

MARKETING STRATEGY IN IMPROVEMENT SELLING VALUE OF OYSTER MUSHROOM CULTIVATION

Rumiris Siahaan¹, Sri Winda Hardiyanti Damanik², Suci Etri Jayanti.S*³, Rakhmawati Purba⁴, Rapat Piter Sony Hutauruk⁵, Ayu Zurlaini⁶
^{1,2,3,4,5,6} STIE Bina Karya Tebing Tinggi
E- mail: *sucietrijayanti@gmail.com

ABSTRACT

This study explains how the Marketing Strategy in Increasing the Selling Value of Oyster Mushroom Cultivation. In this community service, it is focused on oyster mushroom cultivators, in Blok Village. 10, Dolok Masihul District, Serdang Bedagai Regency. This community service is carried out in Blok Village. 10, Dolok Masihul Subdistrict, Serdang Bedagai Regency, because this village has high potential in oyster mushroom cultivation. Cultivated edible mushrooms such as: straw mushrooms, oyster mushrooms, ear mushrooms and dark chocolate mushrooms.

Keywords: Strategy, Marketing, Selling Value, Cultivation.

1. INTRODUCTION

Indonesia is one of the developing countries in the agricultural sector which is used as a source of livelihood for the majority of its population. In the agricultural sector, it can be used as a dominant contribution to national economic growth, especially in strengthening food security, alleviating poverty and creating jobs. One of the large commodities in agriculture and has a fairly high economic value for cultivation is mushrooms (Sasria, Hayati and Amalia, 2021) . According to history, in ancient times mushrooms were used as a popular dish for the kings of Egypt, but now mushrooms are popular with the general public and are widely served in various delicious food menus because of their delicious taste. In fact, some of them act as herbs and mushrooms began to be known as food ingredients since 3,000 years ago, in Indonesia mushrooms began to enter in 1970 (Cessari, Susilo and Sumarlan, 2014) .

Cultivated edible mushrooms such as: straw mushrooms, oyster mushrooms, ear mushrooms and dark chocolate mushrooms. Some of the advantages of oyster mushrooms are: (a) oyster mushroom cultivation can take place throughout the year, making the production of oyster mushrooms continuous, (b) oyster mushroom cultivation can be carried out in a relatively narrow area, so that it becomes a good alternative for utilizing yard land, (c) oyster mushroom cultivation using sawdust that is easily obtained, (d) the difficulty level of cultivation is relatively easier than other types of mushrooms, (e) oyster mushroom has the fastest production period to harvest time among other mushrooms, and (f) Oyster mushrooms have a relatively good and stable selling price level compared to other mushrooms (Febriani, 2020) .

In this community service, it is focused on oyster mushroom cultivators, in Blok Village. 10, Dolok Masihul District, Serdang Bedagai Regency. This community service is carried out in Blok Village. 10, Dolok Masihul Subdistrict, Serdang Bedagai Regency, because this village has high potential in oyster mushroom cultivation. However, in recent months sales of oyster mushrooms have decreased, this is evidenced by the following data:

MARKETING STRATEGY IN IMPROVEMENT SELLING VALUE OF OYSTER MUSHROOM CULTIVATION

Rumiris Siahaan, Sri Winda Hardiyanti Damanik, Suci Etri Jayanti.S, Rakhmawati Purba, Rapat Piter Sony Hutaaruk, Ayu Zurlaini

Table 1 Overall Level of Block Village Sales. 10 district. Dolok Masihul Serdang Bedagai Regency

No	year 2021	Level Sale (Kg)	Year 2022	Sales Rate (Kg)
1	August	110	January	100
2	September	100	February	90
3	October	90	March	85
4	November	90	April	70
5	December	80	May	60

Source: Data processed, 2022

It can be seen from August to December 2021 that it experienced a decrease as well as in January to May 2022 it still experienced a decline, although not so drastically only 5-10 kg but this affected the income of oyster mushroom cultivation business actors. This happens because the marketing strategy that has been carried out so far is only through word of mouth, from acquaintances and from relatives, while for the mushroom cultivation business as a competitor from Blok Village. 10, Dolok Masihul Subdistrict, Serdang Bedagai Regency, has carried out a better marketing strategy with attractive packaging designs and marketing oyster mushrooms with digital marketing. Design By (Keller, 2015) “is the totality of features that affect the look, feel, and function of a product based on customer needs.

