



THE EFFECT OF THE MARKETING MIX OF THE PROMOTION OF BLACK STICKY RICE AND ITS PROCESSED PRODUCTS THROUGH SOCIAL MEDIA ON DIROSETY'S CONSUMER INTEREST IN BANDUNG CITY

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Abstract, Background: The large number of snack products makes the level of competition tighter resulting in consumers having a high bargaining position on product quality, product prices, strategic locations, and promotions offered by a company, 70% of Dirosety consumers stated that the promotions carried out were still low. This study aims to find out, 1) The effect of product quality, price, place, promotion of Black Sticky Rice Tape and its processed products on Consumer Interest of Dirosety Bandung in Bandung City, 2) The marketing mix that most contributes to consumer interest in Dirosety Bandung in Bandung City, 3) The influence of marketing promotion mix through social media of Black Sticky Rice and its Processed Products on the interest of Bandung Dirosety Consumers in Bandung City.

Method: The research design used surveys and quasi-experiments, the number of samples was 100 consumers.

Result: The results of this study are the price mix 34% of consumers said it was expensive, 55% of consumers said it was easy to reach and obtained, 41% of consumers said the promotion was not attractive, 75% of consumers said the product was attractive, 45% of consumers were less attractive all mixes contributed to consumer interest of 65.5%, but the Promotion mix contributed the most (5,554) compared to the other mixes. The results of the quasi-experimental promotion through V. Vlog Youtube have an effect on interest in Black Sticky Rice and its Processed Products. Recommendations include the marketing of a product must involve related factors including price, place, promotion, and product and in marketing a product, promotion plays an important role, especially promotion through social media such as V. Vlog Youtube.

Conclusion: All marketing mix factors have an effect on Consumer Interest of Bandung Dirosety in Bandung City, promotion has the most contributes to Dirosety Bandung's consumer, and promotional marketing mix through social media of Black Sticky Rice and its processed products affect the interest of Bandung Dirosety Consumers in Bandung City

Keyword: Marketing Mix, V. Vlog Youtube

Background

Currently, the large number of snack products makes the level of competition increasingly fierce, resulting in consumers having a high bargaining position on product quality, product prices, strategic locations, and promotions offered by a company. Currently, competition in the small food business is not only related to products, but also involves other variables related to the value of the consumer shopping experience. This value relates to how a company can understand consumer

wants and needs so that it can determine marketing strategies

The main key for companies to win the competition is to provide satisfaction to consumers through good product quality, competitive prices, strategic locations and appropriate promotions. By providing satisfaction to consumers, it is expected that consumers will make purchases repeatedly so that consumer interest is formed. According to Tjiptono (2000: 110) states customer loyalty as a customer's commitment to a brand, store, supplier

based on a very positive attitude and is reflected in consistent repeat purchases.

Based on the experience gained, consumers have a tendency to build certain values. This value will make consumers compare the products and services that have been offered. If a company provides a product or service of good quality, it is expected to meet customer expectations and ultimately be able to provide maximum value and create satisfaction for consumers. According to Kotler and Keller (2007: 177), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance. a good basis for repeat purchases and the creation of consumer interest loyalty. Interest is expected that the company will get long-term benefits from the mutualism relationship that exists within a certain period of time.

Based on the monitoring results, in fact, black sticky rice tape products from other companies provide various flavors and various packaging methods at competitive and affordable prices for the community.

Many similar products on the market are considered for consumers to choose one particular product. Efforts in implementing a marketing strategy should be done by conducting a SWOT analysis (strengths, weaknesses, opportunities, threats) first so that the company can determine the right marketing strategy. Dirosety Bandung's strengths are high taste, halal and registered with the Ministry of Health. The weakness of Dirosety Bandung is that the promotional activities carried out are not optimal because it is possible that some people do not know Dirosety Bandung. The opportunity that Dirosety Bandung has is that it has a large potential market for franchise businesses, especially snack food businesses. Another opportunity that Dirosety Bandung has is that there is a view of "humans need food forever" which makes Dirosety Bandung continue to make new breakthroughs so that existing opportunities are used as well as possible, especially for opening new opportunities at several strategic locations/social media points. The threat that will hinder Dirosety Bandung is the large number of competitors selling similar products. Among them are black sticky rice products for masks, candy, dry food, snacks, and other similar products.

To maintain the market share of Dirosety Bandung remains stable and continues to increase, the management of Dirosety Bandung must implement the right marketing strategy in running this business. The application of the right marketing strategy is to pay attention to product, price, place, and promotion. If these four marketing mixes are implemented properly, it will make consumers

satisfied. By providing satisfaction to consumers, this will create loyalty. One of the core goals pursued in modern marketing is to create customer loyalty. Customer Loyalty is expected to provide long-term benefits for the company for the mutualism relationship that exists within a certain period of time. According to Gremler and Brown (Hasan, 2008: 83) consumer loyalty is a customer who not only repurchases an item and service, but also has a positive commitment and attitude towards a service company, for example by recommending others to buy.

