

MARKETING STRATEGY: PROMOTION OF KACANG ASIN PAK TANI BRAND PRODUCTS AT TANJUNG ANOM VILLAGE

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Abstract

This research focuses on developing a marketing strategy for the “*Kacang Asin Pak Tani*” product. This product is a home industry engaged in selling dry food and snacks. Sales of Pak Tani’s Salted Peanuts have continued to increase from 2019 to 2022, but interview results show that this product has not implemented a good marketing strategy, including offline and online promotions, market segmentation, and other marketing mixes. In developing an effective marketing strategy, the 4P concept (Product, Price, Place, Promotion) is an important basis. The method used in this research is the descriptive qualitative method, with the observation approach and interview as a data collection technique, research data consists of secondary and primary data. Primary data was generated from interviews with home industry owners of Salted Peanut Products, employees, and consumers. Secondary data includes graphic data of the sales cycle for four years, EFAS and IFAS data, as well as SWOT analysis obtained from *Kacang Asin Pak Tani* company. The researchers also use literature reviews as a theoretical foundation that can support solving the problem being studied. Research results, based on the SWOT analysis can be seen that the strategy used is in quadrant 1, this position is a very profitable position, by implementing a strategy that supports aggressive growth policies (Grow Oriented Strategy). So, this is a strategy that can be carried out by the *Kacang Asin Pak Tani* Brand Product so that the strengths, weaknesses, opportunities, and threats of the business can be identified. As a suggestion, in terms of promotion, the “*Kacang Asin Pak Tani*” brand needs to develop a more effective promotion strategy to increase consumer awareness of the products and brands offered.

Keywords: 4P Marketing Mix, Promotion, SWOT Analysis

INTRODUCTION

This study aims to develop a marketing strategy for the product “*Kacang Asin Pak Tani*” in Tanjung Anom Village, Deli Serdang Regency, North Sumatra Province. This product is a home industry engaged in selling dry food and snacks. This research began with post-Covid-19, almost all business actors or MSMEs suffered heavy losses so competition between all business actors became more competitive. As a result, they must have more advantages in order to win the competition and survive in order to meet the goals that have been set (Elsa & Hasanah, 2021). According to data from the Central Statistics Agency (BPS), Indonesia's economic growth in 2021 grew to 3.69%, higher than in 2020, showing recovery after being affected by the Covid-19 pandemic (Statistics, 2021).

This recovery was also followed by increased business competition in various economic sectors. Goals such as streamlining and making processes modifiable are necessary for strong business processes. A company's processes will inevitably change on a large, medium, or small scale as a result of advances in its resources, goods produced, more extensive marketing systems, or more money. Production of salted peanuts from peanuts in the North Sumatra region from 2019 to 2022 continues to increase. This can be observed through the North Sumatra BPS Report which can be seen in the following table.

Table 1
Harvested Area, Production, and Average Peanut Production in North Sumatra Province

Year	Average Production	Production	Harvest Area
2017	12.63	4380.00	3469.00
2018	12.79	4321.22	3379.00
2019	12.74	4888.50	3837.00
2020	12.72	5738.30	1278.00
2021	14.07	5485.00	3899.00
2022	13.82	5682.00	4111.00

Source: Data from the Central Bureau of Statistics, 2023

Table 1 displays data on harvested area, production, and average peanut production in North Sumatra Province from 2017 to 2022 (sumut.bps.go.id, 2023). The average peanut production varies from 12.63 tons to 14.07 tons. Peanut production has also fluctuated, with the highest production amounting to 5738.30 tons in 2020. Variations in production and harvested area illustrate the development of peanut production in the province over several years. The product “*Kacang Asin Pak Tani*” is a home industry that operates in the field of selling dry food and snacks, which are located in Tanjung Anom Street, Pancur Batu District, Deli Serdang Regency, North Sumatra Province. Peanut production in North Sumatra from 2017 to 2022. The sales results of *Kacang Asin Pak Tani* products from interviews from 2019 to 2022 can be seen in the following graph:

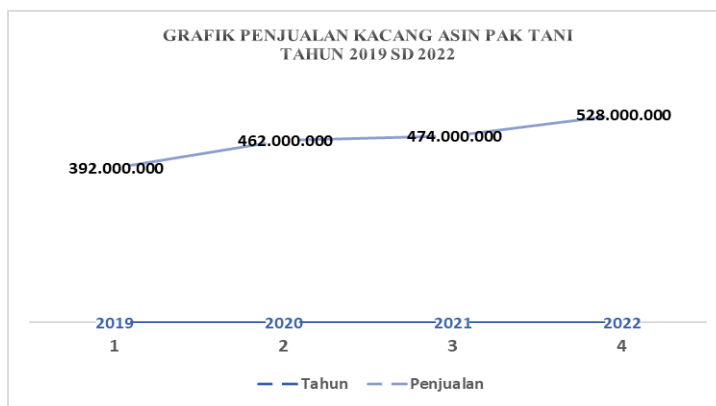


Figure 1
Graph of *Kacang Asin Pak Tani* Sales (2019 - 2022)

It can be seen in the graph in Figure 1, from 2019 to 2022, sales of *Kacang Asin Pak Tani* will continue to increase. Based on the results of research interviews, *Kacang Asin Pak Tani* products have not implemented good marketing strategies such as promotions both offline and online, segmentation selection, and other marketing mix for *Kacang Asin Pak Tani* products. In winning the competition in the market, a business needs to have an effective and adaptive marketing strategy. Regarding this, the marketing strategy must be designed to meet the wants and needs of the market, then be able to attract the attention of potential customers. 4P is a basic concept in marketing that consists of four elements that need to be considered in developing a product or service

marketing strategy. These four elements are called 4P namely Product, Price, Place (or Distribution), and Promotion.

A marketing strategy is a long-term plan which is designed to achieve business goals in meeting the wants and needs of customers through product or service development, setting the right price, effective promotion, and good distribution (Ferrell et al, 2021). As a result, in the face of increasingly fierce corporate competition, business people are required to continue to make product improvements and continue to strive to become better managers by making policy plans that are right on target (Sahputri & Nurbaiti, 2021).

In previous research by Mahfud (Mahfud, 2020) that internal analysis involves evaluating internal factors within the business, while external analysis involves evaluating factors outside the business, this analysis assists businesses in identifying potential competitive advantages, facing challenges, and identifying new opportunities. Furthermore, according to Sundari et al (Sundari et al, 2022) that SWOT analysis is also an important part of designing a marketing strategy because it combines the results of external and internal analysis in identifying business strengths, weaknesses, opportunities, and threats.

According to (Siti Aisyah et al, 2020), one activity that has a very important role in the business world is marketing. Marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services. Meanwhile, according to (Nurbaiti et al, 2021) with technological developments such as trends via social media (Instagram and Facebook) that are easily used by ordinary people including traders, traders can expand their market share and marketing strategies, and consumers can make purchases without must come to the shop first and can immediately order the product. Thus, with the advancement of this technology, there are no more limitations in expanding market share in marketing a product.



Figure 2
Kacang Asin Pak Tani Products

In this study, researchers had a resource person named Pak Sugianto, and a business owner named Pak Hj. Surender, which is currently being run by his son, Pak Tria Dinata. When researchers conducted surveys and interviews, researchers found key problems that occurred with this *Kacang Asin Pak Tani* product. *Kacang Asin Pak Tani* products have stiff competition with similar competitors, there is also the process of making *Kacang Asin Pak Tani* which has a slightly longer process, from the process of boiling, roasting, and sorting up to 3 days, so it can take up to 7 days until the product is packaged and marketed, because it is still using manual labor without modern technology, such as machines and others, and also the lack of widespread information about *Kacang Asin Pak Tani*, except only from his subscriptions. In the results of initial interviews with 11 informants who were consumers of *Kacang Asin Pak Tani* Products, there were not all consumers who wanted to buy too much as usual at wholesalers, some wanted to buy just a few pcs. In terms of health, *Kacang Asin Pak Tani* has received a halal label and is health indexed with the P-IRT number 2111207010187-28, which is no longer in doubt for consumption from any group.

The first novelty in this research is to increase raw materials to improve and improve the quality of *Kacang Asin Pak Tani* products with other peanut products so that they are worthy of the interest of consumers from all walks of life. And secondly, *Kacang Asin Pak Tani* needs to carry out reforms and better manage marketing both in person and online such as on Instagram and other online platforms, so that they can

capture market share, gain widespread public recognition, and improve the quality of product sales. Marketing activities are used as a standard for every entrepreneur when supplying goods to consumers to achieve specified goals. According to research by Hidayat & Suhairi (2022) said new innovations must continue to be born in order to maintain industrial existence and competition. Meanwhile, Sakina & Aslami's research (Sakina & Aslami, 2022), which is entitled "*Pemanfaatan Instagram Sebagai Social Media Marketing Terhadap Brand Equity*" states that social media marketing is a useful instrument for the general public to identify and understand a relationship and to satisfy consumer needs or desires that are successful and successfully created through social media.