Strategy according to (Rangkuti, 2014) is the long-term goal of a company, as well as the utilization and allocation of all important resources to achieve these goals. Meanwhile, according to Marrus in (Wibowo, Arifin and Sunarti, 2015) , as a process of determining the plan of top leaders that focuses on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve these goals. The marketing strategy carried out must also be in accordance with market share and market growth. Marketing according to (Sedjati, 2018) is all efforts or activities in delivering goods or services from producers to consumers, where these activities are aimed at satisfying needs and wants in a certain way called exchange. The marketing strategy (Tjiptono, 2015) is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets. and according to market conditions.

2. METHOD OF IMPLEMENTATION

2.1 Activity method _ _

The method of this activity is in the form of counseling on marketing strategy materials that aim to increase the sale value of oyster mushroom cultivation in Blok Village. 10, Dolok Masihul District, Serdang Bedagai Regency.

The following are the stages of community service that will be carried out:

1. The preparatory stage , includes:
 - a. Survey
 - b. Recognition and determination of locations and targets.
 - c. Management of proposals and permits.
 - d. Preparation of training materials/materials, including papers and modules as well as powerpoints for presentation.
2. The stages of service implementation include:
 - Presentation of material about marketing strategy.
3. Question and answer stage and discussion. This method is carried out after the presentation of the material has been presented. The public is given the opportunity to ask questions and

discuss the contents of the material and matters relating to the material that has been delivered

2.2 Activity Structure

Table 2 Names of Lecturers Who Carry Out Community Service Activities

No	Lecturer Name	Person responsible As
1	Sri Winda Hardiyanti Damanik, S. Pd., M. Si	Chairman
2	Suci Etri Jayanti. S, SE., MM	Vice Chairman
3	Rakhmawati Purba, SE., M. Si	Secretary
4	Dr. Rumiris Siahaan, SE., M., Si	Treasurer
5	Rapat Piter Sony Hutauruk, SE., M. Si	Member
6	Ayu Zurlaini, SE., M. Si	Member

Table 3 Implementation of Activities

Time	Name of activity	The place	Details of activities	Person responsible
May 7, 2022				
10.00 WIB	Survey	Block Village. 10 districts. Dolok Masihul Kab. Serdang Bedagai	Check PKM Locations	All PKM Team
13.00 WIB	Meeting With All Parties Involved	Block Village. 10 districts. Dolok Masihul Kab. Serdang Bedagai	Application for permission and discussion on the implementation of PKM	
May 28, 2022				
09.00 – 09.15 WIB	PKM preparation	Campus 3 STIE Bina Karya	Briefing Before Departure	Whole Team
09.15 – 10.20 WIB	Leave	Campus 3 STIE Bina Karya	Departing from STIE Bina Karya and Arriving at the Location	
10.30 WIB	Technical Preparation	Village Head Office Hall	Banner Installation, Material Presentation Preparation	
10.30 – 11.00 WIB	Courteus	Village Head Office Hall	Introducing the whole team and village apparatus	
11.00 – 12.45 WIB	Opening and Starting Implementation	Village Head Office Hall	Opening Event (MC) and Giving Material	Suci Etri Jayanti. S, SE., MM Sri Winda Hardiyanti Damanik S. Pd.,

MARKETING STRATEGY IN IMPROVEMENT SELLING VALUE OF OYSTER MUSHROOM CULTIVATION

Rumiris Siahaan, Sri Winda Hardiyanti Damanik, Suci Etri Jayanti.S, Rakhmawati Purba, Rapat Piter Sony Hutaaruk, Ayu Zurlaini

				M.Si Rakhmawati Purba, SE., M. Si
12.45 – 13.00 WIB	Discussion	Village Head Office Hall	Q&A and Closing	The entire PKM Team and Dr. Rumiris Siahaan, SE., M. Si