In fact, the sales target of Dirosety Bandung is not optimal. Based on an interview with the manager of Dirosety Bandung, there are still fluctuations in the level of sales due to many consumers who buy Dirosety Bandung products only because there are certain events and when there is a discount. Based on the results of interviews with 20 respondents, it was found that some of them thought that the product quality at Dirosety Bandung was almost the same as other products. 10% of them feel the price offered with the product they buy is not appropriate or too expensive. 70% of consumers stated that promotion was still not optimal, as well as for consumer interest, 40% of respondents said it was moderate and 45% of respondents said it was low.

To make the product better known by potential consumers and increase consumer interest, it is necessary to promote it through social media. Based on the description above, the authors are interested in conducting research on "The Effect of The Marketing Mix of The Promotion of Black Sticky Rice and Its Processed Products through Social Media on Dirosety's Consumer Interest in Bandung City"

Method

This study uses a descriptive verification method with an ex post facto approach and a survey of 100 consumers who bought Dirosety products in Bandung. The sample selection in this study was conducted using non-probability sampling in incidental sampling technique..

In this study, data on product quality, price, place, and promotion as well as consumer loyalty were measured using a questionnaire.

The research was conducted from August to November 2019. In the process, primary data was obtained by interview and then followed by intervention through pre-test and post-test measurements..

Data analysis used univariate test, linear regression test, and intervention through pre-test and post-test without control.

This research has followed the ethical clearance that applies at Politeknik Kesehatan Kemenkes Bandung.

Result

1. Frequency distribution of the marketing mix:

Table 1. Dirosety Consumer Frequency Distribution of Price Marketing Mix in Bandung in 2019

Price	Frequency	Percentage
Expensive	34	34,0
Quite Expensive	41	41,0
Cheap	25	25,0
Total	100	100,0

Based on table 1, it can be concluded that from 100 consumers, 41 people or 41% said that the product was quite expensive.

Table 2. Dirosety Consumer Frequency Distribution on Place Marketing Mix in Bandung City in 2019

Place	Frequency	Percentage
Easy to reach	45	45,0
Hard to reach	55	55,0
Total	100	100,0

Based on the table 2, it can be concluded that from 100 consumers, 55 people or 55% said that the place of the product is fairly easy to reach.

Table 3. Distribution of Dirosety Consumer Frequency on Promotional Marketing Mix in Bandung City in 2019

Promotion	Frequency	Percentage
Not Attractive	41	41,0
Quite Attractive	34	34,0
Attractive	25	25,0
Total	100	100,0

Based on the table 3, it can be concluded that from 100 consumers, 41 people or 41%. believes that the promotion is not attractive

Table 4 Dirosety Consumer Frequency Distribution on Product Marketing Mix in Bandung City in 2019

Product	Frequency	Percentage
Not Attractive	25	25,0

Quite Attractive	75	75,0
Attractive	100	100,0

Based on the table 4, it can be concluded that from 100 consumers, 75 people or 75% think that the product is attractive.

Table 5. Dirosety Consumer Frequency Distribution on the Marketing Mix of Dirosety Consumer Interest in Bandung City in 2019

Loyalty	Frequency	Percentage
Not Loyal	45	45,0
Quite Loyal	22	22,0
Loyal	33	33,0
Total	100	100,0

Based on table 5 it can be concluded that most consumers or 45 people or 45% think that based on their loyalty, this product is fairly not loyal.

2. Relationship between Marketing Mix and Loyalty

Table 6. Relationship of Marketing Mix with Dirosety Consumer Interest in Cities. Bandung in 2019

Marketing Mix	p-Value
Product	0.047
Price	0.005
Place	0.172
Promotion	0.000

Based on table 6, it is explained that all factors are related but Promotion (p-value. 0.000) is the most strongly correlated mix factor ($0.000 < 0.05$), with a very strong correlation strength of 0.795 (Pearson)

3. The most influential factors on customer loyalty are:

Table 7. The Most Influential Factors on Dirosety consumer interest in the City of Bandung in 2019

Model	R	R Square	Adjusted R Square
1	,552 ^a	,655	,283

Based on table 7, it is explained that basically all factors related to consumer interest in black sticky rice and its products are 65%, with a significance of 0.000, except for the price factor, while 34% are other factors outside this research, as shown in the table below 8.

4. The most dominant factor

Table 8 Most Dominant Factors against Dirosety Consumer Interest in Bandung City in 2019

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	67,272	3	22,424	14,025	,000 ^b
Residual	153,488	96	1,599		
Total	220,760	99			

Note :

0,000^b < 0.05 → all variables simultaneously have a significant effect

Table 9. The most contributing factors to Dirosety consumer interest in Bandung City in 2019

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
1	B	Beta		
		Std. Error		
(Constant)	-16,307	4,822	-3,382	,001
Skor_Produk	,503	,111	4,528	,000
Skor_Lokasi	,633	,153	4,148	,000
Skor_Promosi	1,004	,181	5,544	,000

a. Dependent Variable: Skor_Ketertarikan

Based on table 9, it can be explained that all factors contribute to consumer interest in Black Sticky Rice and its processed products, but the Promotion factor based on the t-score turns out to have the largest contribution (5,554) compared to other marketing mix factors.