Brand awareness is the knowledge and expertise of a person or customer in a product or service that they use from a particular name and brand. So, it can be concluded from researchers, that this economic sector is quite interesting because basically, every product must be able to compete and innovate, one of which is an adaptation to digitalization whose main goal is to increase buyer interest and strengthen perceptions of value and price. Purchase intention is the desire to make a purchase from within a person for services or goods on consideration. This consideration can be optimized by a businessman in order to win business competence. Where the impression of the product offered either from the perceived value or price can influence buying the product. According to (Budi Dharma et al, 2022) entitled "*Pengaruh Keberhasilan Media Sosial Terhadap Kerhasilan Usaha*", in an era of intense market competition, we need something new that can generate consumer interest. This obliges the entrepreneur to maintain the existence of his business. Market competition does not only look at big competitors, but it is also important to review and look at competitors whose level is still small because they (small/new companies) can rob consumers who judge one trader by another. Meanwhile, according to (Siti Aisyah et al, 2023) entitled "*Pemanfaatan E-Commerce Go Mart Dalam Pemasaran UMKM Di Kota Medan (Studi Kasus Pada Toko Ayah Di Desa Sukamaju Medan Sunggal)*", the community is facilitated by technology so that it is able to provide convenience to mobilization that occurs among the people. Trade between nations also became wider and increased sales. This silent development of

communication and information technology is very difficult not to take advantage of. This is because the providers of technological sophistication services themselves demand that the public be able to adapt to technological developments.

Table 2
Comparison of *Kacang Asin Pak Tani* Products and *Kacang Asin Mulia Tani* Products

Description	<i>Kacang Asin Pak Tani</i>	<i>Kacang Asin Mulia Tani</i>
Production per week	20	4
Selling price	Same	Same
Promotion	<ul style="list-style-type: none"> • Through Wholesale • Conduct exhibitions and community events. • Using word of mouth as a means of promotion. • Wider marketing reach 	<ul style="list-style-type: none"> • Through Wholesale • Conduct exhibitions and community events. • Limited marketing reach

Source: Processed Data, 2023

As can be seen in Table 2, *Kacang Asin Pak Tani* has advantages in terms of higher production and a wider marketing reach compared to *Kacang Asin Mulia Tani*. However, both products have the same selling price and still have a traditional promotion model. The marketing industry is very important to implement company plans because marketing strategy is very important to achieve company success (Hidayah et al, 2021). If companies want to maintain and increase sales of the goods or services they make, they can do so. The company's position or position in the market can be improved or maintained by implementing an effective marketing strategy by taking advantage of opportunities and increasing sales.

REVIEW OF LITERATURE

Marketing

Generally, marketing is a social activity that enables people to create and exchange goods and value with other people and groups in order to satisfy their needs and wants (Endrawati, 2022). Marketing, in a broader sense, is getting people to react to offers (Musyawarah & Idayanti, 2022). In an effort to build Human Resources (HR), especially in terms of pricing a commodity, business development that occurs in the

community is a very important component. Product quality must be maintained to prevent consumer dissatisfaction, while service must satisfy customers and competitors must be considered to influence future sales results (Walad et al., 2022).

Marketing Strategy

The marketing strategy is essentially a plan which is comprehensive, integrated, and integrated in the field of marketing which provides directions regarding the actions to be taken to realize the marketing goals of a company. In other words, strategy is a set of rules, guidelines, and objectives that periodically guide a company's marketing initiatives at every level, reference point, and allocation (Norenza et al., 2021). Meanwhile according to Siagian & Cahyono (Siagian & Cahyono, 2021) with the hope of achieving the desired results, the marketing strategy has a foundation of action that leads to the company's organizational/business activities, competitive conditions, and the environment, all of which are always changing. To determine which marketing initiatives are appropriate to pursue, market conditions must be observed prior to employing a marketing strategy, as well as market positioning (Toha, 2021).

