

The First ICEGE 2018
International Conference on Environmental Geography and Geography Education

Number : 29UN25.1.5/ICEGE/2018 December 30, 2018
Subject : Invoice for Author
Letter of Acceptance
Enclosure : 3 files

Dear Siti Sri Wulandari, Bambang Suratman, Triesninda Pahlevi, Mauren Miranti and Tri Sudarwanto

On behalf of the *International Conference on Environmental Geography and Geography Education* Committee.

We are pleased to inform you that your paper entitled:

OFFLINE AND ONLINE MEDIA AS A MARKETING STRATEGY ON INCREASING SALES FLOUR PROCESSED PRODUCTS EGGPLANT

has been accepted to be published on IOP Conference Series: Earth and Environmental Science.

- Please kindly revise your paper based on the feedback given by the reviewer as attached in the email.
- Please follow the guideline of IOP Conference Series: Earth and Environmental Science, see <http://icegess.fkip.unej.ac.id/> to help you to organize your paper.
- The original revised paper together with relevant files should be compressed into one file with the following name: PAPER ID_ICEGE
- It should be resubmitted to the organizing committee by no longer than January 5th 2019 through icegees@unej.ac.id
- Please kindly make a payment for the publication fee of amount IDR 1.500.000. Payment should be made by the time you resubmit the revised version of your paper as the required amount and by no longer than January 5th 2019 to the following bank account.

ICEGE BNI SYARIAH ACCOUNT	
BENEFICIARY NAME/	PANITIA ICEGESS FKIP UNIVERSITAS
ACCOUNT NAME	JEMBER
ACCOUNT NUMBER	738654784
BENEFICIARY BANK	BNI SYARIAH
SWIFT CODE	SYNIIDJA

Please send us the proof of payment receipt by email together with the compressed file of your revised paper. With many thanks in advance, your cooperation is very appreciated for a quickly process of the ICEGE publication.

Best Regards
Committee

OFFLINE AND ONLINE MEDIA AS A MARKETING STRATEGY ON INCREASING SALES FLOUR PROCESSED PRODUCTS EGGPLANT

S S Wulandari¹, B Suratman², T Pahlevi³ T Sudarwanto⁴ and M Miranti⁵

¹Economic Department, Universitas Negeri Surabaya

E-mail: sitiwulandari@unesa.ac.id triesnindapahlevi@unesa.ac.id

Abstract Sidoarjo is one of the districts in East Java that produces eggplant. Sidoarjo strives to support government policies related to the diversification program based on local food-based flour. The diversification method is the processing of eggplant into eggplant flour. Currently there are not many small or large industries that use eggplant flour, as an alternative to substituting wheat flour which is rich in vitamins. Eggplant flour can be processed into cookies, crisps, steamed brownies. Research methods, using a qualitative approach to development methods and action research. That is research on the development of offline marketing models in the form of printed books and online media for eggplant flour processed products through entrepreneurial-oriented web and videos in Sukodono Village. The data retrieval technique is a Focus Group Discussion (FGD) with research subjects, namely the priority of micro-entrepreneurs (MSMEs), Family Empowerment and Welfare Sukodono Village, farm families, then the results of the study using percentage data analysis. The average media feasibility of blogs, videos and textbooks that are included in very strong criteria while the average response of the learning residents to the book entitled tips for success of online marketing for farmers is included in the very feasible criteria and shows a positive response. Another benefit that marketers feel is that they are easy to communicate with customers and suppliers so that the time spent is more effective and efficient.

Keywords: offline and online media, marketing strategy, entrepreneurship

1. Introduction

In the current era of globalization, consumer demand for food products continues to grow. Consumers not only demand quality, nutritious, safe and delicious food products, but also according to taste or can even arouse prestige or classy effects for those who consume them. Therefore, innovation or creation of food products is not only focused on quality, nutrition, and security alone. But aspects of consumer tastes are also worth considering. One of the ways that can be taken in creating local food products to suit current consumer preferences is to innovate the names, forms, presentation trends and packaging of local food products. For example, giving the name, shape, trend of presentation, and packaging of local food products with names, forms, ways of serving, and packaging that are more trendy or are being loved by consumers or the public. For example, Cassava Vruitpao products are local food products made from cassava, mushrooms, potatoes, carrots, and Ambonese bananas which are designed similar to bakpao products from wheat flour (Hazelia D, Aomi, et al, 2010). The results of the test of consumer acceptance and marketing of products on the market show that this product attracts consumers, especially among students.

