mix

In the Marketing Management Book (Musfar, 2020) Marketing mix is a good marketing tool within a company, where the company is able to control it so that it can influence the response of the target market. This strategy uses all marketing tools within the company known as the 7P marketing mix concept, namely products, prices, promotions, place, people, process, and physical evidence. This concept is certainly different from the 4P marketing strategy which only has four concepts, namely product, place, price, and promotion. In the 4P marketing mix, the four concepts used seem product oriented only.

STP Of Marketing

The STP marketing strategy is a series of 3 processes that must be followed in determining a business strategy. In the Marketing Strategy Textbook (Oktarini, 2022) The Marketing Strategy of Segmenting, Targeting, Positioning or STP is very influential on image, brand image, and marketing as a whole. This marketing model is known as one of the most effective and popularly used to date. The main focus in this STP marketing model is on the audience approach, not the product. This model focuses on selecting the most valuable segments for the business when designing product marketing strategies so that the delivery of messages is more relevant to each of these audience segments.

Selling price

The selling price is the price that has been set and has been distributed to the wider community. The price at which to get an item offered. Here, the selling price will be compared with the Cost of Production or COGS. According to Islahuzzaman in (Satriani & Kusuma, 2020) "The cost of production is the manufacturing costs related to goods completed within a certain period". In the Cost Accounting Book (Sahla, 2019) the method for determining the Cost of Goods Production - cost elements. In calculating cost elements into production costs, there are 2 approaches, namely the Fix Cost and Variable Cost Methods.

SWOT analysis

In the SWOT Analysis Book Using the Questionnaire Method (Imron, 2019) SWOT analysis is the development of relationships or interactions between internal elements, namely the strengths and weaknesses of external elements, namely opportunities and threats. SWOT is divided into 4 elements, namely Strengths, Weaknesses, Opportunities, Threats. According to Chermack and Kasshanna in (Suci et al., 2019) SWOT can be a powerful tool and is able to explore the possibilities of planning new strategies and starting new programs.

According to (Mardia et al., 2021) Marketing Strategy is the company's basis for carrying out marketing activities or hard work in a competitive and rapidly changing environment, in order to achieve the expected goals. Marketing strategy is defined as an analysis of development strategies,

Doi:

determining activities in the strategy and determining target markets for each product, setting marketing objectives, formulating, implementing and managing strategic marketing plans, and determining market positions aimed at meeting market needs.

METHODS

Community service in terms of MSME (Micro Small and Medium Enterprises) research which is located at Ayo Sehat Jl. Jambu No.80 Cemara Asri Housing Complex Medan. The research theories that the author uses are POAC, Marketing Mix, STP of Marketing, and SWOT Analysis.

POAC

According to (Siregar, 2021) this can be achieved through management functions which are better known as the POAC concept (Planning, Organizing, Actuating and Controlling). Planning is planning how to achieve company goals. Organizing is organizing all the resources that exist in the organization to carry out plans and achieve company goals through the right three, namely the right person, position and time which we know as the right man on the right job at the right time. Actuating is implementation where carrying out work must be in line with the work plan to achieve company goals. Controlling, namely supervision, supervision, inspection and audit to ensure work is carried out in accordance with the direction of achieving goals

Marketing Mix

The marketing mix aims to enable people to create new products and create jobs to increase income. The 7P marketing mix concept consists of product, price, place, promotion, people, process, physical evidence (Wisudawati & Sulistyowati, 2019)

Product: Quality products, varied products, products that are used daily, products that are ergonomic when used, attractive and contemporary models;

Price: affordable price, powerful / valuable, price varies depending on product;

Place: Easily accessible and strategic offline sales locations, product sales layouts, production process flow layouts;

Promotion: Providing discounts to customers on first purchases and large purchases, promotions with online media, socialization of recycled products to the public via online and offline, advertising on online media, collaborating with other parties to be included in collaborative prizes and souvenirs at events, opening stands in malls and exhibitions;

People: Good sales service/service participation, sales education to consumers, objective norms (greeting and educating potential buyers);

Process: Payments using online media, sales using online media, postage subsidies for purchasing goods, member cards for customers, easy transactions;

Physical evidence: Neat product arrangement with product names and prices in offline stores, logos and packaging as well as contemporary colors, strong and up-to-date supporting materials for recycled products, cleanliness in offline stores, easy access to get recycled products, parking lots in offline shop.