The t-value of the Promotion variable is greater than the other variables, which means that the promotion variable has a large influence on the loyalty variable.

Table 10. Frequency Distribution of Dirosety Consumers about Before the Black Sticky Rice Vlog Video and Its Processed Products in the City of Bandung in 2019

V.Flog	Frequency	Percentage
Less Attractive	17	34
Attractive	33	66
Total	50	100

Based on table 10, it is explained that before the intervention of the Black Sticky Vlog Video and its processed products was given, 34% of consumers stated that they were less attractive.

Table 11 Frequency Distribution of Dirosety Consumers after the Video Vlog of Black Sticky Rice and Its Processed Products in the City of Bandung in 2019

V.Vlog	Frequency	Percentage
Less Attractive	15	30
Attractive	35	70
Total	50	100

Based on table 11, it is explained that after being given the intervention of the Black Sticky Rice Vlog Video and its Processed Products, 30% of consumers stated that they were less attractive.

5. The Influence of V.Vlog on Dirosety Consumer Interest in Bandung City in 2019

Based on the results of the study, it was explained that the effect of V.Vlog on consumer interest was very significant with Sig.2 Tailed (0.000).

Discussion

This study aims to determine the Effect of Promotional Marketing Mix through Social Media of Black Sticky Rice and its Processed Products on Dirosety Consumer Interest in Bandung City. The discussion of each variable is presented as follows:

1. The effect of product, price, place, promotion of Black Sticky Rice and its Processed Products on consumer interest on Dirosety Bandung in Bandung City.

Based on the results of the study, it was explained that the consumers of Black Sticky RiceTape and its processed products were as follows:

The marketing mix consists of everything a company can do to influence customer demand for a product. These possibilities can be grouped into four groups of variables known as the "Four Ps": product, price, place, and promotion (product, price, place, and promotion). Price factor 34% of consumers said it was expensive, 55% of consumers said it was easy to reach and obtained, 41% of consumers said the promotion was not attractive, 75% of consumers said the product was attractive, 45% said that the product was less attractive.

2. The marketing mix that contributes the most to Dirosety Bandung's consumer interest in Bandung City

Based on the results of statistical analysis, it was found that all product factors (0.047), price (0.005), place (0.172), and promotion (0.000) contributed to consumer interest in black sticky rice and its processed products. All marketing mix factors contributed 65.5% to consumer interest in choosing black sticky rice and its processed products, however, the Promotion factor based on the t-score turned out to have the largest contribution (5,554) compared to other marketing mix factors.

3. The Effect of Promotional Marketing Mix through Social Media on Dirosety Bandung consumer interest in Bandung City.

Prior to the promotional intervention through the Youtube V Vlog, the following data was obtained, 34% of consumers stated that they were less attractive to the promotion carried out by Dirosety regarding black sticky rice and its processed products. the percentage is 4%, this is probably a slight decrease because many vlog videos on Youtube are more interesting, however, there is a significant effect (p 0.000) after the Vlog Youtube intervention.

Promotion strategy through social media is a gathering place for people who want to share information and a place to find new friends and interact with other friends online. Promotion strategies through social media that are growing very rapidly in Indonesia are Facebook and Twitter, Youtube (V.Vlog).

The use of promotional strategies through appropriate and effective social media can improve the image of a company in the eyes of consumers. The strength of a company's promotional strategy through social media is built on the basis of pleasure, hobbies, lifestyle, loyalty, and curiosity from the consumers themselves. These things affect consumer purchasing decisions.

The results of this study support the previous research conducted by Ronomenggolo (2013) entitled "Analysis of the Effect of Social Media-Based Promotion on Consumer Purchase Decisions on ROVCA Products (Case Study of ROVCA Products in Makassar Area Consumers)". The results of this study show that social media-based promotions have an effect on consumer purchasing decisions.

Conclusion

Based on the results that have been obtained, the conclusions that can be drawn are:

1. All marketing mix factors: product price, place, promotion of Black Sticky Rice Tape and its Processed Products have an effect on

Consumer Interest of Bandung Dirosety in Bandung City

2. The marketing mix factors that most contributes to Dirosety Bandung's consumer interest in Bandung City is Promotion
3. Promotional marketing mix through social media of Black Sticky Rice and its processed products affect the interest of Bandung Dirosety Consumers in Bandung City

Acknowledgements

The author would like to thank profusely to all parties, who have contributed in completing this research. For your attention and support in completing this research report. Hopefully the goodness that has been received will be rewarded by Allah SWT.

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