Based on the results of the SWOT analysis, the research in the first year saw the marketing strategy used in the W / O position. So it is necessary to set competitive prices by minimizing capital, one of which is planting eggplants on their own land, innovating products from eggplant flour by paying attention to consumer needs, namely healthy family snacks, expanding marketing through promotional mixes. According to Ghobakhloo (2011) states that the benefits that can be felt by SMEs when using information technology is to increase productivity, marketing, and increase opportunities for collaboration with other entrepreneurs. In accordance with Kuzma's opinion (2014) that the benefits of online media to convey information to the public easily and for free have the potential to encourage the performance of SMEs. For this reason, promotion media is needed to market eggplant flour processed products that have been pioneered by SMEs so as to increase revenue.

2. Research Methodology

The methodology consists of research design, research subjects, data collection methods and data analysis. This study uses descriptive qualitative research with development methods and action research. That is research and assistance in the innovation of food made from eggplant flour. The research subjects of 30 participants were Focus Group Discussion (FGD) consisting of micro business people Family Empowerment and Welfare Sukodono Village, Farmers who were members of cooperatives who were interested in developing crops and developing products from eggplant flour raw materials.

The data retrieval technique is through Focus Group Discussion (FGD) with observation, structured and in-depth interviews, documentation. The data obtained includes data development of offline media, online media and the response of learning citizens as well as the implementation of mix marketing that uses online media, and the benefits of online media in increasing marketer income.

Data analysis uses percentages and displays in tables and graphs

3. Results and Discussion

The results of the development and research are divided into 3, namely the development of offline media and online media marketing strategies, promotonal mix, increasing revenue for SMEs.

3.1. Need Identification and Analysis

3.1.1. Map Analysis Media Problems Marketing Strategy

Table 1. Factual Conditions of Media Marketing Strategy

Dimension	Factual Conditions
Material	Marketing media has been traditional only by word of mouth, so smes often find obstacles. There are no books that smes have studied in increasing their product promotion insights.
Learning procedure	There is no media to implement in the learning process.
Personal	The desire of smes has been good and the desire is advanced, especially in creativity and innovation but has not been optimized in the teaching and learning process of marketing mix strategies
Ancillary equipment	The Health Office in this case helps SME products have PIRT, while the Industry and Trade Service provides direct assistance utilizing the communication network in marketing products.
Environment	The success of using mixed marketing media is determined by the support of government institutions to be able to become a force in the development of learning processes and the competitiveness of smes.

3.1.2.Result of Media Development Marketing Strategy

3.1.2.1. Defining Stage

The process of developing online media and online media to improve the SME promotional mix strategy in Sukodono, Sidoarjo, East Java uses a development model developed by Trianto (2009) which consists of four stages. The four stages are define, design phase, develop and Disseminate. The stages that are carried out in this research will be explained as follows:

3.1.2.1.1. Frond end Analysis

Based on the results of in-depth interviews with key informants and field observations through the questionnaire method showed that 65% of MSMEs stated that marketing strategies were very difficult, and 73% of

MSMEs found it difficult to understand the marketing strategy material explained by the facilitator. understand the material. Difficulties that occur due to the many competitors and lack of promotion. However, unlike MSMEs who already have an entrepreneurial understanding, it is easier to accept and understand the theory taught by facilitators. So that the background to understanding SMEs on marketing strategies influences the MSMEs promotional mix itself.