Marketing Mix

According to Hendrayani et al (H2021), defines the marketing mix or marketing mix is a product strategy, pricing, distribution, and promotion by channeling it to the target market. To match customer desires and achieve the company's marketing goals through a series of steps and solutions in the marketing mix. According to Khaddapi et al (Khaddapi et al., 2022) the marketing mix approach is broken down into four parts: dual-oriented, logical, emotional, and minimal participation. This section works with various types of products and marketing tactics divided into 4P, Product, Price, Place, Promotion, which are as follows: a) **Product**. According to Saputra & Roswaty (2020), Products can be anything that adds value to satisfy a need or want, including tangible goods, services, locations, things to do, people, and so on; b) **Price**. According to Christiani & Fauzi (2022), in terms of obtaining the right to own and use a product, price is one of the most important factors, and must be managed and controlled according to business objectives. Price describes the value of a product, whether it is goods or services that can be measured with a certain unit of currency or other forms of measurement; c) **Place**.

According to Ivan Wardiman (Wardiman, 2022), Place is a company's operations so that customers can access and buy its goods. This variable consists of a number of components, including inventory, location, and transportation; d) **Promotion**. According to (Mamonto et al., 2021), promotion is the process of influencing the purchasing decisions of target consumers to like the company's goods. Promotion is a type of marketing communication, which is defined as marketing activities that aim to inform, persuade and remind target markets about the company and its products so that they are willing to accept, buy and be loyal to the product offered by the company concerned.

Trademark

According to (Gunawan, Egi Rizki Maulana Putra, 2023), trademarks are brands that are used on goods traded by a person or several people together or a legal entity that differentiates them from other similar goods. Meanwhile, a service mark is a mark that is used for services that are traded by a person or several people together or a legal entity to differentiate it from other similar services.

Factors Affecting Products Internally and Externally

Internal and external factors play an important role in the success of the product. The following is a theory that is related to internal and external factors influencing a product: a) **SWOT Analysis**. SWOT analysis evaluates a company's competitive position and helps in strategic planning affecting the product. This analysis assesses internal factors (weaknesses or strengths) as well as external factors (threats and opportunities). SWOT analysis provides a realistic view of an organization's weaknesses and strengths and helps identify the right strategy (Wijayati, 2019); b) **Internal and External Analysis**. This analysis evaluates the company's internal weaknesses and strengths, such as capabilities and business risks, and external factors such as political, economic, socio-cultural, technological, environmental, and legal factors. It considers the impact of these factors on pricing and marketing.

SWOT Analysis

SWOT analysis, according to Kurniasih & Rusfiana (Kurniasih & Rusfiana, 2021), SWOT analysis is a well-known tool for strategic planning. This tool offers a straightforward method for determining the most effective way to implement a plan using a

framework of strengths and weaknesses and external opportunities and hazards. Planners can use this tool to determine what can be accomplished and what requires their attention. SWOT analysis consists of two main components, namely external and internal analysis. Internal analysis is concerned with internal factors which affect the performance of an organization, while external analysis is concerned with external factors which affect the performance of the organization (Siswanti & Suryati, 2020)

RESEARCH METHOD

This study uses a descriptive qualitative method with an observation approach, namely qualitative research that uses observation as a data collection technique. In this study, the researcher observed the subjects being studied directly and recorded every detail of the observations. Descriptive research related to data collection provides an overview or confirmation of a concept or symptom and also answers questions related to the current status of research subjects, for example, attitudes or opinions towards individuals, organizations, and so on. According to (Sugiyono, 2019: 480), data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation by organizing, describing into units, synthesizing, arranging into patterns, choosing which is important and what will be learned, and make conclusions so that it is easily understood by oneself and others. Where qualitative data analysis uses SWOT analysis to identify strengths, weaknesses, opportunities, and threats, then quantitative analysis involves position formulation, weighting, matrix positioning, and SWOT-based program strategy steps. The research data consists of secondary and primary data. Primary data was generated from interviews with home industry owners of Salted Peanut Products, employees, and consumers. Secondary data includes graphic data of the sales cycle for four years, EFAS and IFAS data, as well as SWOT analysis obtained from *Kacang Asin Pak Tani* company.

The research was conducted at *Kacang Asin Pak Tani* Products home industry located in Tanjung Anom Street, Pancur Batu District, Deli Serdang Regency, North Sumatra Province. Data collection methods include observation, interviews with informants, and documentation. Observations were carried out by directly observing the

activities at the *Kacang Asin Pak Tani* Products area. Interviews were conducted with home industry owners, employees, and consumers to obtain relevant information. Documentation involves collecting data from related documents in the company (Siswanti & Suryati, 2020). Data analysis was carried out through IFAS and EFAS analysis to evaluate external and internal factors. SWOT analysis is carried out in maximizing strengths and opportunities in minimizing weaknesses and then threats from the company's external environment. Based on the SWOT analysis, 4 alternative strategies were produced: SO, WO, ST, and WT.