2.3 Cost Budget

Budget for Community Service activities with the title: " **Marketing Strategy in Increasing the Selling Value of Oyster Mushroom Cultivation** " for Business Actors and Block Village Communities. 10 Dolok Masihul Subdistrict, Serdang Bedagai Regency which was held on June 18, 2022, with the following details:

Table 4 Budget

A. Consumables and Auxiliary Equipment				
No	Information	Details	Unit price	Amount
1	Consumption of PKM	70 Cake Boxes	Rp. 10,000, -	Rp. 700,000, -
		70 Packs of Rice	Rp. 20,000, -	Rp. 1.400.000, -
2	Aqua bottle	3 boxes	Rp. 50.000, -	Rp. 150.000, -
B. Documentation and Reports				
1	Secretariat Print, Photocopy, Stationery			Rp. 150.000, -
2	Banner	1 piece	Rp. 100,000, -	Rp. 100,000, -
3	Souvenir	1 piece	Rp. 250.000, -	Rp. 250.000, -
4	Documentation			Rp. 100,000, -
5	Report			Rp. 150.000, -
6	PKM Journal Making			Rp. 250.000, -
Total cost				Rp. 3.250.000, -

3. RESULTS

3.1 PKM I Material:

1. Marketing strategy

Understanding Strategy according to (Johnson, G. and Scholes, 2016) is the direction and scope of an organization in the long term that achieves benefits for the organization through the configuration of resources in a challenging environment, to meet market needs and meet stakeholder expectations.

Definition of Marketing according to William J. Stanton in (Priansa, 2017) is a total system of business activities designed to plan, determine prices, promote, and distribute want-satisfying goods and services, both to current and potential consumers. Understanding Marketing Strategy according to (Tjiptono, 2015) is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets.

2. Product Definition and Design

A product according to (Armstrong, G., & Kotler, 2017) is anything that can be offered to a market for attention, acquisition, use, or consumption that can satisfy a want or need.

In a product, it is necessary to design, so that our products can be recognized by consumers and add selling value, design can be interpreted as a creation and appreciation that

comes from human ideas or ideas in an effort to empower themselves through their creations to live a better and prosperous life. According to (Keller, 2015) "Product design is the totality of features that affect the look, feel, and function of a product based on customer needs.

In other words, product design is the design and planning of an object so that it has more value in various aspects such as a more effective function, a more beautiful appearance to an easier and more comfortable use and is not difficult to maintain and then industrially produced more efficiently, both economically and technically so as to provide benefits for consumers (users) and producers.

Functions of Product Design are:

- ✓ Become the identity (*brand*) of the product.
- ✓ Protect the product (*quality control*).
- ✓ Add value *to the* product.

Sources of Product Design Ideas from Internal and External:

From Internal : Research Section, Company Consultant, Sales Force, Active role of all parties.

From External : Market Trends, Customer Feedback, Competitors and Forecasting.

3.2 PKM II Material:

1. Definition of Packaging

Well-designed packaging can build brand equity and drive sales. Packaging is the first part of the product that the buyer faces and can attract or get rid of the buyer. Packaging according to (Saladin, 2015) , is a container or wrapper.

other words, packaging is an activity of designing and producing a package of an item which includes the design of the package and the manufacture of the product's package.

2. Packaging Function

- a. As a means to accommodate the product so as not to be scattered.
- b. To protect and preserve products and protect products from ultraviolet rays, heat.
- c. As the identity or label of the product.
- d. To facilitate calculations in shipping and storage.
- e. To expand product usage and marketing.
- f. To add to the product image and the attractiveness of buyers.
- g. As a means of information and advertising.
- h. To provide convenience to consumers.

3. Understanding *Digital Marketing*

According to Ridwan Sanjaya and Josua Tarigan in (Hasanudin *et al.* , 2020) , digital marketing is a marketing activity including branding that uses website-based media sharing. Examples are blogs, websites, e-mail, adwords, and various social media networks.

In other words, *digital marketing* is a marketing activity or promotion of a *brand* or product using *digital media* or the internet. With the aim of attracting consumers and potential customers quickly.