3.1.2.1.2. *Analysis of MSMEs*

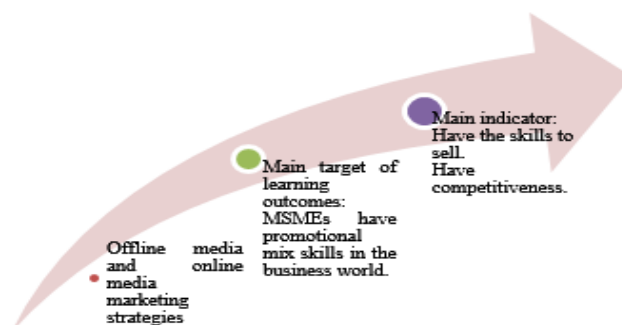
The analysis of MSMEs aims to determine the characteristics of MSMEs in accordance with the development of offline media and online media developed. This is used as a benchmark in preparing learning, because each MSMEs has different characteristics. In this development study the subjects used as research were 10 micro entrepreneurs (MSMEs), 10 members of the Family Empowerment and Welfare Sukodono Village, 10 farmers producing food made from eggplant flour.

3.1.2.1.3. *Task Analysis*

The tasks carried out by MSMEs include understanding and studying media content which consists of the key internet business development to a world scale, web: artistic, cheap, interactive, the right technique to find products, targeted targeting techniques with Facebook, fast-selling techniques on Instagram, packaging brand.

3.1.2.1.4. *Concept Analysis*

The results of concept analysis on the basic competencies of making marketing strategies can be seen in Figure 1: Basic Competencies of Marketing Strategies.



Picture 2: Concept Analysis of Basic Competency Learning Strategies

Learning objectives of the basic competencies in designing marketing strategies developed from the marketing syllabus are as follows: (1) Describe the internet as a strategy and explain internet implementation for business; (2) Implementing ways to make the Web at a low cost, understanding media animation and its application, is able to create an artistic Web; (3) Identifying product research in the market place, knowing the techniques in obtaining suppliers, knowing the products of interest in the market; (4) Understanding the definition of facebook marketing, practicing how to find targeted consumers, being able to create advertisements on facebook; (5) Explaining the meaning of instagram

marketing, understanding quick tricks in selling products on Instagram, being able to promote their products via Instagram; (6) After learning the marketing strategy media, it is expected that the MSMEs players can explain the meaning of the brand, classify the brand, identify the good and bad of the brand, explain the reasons for not using the brand, explain the definition of packaging, explain the benefits and objectives of the packaging.

3.1.2.2. *Design Phase*

The design phase is used to design the initial draft media marketing strategy as offline media and online media that will be developed. The design stage can generally be explained as follows:

3.1.2.2.1. *Pra Production*

Find material concepts in the form of concept maps. The material contained in the concept map will be included in the marketing strategy learning media.

3.1.2.2.2. *Production*

After the concept of material and evaluation questions were made, then compiled to form an offline media in the form of textbooks entitled "tips for successful online marketing for farmers" and online media in the form of blogs and videos (youtube).

3.1.2.3. *Development Phase*

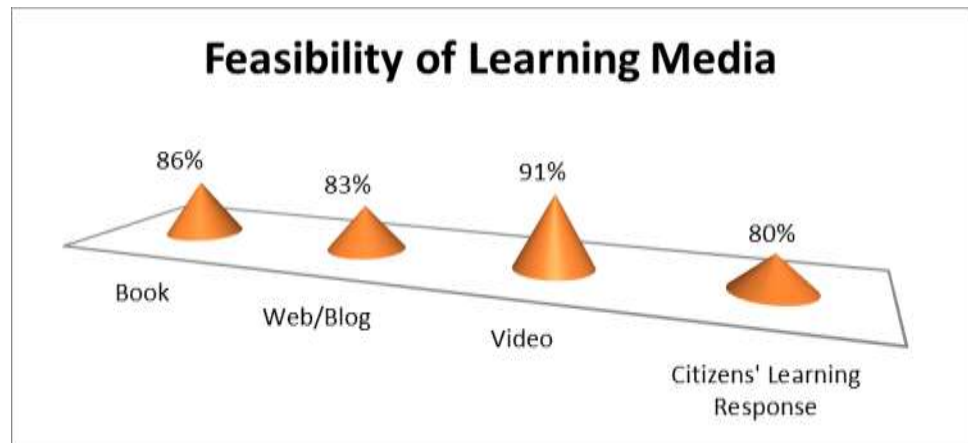
From the overall results of the percentage of book worthiness indicators, web / blog feasibility and video feasibility based on content quality, presentation feasibility, linguistic feasibility, and book size as well as goals, technical and instructional quality, then the overall percentage average can be seen in the table below :