RESULTS AND DISCUSSION

IFAS and EFAS Analysis (Internal and External Strategic Factors Analysis Summary)

Based on the identification of the results of the interview in the form of strengths and weaknesses followed by internal factors IFAS analysis and identification is useful for identifying the internal factors of the *Kacang Asin Pak Tani* product which can affect performance. in giving weights and ratings so that a score for each internal factor can be produced.

Table 3
IFAS Analysis (Internal Strategic Factor Analysis Summary)

Factor	Amount	Weight (%)	Ratings	Score
<i>Kacang Asin Pak Tani</i> Products are better than other peanuts	38	0.2	3,5	0.58
Good Quality Raw Materials	38	0.2	3,5	0.58
No Ads/Promotions	19	0.1	1,7	0.14
Affordable Retail Prices	26	0.1	2,4	0.27
Flexible Market Segmentation	24	0.1	2,2	0.23
Short Expired Period	35	0.2	3,2	0.49
High Production Costs	24	0.1	2,2	0.23
Traditional Production Process	24	0.1	2,2	0.23
Total	228	1.0		2.74

Source: Processed Data, 2023

From the table above, it can be seen that the total internal strength score of *Kacang Asin Pak Tani* Products is 2.74. with the following factors. Salted Peanut Product Strength: Score 0.58. Good Raw Material Quality: Score 0.58. No Ads/Promotions: Score 0.14. Affordable Retail Price: Score 0.27. Flexible Market Segmentation: Score 0.23. Short Expired Period: Score 0.49. High Cost of Production: Score 0.23. Traditional Production Process: Score 0.23. The internal strength score of *Kacang Asin Pak Tani* Products is 2.74. shows that the company has good internal strength in developing its salted peanut product.

Table 4
EFAS Analysis (External Strategic Factor Analysis Summary)

Factor	Amount	Weight (%)	Ratings	Score
Intense Competition from Similar Industries	27	0.1	2,5	0.32
There is potential for leftover goods that are not sold	37	0.2	3,4	0.59
Potential Increase in Demand for Salted Peanuts	32	0.2	2,9	0.44
No Advertising and Promotion	37	0.2	3,4	0.59
Smooth Distributor for Marketing Peanuts	36	0.2	3,3	0.56
No Complaints from Consumers against Peanuts	41	0.2	3,7	0.73
Total	210	1.0		3.23

Source: Processed Data, 2023

From Table 4, it can be seen that the total external factor score is 3.23 with the following factors. Intense Competition from Similar Industries: Score 0.32. There is potential for leftover goods that are not sold: Score 0.59. Potential Increase in Demand for Salted Peanuts: Score 0.44. Absence of Advertising and Promotion: Score 0.59. Limited Distributors for Marketing of Peanuts: Score 0.56. No Complaints from Consumers against Peanuts: Score 0.73 This indicates that Pak Tani's Salted Peanut Business faces challenges from external factors such as intense competition from similar industries and limited distributors for marketing salted peanuts, but also has opportunities in the potential for increased demand for salted peanuts and no complaints from consumers. Through IFAS and EFAS analysis, it can be concluded that *Kacang Asin Pak Tani* product company has

quite good internal strength in developing its salted peanuts product, but also faces challenges from external factors such as intense competition from similar industries and limited distributors for marketing.

SWOT Analysis

From the description of the IFAS and EFAS analysis, further data analysis uses the SWOT matrix, namely the SO, WO, ST, and WT strategies. SO (Strengths-Opportunities) strategy, this strategy utilizes the organization's internal strengths to take advantage of external opportunities. WO (Weaknesses-Opportunities) strategy: this strategy takes advantage of external opportunities to overcome the organization's internal weaknesses. ST Strategy (Strengths-Threats), this strategy utilizes the organization's internal strengths to deal with external threats. WT Strategy (Weaknesses-Threats), this strategy avoids threats and reduces internal weaknesses in *Kacang Asin Pak Tani* organization.