4. Advantages of *Digital Marketing*

- a. Deployment Speed
- b. Ease of Evaluation
- c. Wider Network
- d. Cheap and Effective
- e. Building a Brand Name

5. Product Documentation

MARKETING STRATEGY IN IMPROVEMENT SELLING VALUE OF OYSTER MUSHROOM CULTIVATION

Rumiris Siahaan, Sri Winda Hardiyanti Damanik, Suci Etri Jayanti.S, Rakhmawati Purba, Rapat Piter Sony Hutauruk, Ayu Zurlaini



Image 1 Oyster Mushroom Cultivation

4. CONCLUSION

The increase in sales in a marketing activity is inseparable from the strategy carried out, for that we as educators not only teach the knowledge we have in the internal environment of STIE Bina Karya Tebing Tinggi, but we also contribute in the external environment, namely to the community through this service. , so that the public can find out the marketing strategies used in increasing the selling value of a product, where the object of our dedication is to the owner of the oyster mushroom cultivation business in Blok Village. 10 Dolok Masibul District, Serdang Bedagai Regency.

REFERENCES

- Armstrong, G., & Kotler, P. (2017) *Principles of Marketing*. Edited by 17th Red. New York.
- Cessari, W., Susilo, B. and Sumarlan, S. H. (2014) 'Pengaruh Hidrogen Peroksida dan Suhu Pendinginan Pada Proses Penyimpanan Jamur Merang', *Jurnal Keteknik Pertanian Tropis dan Biosistem*, 2(3), pp. 263–268. Available at: <https://jkptb.ub.ac.id/index.php/jkptb/article/view/232>.
- Febriani, H. (2020) 'Pemberdayaan masyarakat melalui budidaya jamur tiram di desa Stabat Lama Barat Kabupaten Langkat', *Jurnal Pengabdian Kepada Masyarakat*, 26, pp. 61–64. Available at: <http://jurna.unimed.ac.id/2012/index.php/jpkm/article/view/16820>.
- Hasanudin, H. et al. (2020) 'Pengenalan Digital Marketing Dan Pelatihan E-Commerce Sebagai Bentuk Kewirausahaan Dini Bagi Pelajar Smk Lingga Kencana Depok', *Jurnal Abdimas Tri Dharma Manajemen*, 1(2), p. 110. doi: 10.32493/abmas.v1i2.p110-116.y2020.
- Johnson, G. and Scholes, K. (2016) *Exploring Corporate Strategy-Text and Cases*. Prentice-Hall: Hemel Hempstead.
- Keller, K. D. (2015) *Manajemen Pemasaran*. Jilid 1, E. Jakarta: Erlangga.
- Priansa, D. J. (2017) *Manajemen Pelayanan Prima*. Bandung: Alfabeta.
- Rangkuti, F. (2014) *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Jakarta: PT Gramedia Pustaka Utama.

- Saladin, D. (2015) *Intisari Pemasaran dan Unsur-unsur Pemasaran*. cetakan ke. Bandung: Linda Karya.
- Sasria, N., Hayati, R. N. and Amalia, L. (2021) ‘Budidaya Jamur Tiram Putih (*Pluoretus Ostreatus*) untuk Meningkatkan Kompetensi Petani Jamur Tiram di Wilayah Karang Joang’, *Seminar Nasional Pengabdian Kepada Masyarakat*, 2(1), pp. 1–5.
- Sedjati, R. S. (2018) *Manajemen Pemasaran*. Yogyakarta: Deepublish.
- Tjiptono, F. (2015) *Strategi Pemasaran*. Yogyakarta: Cv. Andi.
- Wibowo, D. H., Arifin, Z. and Sunarti (2015) ‘Analisis strategi UMKM (Studi pada Batik Diajang Solo)’, *Jurnal Administrasi Bisnis (JAB)*, 29(1), pp. 59–66.

MARKETING STRATEGY IN IMPROVEMENT SELLING VALUE OF OYSTER MUSHROOM CULTIVATION

Rumiris Siahaan, Sri Winda Hardiyanti Damanik, Suci Etri Jayanti.S, Rakhmawati Purba, Rapat Piter Sony Hutaaruk, Ayu Zurlaini