Table 2 Recapitulation of Learning Media Feasibility

No	Learning media	Technology Education Expert	Marketing Expert	Average %	Criteria
1	Book	85%	87%	86%	Very strong
2	Web	80%	85%	83%	Very strong
3	Video	93%	89%	91%	Very strong
4	Student Response	-	-	80%	Very strong
Average Presentase (%)				85%	Very strong

Source: Processed by researchers

For more details can be seen in the media feasibility picture below



Picture 3: Analysis of the Concept of Basic Competencies in Learning Strategies

Based on the average feasibility of the above media for books, web/blogs, videodan and 85% of the learning response of the community which belongs to the very feasible category in accordance with the opinion of Riduwan (2012) the percentage is very worthy means the MSMEs response to media marketing strategies for books, blogs, videos viewed from content quality, learning goals are very feasible if used for online marketing learning. This shows that this media has been linked to existing aspects of the quality of content and objectives such as aspects of accuracy and suitability (walker & Hess in Arsyad, 2011).

This is in line with the opinion of Rachman Hakim (2010: 1) that a more formal definition, blogs are websites that contain content in reversed time sequences and consist of posts. Previous posts will be displayed first, then post the old one. Another statement that is appropriate according to Erik Pratama (2012) the post section contains a sidebar that we can fill in according to our own needs and desires. Our sidebar can be with images, videos, writings, links, or html codes.

3.1.2.4. *Stage of Media Distribution as a Marketing Strategy for MSMEs*

The benefits of media distribution as a marketing strategy used by micro and small businesses (MSMEs), Family Empowerment and Welfare Sukodono Village, and farm families are as a means of promoting eggplant flour processed products. According to Sawitri (2012) "that MSMEs in Indonesia are still largely managed by traditional methods, information technology touches are not optimal, on the other hand the number of customers or transactions carried out by MSMEs can not be in small value." develop eggplant processed products, convey information about products to consumers, customers, distributors, and network marketing more broadly, so as to increase sales volume greater. This is as stated by (Safko, 2009). Furthermore, the impact of media distribution that is most felt by marketers is as follows:

Table 3: Benefits Of Media Distribution

Use of Online Media	Marketer Statement
Increasing sales	Marketer 1: "After studying the book entitled" tips on success of online marketing "has an impact on the sale of increased cookies products." Marketer 2: "book material makes it easy for me to practice online marketing especially via youtube and instagram".
Effective and efficient means of communicating through online media	Marketer 3: "I often accept product orders via blogs and youtube." Marketer 4: "My customers can order the desired product at any time via Instagram"
Become more proficient in online marketing	Marketer 5: "My business is growing and expanding because marketing can be done through Android phones and financial checks are also very easy because there is mobile banking" Marketer 6: "I am very benefited because many are interested in becoming a reseller of my product, which is crispy eggplant tempe"

Source: Processed by researchers

According to Aloysius (2015), there are currently two types of marketing, namely Offline Marketing or Online Marketing. Where both types of marketing have different meanings and their functions are also different, Offline Marketing, is traditional marketing that is done by finding customers or clients through meetings directly dealing with those who might be interested in becoming customers or clients. Other marketing uses websites as marketing media known as online marketing. The use of social media is one example of online marketing. According to Alam (2009), the perception of the benefits of using information technology is one of the driving factors for SMEs to use information technology media. Social media can increase sales volumes by more than 100% if information is updated daily and consistently (Priambada, 2015). Supported by the results of research conducted by Lennon (2010), the amount of information provided in online stores positively influences the decision to make a purchase. The same opinion was conveyed by Nuseir (2010) who said that promotion also affects online product purchasing decisions. Good promotion creates trust for consumers to buy products. Similar to previous research conducted by Alam (2008) that the relationship between trust and online shopping is significant, if consumers who have trust in a shop on the internet can signify that consumers believe in the store.