STP Of Marketing

(Kotler & Amstrong, 2018) STP or Segmentation Targeting Positioning is one of the approaches or models used to develop messages and marketing strategies that are appropriate for certain target audience segments. Basically, STP marketing is a marketing model whose application involves three stages, namely conducting market segmentation, targeting the segment that is believed to be the most profitable and positioning the products to be sold in the most valuable way.

Segmentation, this stage is carried out by dividing customers into groups of people with the same characteristics and needs.

Targeting, this stage determines which segments will be the marketing target.

Positioning, this stage determines how your product or brand is represented in the minds of customers. The goal is for your product or brand to be seen as superior to competitors.

SWOT analysis

SWOT analysis is a strategy planning method by considering and evaluating 4 main components.

Doi:

Namely strengths, weaknesses, opportunities and threats.

Strengths, how far are the factors that are strengths in the business or project we are working on.

Weaknesses, how far are the factors that are weaknesses in the business or project that we are working on.

Opportunities, how many factors are opportunities in the business or project we are working on.

Treats, how far are the factors that pose a threat in the business or project we are working on.

COGS (Cost of Production)

The cost of production is the cost incurred to process raw materials into finished materials that are ready for sale (Mulyadi, 2018). According to (Sujarweni, 2019) the cost of production is the sum of all production costs consisting of raw material costs, labor costs and factory overhead costs.

RESULTS AND DISCUSSION

Based on the results of research and interviews conducted at UMKM (Micro, Small and Medium Enterprises) precisely at Ayo Sehat Jl. Jambu No.80 Cemara Asri Housing Complex Medan. With the aim of helping to maximize and advance MSMEs (Micro Small and Medium Enterprises) Ayo Sehat is to be useful and make MSMEs more advanced and developed, especially in terms of the community's economy.



Figure 1 Visit to MSMEs "Let's Be Healthy"

The research data produced by the authors can be described as follows:

POAC

Planning

Planning work programs

1. Develop, improve and expand product range to various places in the city of Medan.
2. Increase consumer awareness about the benefits of healthy and high protein Soya Vegan drinks.
3. Expanding product distribution to collaborate with a wider range of shops and supermarkets, restaurants and cafes, as well as e-commerce platforms to increase the availability of their products to a wider range of consumers.

Organizing

Owner Ayo Sehat is responsible for everything such as purchasing raw materials, manufacturing, packing, marketing and selling black soya drinks, handling customers and ensuring the availability of sufficient resources to support increased sales, including sufficient product stock and adequate marketing budget and bookkeeping .

Actuating (Implementation)

Doi:

Let's be healthy, carry out a consistent plan in producing products, marketing products using social media in the form of WA and the owner takes the opportunity to produce more products on national holidays to increase sales. However, Ayo Sehat does not yet have a broader platform for marketing its products, such as Instagram, the Web and other social media.

Controlling

When supervising the Ayo Sehat product from start to finish, everything was done by the owner of Ayo Sehat himself. Such as buying and checking raw materials, manufacturing processes, product checking, delivery, bookkeeping, and others. The owner also regularly monitors sales performance to evaluate whether sales targets are being achieved.

STP of Marketing

1. Segmentation, Ayo Sehat, which targets consumers aged 7-65 years, as a substitute for milk for vegetarians, vegans, or children who have allergies to animal dairy products and most people who are interested in living healthily by consuming soy/soy milk .
2. Targeting, the Ayo Sehat market is consumers who understand health with standard prices but high quality.
3. Positioning, Ayo Sehat has its uniqueness and superiority, namely it is made purely from selected and quality organic black soybean seeds, without preservatives, without artificial sweeteners and that certainly makes soya products different from other competitors.