Table 5
Table of Difference between IFAS and EFAS

IFAS	S-W	1.66 – 1.09	0.57
EFAS	O-T	1.73 – 1.50	0.23
TOTAL			0.8

From the results of the IFAS and EFAS tables, it can be seen that the IFAS factor is 2.74 and the EFAS is 3.23. The score for each of these factors can be detailed, Strength: 1.66, Weakness: 1.09, Opportunity: 1.73, Threat: 1.50. So that it can be seen that strength is greater than weakness with a difference of 0.57 and Opportunity with the Threat with a difference of 0.23.

Cartesian Diagram

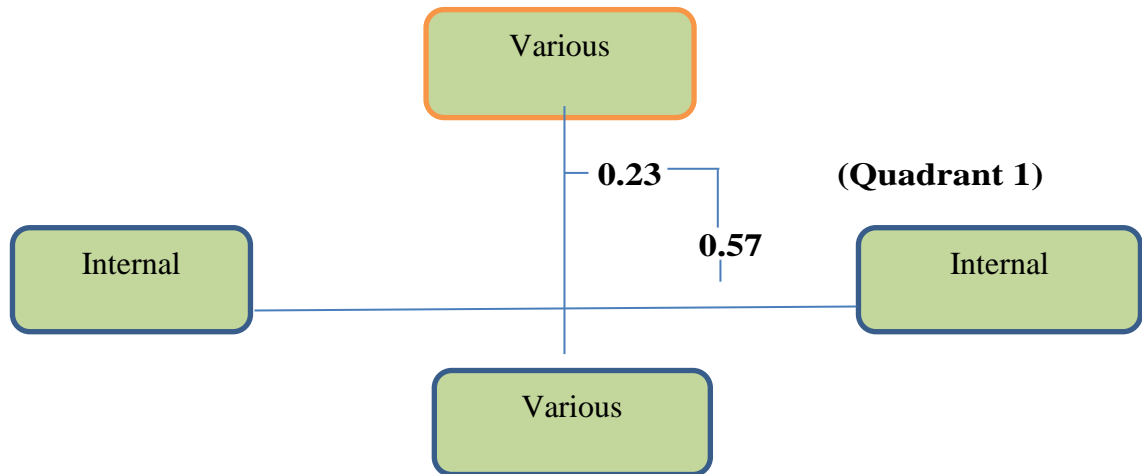


Figure 3
Cartesian Diagram

Kacang Asin Pak Tani Brand Products are in quadrant 1, this position is a very favorable position for *Kacang Asin Pak Tani* Brand Products, in this way implementing a strategy that supports aggressive growth policies (Grow Oriented Strategy). So, this is a strategy that can be carried out by the *Kacang Asin Pak Tani* Brand Product.

The following is an explanation of the SO, WO, ST, and WT strategies which can be applied based on the results of *Kacang Asin Pak Tani* IFAS and EFAS analysis.

Table 6
SWOT Matrix

IFAS	Strengths (S) 1. Peanut products are better than other nuts 2. Good quality raw materials 3. Affordable retail price 4. Broader/flexible market segment	Weaknesses (W) 1. No ads & Promotions 2. Short expiration period 3. High production costs 4. The production process is still traditional
EFAS	SO Strategy 1. Increase production of <i>Kacang Asin Pak Tani</i> and expand distribution to	WO Strategy 1. Optimizing production processes and reducing
Opportunities (O) 1. Potential increase in demand for Salted Peanuts		

<p>2. There are no complaints from consumers about the peanuts</p>	<p>take advantage of the potential increase in demand for <i>Kacang Asin Pak Tani</i>.</p> <p>2. Improving the quality of <i>Kacang Asin Pak Tani</i> products and increasing marketing effectiveness to take advantage of the absence of complaints from consumers.</p>	<p>production costs to overcome high production costs.</p> <p>2. Developing innovations in the production process to increase product expiry times and overcome short expiry times.</p>
<p>Threats (T)</p> <p>1. Limited distributors for peanut marketing</p> <p>2. Competitors advertise the same product</p> <p>3. There is potential for unsold leftovers</p> <p>4. Intense Competition from Similar Industries</p>	<p>ST Strategy</p> <p>1. Increase marketing effectiveness and improve the quality of <i>Kacang Asin Pak Tani</i> Products to overcome intense competition from similar industries.</p> <p>2. Expand distribution and carry out promotions both offline and online to overcome limited distributors for peanut marketing.</p>	<p>WT Strategy</p> <p>1. Develop production process efficiency and reduce production costs to avoid potential unsold leftovers.</p> <p>2. Improving product quality and increasing marketing effectiveness to avoid complaints from consumers about peanuts.</p>

Source: Processed Data, 2023

Based on the SWOT analysis in Table 6 which was carried out on the *Kacang Asin Pak Tani* business, it was found that the product has advantages in quality, affordable prices, and a broad market segment. However, there are deficiencies in advertising and promotion, short expiry times, high production costs, and production processes which are still traditional. Opportunities that can be exploited are the potential for increased demand and no complaints from consumers. However, there are threats from limited distributors, intense competition from similar industries, potential unsold leftovers, and competitors advertising the same product.