4. Conclusions and Suggestions

4.1. Conclusion

The use of media as a marketing strategy to promote products is increasingly in demand by micro and small businesses (MSMEs). The most popular media are Instagram and You Tube besides blogs. Another benefit that marketers feel is that they are easy to communicate with customers and suppliers so that the time spent is more effective and efficient. Efficient because the cost of using media is relatively cheaper because it uses cellular pulses. In

addition to being cheap they can describe the product description into the community, and at any time can update the information whether it is a discount or a new product that will increase the income of the business actor or marketer.

4.2. Suggestion

Micro and small businesses (MSMEs), Family Empowerment and Welfare Sukodono Village and farmer families who are entrepreneurial by processing eggplant flour into healthy family snacks should optimize the use of media as a marketing strategy to increase family income. They must be more creative and innovative in promoting products.

References

- Alam, S.S. Noor, M.K.M, (2009). "ICT Adoption in Small and Medium Entrepreneurs: An Empirical Evidence of Service Sector in Malaysia". *International Journal of Business Management*, Vol. 4 No. 2
- Arman Anwar, "Understanding Home Industry" (online) (<http://ketrskilledhomeindustry.blogspot.com/2009/07/pengertian-home-industry.html>) is accessed on February 2, 2017.
- Anjarwati. 2014. Enhancement of Skills for New Entrepreneurs in the Local Flour-Based Food Industry. Semarang. E-journal UNS
- Chaffey, Dave, Richard Mayer, Kevin Johnston and Fiona Ellis-Chadwick, 2000, *Internet Marketing: Strategy, Implementation and Practice*, Pearson Education Limited, London, England.
- Chresy Novralina H. Nusril. 2012. Strategy for the Development of Bengkulu Typical Food Marketing at the Center of Gift of the City of Bengkulu: AHP and SWOT Applications. *Agrisep*. Vol. II No. 2 September 2012 p. 204-2019
- Fanani, Zaenal. 2012, *Management of Enlargement*, Malang: ummmpres, UMM
- Handoko, 1999, *Basic Management and Operations*, Yogyakarta: BPFE UGM
- Hariyadi, P. 2010. Realizing Food Safety of Regional Superior Products. *Proceedings of the National Seminar 2010. "The Role of Regional Food Safety in Leading Products in Supporting Food Security and Suppressing Inflation Rate"* Purwokerto October 8, 2010.
- Hariyadi, P. 2010. Strengthening of Local Potential Value-Based Industries (Role of Food Technology for Food Independence). *PANGAN Journal*, Vol. 19 No. December 4, 2010: 295-301
- Hazelia D, Aomi, Poespita, W.N., Angkasa, D., Wulandari., Indah, P.I. 2010. Vruitpao Cassava as a Local Food-Based Healthy Snack in support of the Vegetable and Fruit Consumption Campaign.
- Hendra Kusuma, 2009, *Production Management*, Bandung: Andi
- Irianto, Aloysius. (2015, July). "Utilization of Social Media to improve Market Share of SMEs". *Journal of TECHNOLOGY* Vol. 8, No. 1
- Jauhari, Jaidan, (2010, April), "Efforts to Develop Small and Medium Enterprises (SMEs) by utilizing E-Commerce", *Journal of Information Systems*. Vol. 2 No. 1
- Justin G. Longenecker, et al., *Small Business Management Entrepreneurship*, 2001, Salemba Empat, Jakarta ..
- Kotler, Philip and Gary Armstrong, 2004, *Principles of Marketing*, 10th Edition, Pearson Education Inc. Upper Saddle River, New Jersey.
- Kartika H, Bambang. WeChat, Social Messaging with Rich Multimedia Features. www.chip.co.id, accessed on February 2, 2017.
- Katawetawaraks, C. & Cheng, L. W. (2011). Online shopper behavior: Influences of online shopping decision. *Asian Journal of Business Research*, 1 (2), 66–74
- Kotler, Philip, 2012, *Marketing Management*, Erlangga.
- Prayitno S. 2002. *Various Processed Eggplant*. Yogyakarta.
- Priambada, Private. (2015, November). "The Benefits of Using Social Media in Small and Medium Enterprises (SMEs). *Indonesian National Information System Seminar*.