Marketing Mix

1. Price, the price of soy sold by UMKM Ayo Sehat is around IDR 11,000 for small bottles and IDR 13,000 for large bottles.
2. Product, the product sold by MSMEs has 2 sizes with a net weight per bottle of 330 ml and 500 ml.
3. Place, UMKM is located at Ayo Sehat which is located on Jl. Jambu No.80 CemaraAsri Housing Complex, Medan. Usually healthy drinks are left at Teko Healthy Resto, Cemara Asri, Medan.
4. Promotion, the promotion carried out by UMKM Ayo Sehat is by providing discounts if customers buy soya in large quantities, that is, for every purchase of 10 large bottles of soy milk, they will get 1 free bottle of 330 ml soy milk.
5. People, 1 employee of Ayo Sehat MSMEs is 1 person who helps with the process of making soya milk.
6. Process, Ayo Sehat marketing can be done offline and online. This is also one of the processes for satisfying customers, either explaining the product directly on the spot or selling online via WA directly to the owner so that sales can be more effective and efficient.
7. Physical Evidence, Let's be Healthy MSMEs can be seen from the fact that their soya products are truly hygienic and clean and use natural ingredients such as preservatives and artificial sweeteners.

Pricing Strategy

The price offered to consumers is IDR 13,000 for 1 bottle of 500 ml soya drink. Where our team has also surveyed the cost of production used to make this soya drink. In 1 month, the Ayo Sehatini shop can sell 300 bottles of soy drinks. The cost of production is divided into 2, namely:

Cost Variable / Month

Q	Material	Price	Amount
12 Kg	Black Soybean	46,000/kg	552,000
9.6 Kg	Sugar	13,500/Kg	129,600
300bh	Logo Sticker	200/ pcs	60,000

Doi:

300btl	Packaging bottles	1,200/bottle	360,000
1 month	Gas	150,000	150,000
1 month	Electricity	300,000	300,000
1 month	Water	250,000	250,000
			1,801,600

Fixed Cost / Month

Q	Material	Price	Amount
1 month	Employee salary	800,000	800,000

$$\begin{aligned}\text{Cost of Production} &= \text{Variable Cost} + \text{Fix Cost} / \text{Production Quantity for 1 Month} \\ &= \text{IDR } 1,704,300 + \text{IDR } 800,000 / 300 \\ &= \text{IDR } 2,601,600 / 300 \\ &= \text{IDR } 8,672\end{aligned}$$

From the calculation results we obtained, it can be concluded that the cost of production per bottle is IDR 8,672

$$\begin{aligned}\text{Total} &= \text{Selling Price} - \text{Cost of Production} \\ &= \text{IDR } 13,000 - 8,672 \\ &= \text{IDR } 4,328\end{aligned}$$

Based on the calculation above, it can be concluded that the net profit price per bottle after deducting the cost of production is IDR 4,328.

SWOT Analysis

Strengths

1. Ayo Sehat has a distinctive and delicious taste.
2. Homemade quality and hygienic soy at Ayo Sehat is guaranteed.
3. Free from harmful chemical preservatives, and includes drinks that are healthy and rich in nutrients.
4. Available in various flavors.
5. No artificial sweeteners.
6. Available in various pack sizes.
7. Affordable prices compared to competing products.

Weakness

1. Ayo Sehat, namely the Ayo Sehat business, is still classified as a small business.
2. There is no shop yet.
3. Soya products can only last 5 days in the refrigerator because they do not use preservatives or artificial sweeteners.
4. Recording of reports is still done simply.
5. The product is not yet available in supermarkets.
6. The shelf life of the product is shorter than the product produced by the factory.
7. Lack of use of social media.

Opportunities

Doi:

1. Come Healthy, namely by educating the benefits of consuming soy / soy milk.
2. Products will be marketed more widely if they have BPOM verification.
3. Rising demand for soymilk as an effort to maintain health.
4. Various benefits of soybean juice for health.
5. Increasing trend and healthy lifestyle with consumption of soymilk as a substitute for cow's milk.

Treats

1. Let's Be Healthy The price of the main ingredient of soy/soy milk is usually erratic.
2. There are several competitors who produce the same soy products.
3. Government regulations that must be developed such as BPOM verification/halal logo.
4. Already have Halal certificate, MD, registered brand.

Based on an analysis of existing internal and external conditions in the Sari Kedelai Ayo Sehat business, several alternative strategies that can be formulated include:

SO strategy

1. Always provide excellent service for old customers and new customers
2. Expanding the younger generation market segment
3. Collaborating with delivery services grab, gojek, and others to send products to consumers
4. Perform consumer mapping
5. Providing special discounts/offers at certain events, for example 12.12

WO strategy

1. Using financial applications to facilitate recording of production, sales and stock.
2. Increase online and offline promotions.
3. Conduct product research and development.
4. Opened a soymilk shop in Cemara Asri.
5. Establish cooperation with restaurants and other shops.
6. Recruit special workers to manage social media and online sales.