Based on this analysis, several strategies can be implemented, namely the SO strategy by increasing production and distribution, as well as improving product quality and marketing effectiveness. WO strategy by optimizing the production process, developing innovation, and increasing product expiration times. WT strategy by increasing the

efficiency of production processes and improve product quality and marketing effectiveness. Finally, the ST strategy by increasing marketing effectiveness, and product quality, and expand distribution and promotion.

Promotion of the Pak Tani Salted Peanut brand product from the Tanjung Anom Village area can be an effective marketing strategy for expanding market share and increasing sales. According to Saleh, et al (2019), The most crucial activity is promotion, which is actively introducing, informing, and reminding consumers of the advantages of a product in order to encourage them to buy the goods being marketed. It must be fit to use proper advertising techniques while promoting a business to achieve effective sales. According to Walad et al (Walad et al., 2022), in facing increasingly fierce competition, companies must carry out effective promotions to increase consumer awareness and interest in their products. Developments in information technology and social media also provide new opportunities for online promotion and reach a wider target audience.

The term “promotion” refers to various actions taken by a business to convince customers of the value of its products and services and persuade them to make a purchase. Thus, regarding advertising, corporations hope to facilitate transactions by communicating with their clients. In this case, promotion can help overcome weaknesses such as the absence of advertising and promotion and limited distributors for peanut marketing. Promotion can also help capitalize on strengths such as a better product than other nuts, good quality raw materials, and affordable retail prices. In addition, promotion can also strengthen the SO strategy which aims to expand distribution and increase marketing effectiveness in order to take advantage of the potential increase in demand for salted peanuts. The use of social media as a promotional tool has been documented in numerous examples. However, successfully using social media for promotional purposes is not just a snap of the palm. Many people quickly give up after trying social media marketing to help small businesses reach a wider audience (Raihan et al, 2023).

According to (Dinda Sekar Puspitarini and Reni Nuraeni, 2019), promotion is a reminder that this is done to maintain the product brand in the hearts of the public. This promotion is carried out during the maturity stage of the product life cycle. The company

tries to pay attention to and retain existing buyers because buyers do not only make purchases once but must be ongoing and continuous.

In carrying out promotions, it is also necessary to pay attention to the short expiry period as a weakness and an opportunity to develop innovations in the production process in order to increase the product expiry period. Meanwhile, the ST strategy which aims to increase marketing effectiveness and product quality can be the basis for the promotion carried out. Furthermore, it is also necessary to pay attention to the intense competition from similar industries as a threat, so it is important to carry out creative and innovative promotions that can attract the attention of consumers both online and offline. Thus, the promotion of the *Kacang Asin Pak Tani* brand product from the Tanjung Anom Village area can be an effective marketing strategy in exploiting strengths, overcoming weaknesses, taking advantage of opportunities, and avoiding threats that exist in the SWOT analysis.

CONCLUSION

In the SWOT analysis, the *Kacang Asin Pak Tani* brand product has advantages in product quality that is better than other salted peanuts, quality raw materials, affordable prices, and a more flexible market segment. The *Kacang Asin Pak Tani* brand also has several weaknesses, such as no advertising and promotion, a short expiration date, high production costs, and the production process is still traditional. In looking at opportunities and threats, there are opportunities to increase demand for salted peanuts and there are no complaints from consumers about *Kacang Asin Pak Tani* products. There are also threats such as limited distributors, competitors advertising the same product, potential unsold leftovers, and intense competition from similar industries. From this analysis, it can be suggested that in terms of promotion, the *Kacang Asin Pak Tani* brand needs to develop a more effective promotion strategy in order to develop consumer awareness about the products and brands offered. This can be done by making attractive and creative advertisements, carrying out promotions by offering special prices or bundling packages and utilizing social media and other online platforms to expand market reach.

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