ST Strategy

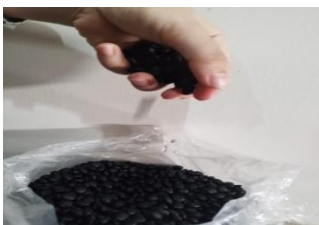
1. Innovate flavors and packaging variants.
2. Forming assisted farmers with the main commodity being soybeans.
3. Maintain the availability and quality of raw materials to maintain product quality.
4. Maintain relationships with consumers with ongoing promotions.

WT Strategy

1. Participate in the MSME community for the development of business networks.
2. Monitor and evaluate marketing activities as a whole.

Production Process

1. ELECTION



2. WASHING & SEPARATION 3. SMOOTHING



5. EXTORTION 5. SCREENING

6. COOKING

Doi:



7. STICKER ATTACHMENT 8. FILLING 9. DONE, SOYBEAN IS READY TO SELL



Figure 2 Process of Making Soy Milk

Election

Soybeans are the main ingredient in making soy milk. So selecting soybeans is the initial stage of the 8 process of making soy milk. The selection of soybeans is done in order to produce good quality soy milk in terms of taste and also the quality of the soy milk itself.

Washing and skin separation

After selecting the best soybeans, the beans are washed and cleaned 3-4 times using clean water so that sand and dirt do not stick to the soybeans that are ready to be processed. Then the soybeans are soaked in water for 12 hours, this can make it easier to peel the skin from the soybean seeds. After all the seeds have been peeled off, they will be transferred to another container containing a large amount of clean water, so that the skin can float and be easy to separate.

Smoothing (in Blender)

After all the skin is separated and cleaned, the next step is the soybeans in the blender until smooth to get the soy milk.

smoothing

After washing and separating the skin on the soybeans, we use a blender to make the soybeans smooth.

Extortion

After the blender, the next step is to squeeze the soybeans using a cloth to make it easier to squeeze and accommodate using a container.

Filtering

After being squeezed, the next step is to filter the soy milk water 2-3 times so that no soybean dregs enter and it is clearer.

Cook

After being filtered, the next process is that the soy milk must be cooked first until it boils and mixed with sugar so that it tastes sweet and delicious.

Sticker Attachment

After cooking, the soy milk must be cooled first so while waiting for the soy milk to cool, we must put a sticker on the soy milk packaging.

Charging

After the soy milk has cooled and the packaging has been affixed with stickers, the next process is that

Doi:

the soy milk is put into the soy milk bottles one by one and closed, so the soy milk is ready to be sold or even drunk, because this soy milk does not use preservatives The soy milk must be put in the refrigerator so that it lasts longer.

Finished

After going through the process of making black soy above, the black soy drink is finished and ready to be sold.

CONCLUSION

Based on the results of research conducted by our team, we conclude that. The marketing mix strategy (Marketing Mix) carried out by the Ayo Sehat UMKM is still in the traditional way without any marketing development, both in terms of product (Product), place (Place), promotion (Promotion), and price (Price). The supporting factor for Ayo Sehat to produce soy/soy milk is because tempeh is a traditional food that is free of chemicals, without preservatives and is a food that is rich in protein and contains many nutrients that can last up to 3 days. Furthermore, tempeh is a traditional food that is liked by people from the lower and upper classes, and the way it is made does not use sophisticated/modern technological equipment. While the inhibiting factor is the limited availability of soybean raw materials, because the raw materials used are soybeans from Yogyakarta. Therefore it takes quite a long time for the delivery process, especially if the production is in large quantities. UMKM Ayo Sehat has a fairly good pricing strategy by having 3 types of prices, namely distributors, resellers and regular customers. Not only that, the price of tempe sold is Rp. 13,000/pcs, but the price will be Rp. 25,000 if the consumer gives 2 pcs. With this, it can attract customers to buy more because there are discounted prices. Sales of Ayo Sehat can achieve a net profit of IDR 4,328/pcs. This is a very good achievement in the development,

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