

Marketing strategy in education review as an effort to increase sales of dodol entrepreneurs (case study of dodol ria entrepreneurs in Tanjung Pura District)

Ulen Bangun¹

¹Institut Syekh Abdul Halim Hasan Binjai, Indonesia
E-mail: ulenbangun@insan.ac.id

ABSTRACT

The marketing strategy implemented by Dodol Ria entrepreneurs in Tanjung Pura District to increase sales is based on the 4P marketing mix framework, which consists of product, price, place, and promotion strategies. In terms of place strategy, Dodol Ria operates in a strategic industrial location that is easily accessible to consumers, thereby supporting distribution efficiency and market reach. Regarding promotion strategy, Mrs. Sulastri collaborates with resellers to expand market coverage. In addition, consumers can place orders through social media platforms such as Instagram and WhatsApp, which facilitates easier access to Dodol Ria products and enhances customer convenience. By consistently implementing these four components of the marketing mix, Dodol Ria in Tanjung Pura District has been able to sustain its business operations, generate profits, and continue expanding its market presence. Maintaining product quality remains a key priority, as the existing quality standards are already well established. However, further innovation is necessary, particularly in diversifying flavor variants, to meet consumer preferences and stimulate continued growth in dodol sales.

Keyword: marketing; education; dodol

Corresponding Author:

Ulen Bangun,
Institut Syekh Abdul Halim Hasan Binjai,
Jl. Insinyur H. Juanda No.5, Timbang Langkat, Kec. Binjai Tim., Kota
Binjai, Sumatera Utara 20737, Indonesia
Email: ulenbangun@insan.ac.id



1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economic growth and development. As one of the main drivers of the national economy, MSMEs contribute significantly to employment creation, income generation, and regional economic stability. In this context, marketing becomes a crucial instrument for promoting products and services, both directly and indirectly. In the era of the Industrial Revolution 4.0, businesses are increasingly required to adopt digital platforms such as e-commerce and online marketing to remain competitive. Marketing activities encompass various processes, including planning, pricing, promotion, and distribution, all of which are closely related to increasing sales performance.

Every business operating in the product or service sector aims not only to survive but also to grow sustainably. This objective can be achieved by maintaining and increasing profit levels or operating income. Business sustainability largely depends on the ability to sustain and improve sales performance. Therefore, the implementation of accurate and adaptive marketing strategies is essential to exploit market opportunities and strengthen a company's position within the industry. Modern marketing practices play a significant role as a direct supporter of business profitability and competitiveness.

The marketing concept refers to a framework that governs a company's marketing activities to generate profit and achieve organizational goals. In developing a business, companies must implement segmentation, targeting, and positioning (STP) strategies as part of their overall marketing strategy. A marketing strategy is defined as a structured approach designed to reach and influence the target market effectively (Cahyadi & Pratama, 2022). Marketing, therefore, functions as a comprehensive system of business activities aimed at satisfying consumer needs while simultaneously achieving company objectives.

In today's competitive business environment, competition among MSMEs has become increasingly intense, including in Tanjung Pura District. To maximize revenue and achieve targeted sales outcomes, MSME

actors strive to improve product quality and develop effective marketing strategies. Business sustainability requires the ability to anticipate potential threats and overcome operational challenges efficiently and effectively. Promotion, as one element of marketing strategy, plays a critical role in enhancing competitiveness and building strong relationships with consumers. Effective product marketing can increase sales volume, expand market share, and generate higher profits. Conversely, inappropriate promotional strategies may lead to decreased market demand (Adly et al., 2022).

Marketing strategy is particularly important for MSMEs because a well-designed strategy enhances product visibility and sales performance. One widely recognized approach is the marketing mix strategy, which consists of controllable variables that influence consumer purchasing decisions. These variables are commonly categorized into the 4P framework: product, price, promotion, and place. Through the effective implementation of the marketing mix, MSMEs are encouraged to expand their market reach and develop their businesses at both national and international levels (Silvia & Ramadhika, 2024).

Selecting an appropriate marketing strategy is a critical determinant of business success. This requires an understanding of various strategic alternatives and the ability to adapt them to different environmental and organizational conditions. By implementing accurate marketing strategies and capitalizing on available opportunities, businesses can strengthen or maintain their competitive position in the market. An effective marketing strategy must meet two primary objectives: first, it must align with the logical framework of business planning; second, its components must be practical and directly applicable to operational activities (Daud & Yusri, 2022).

2. RESEARCH METHOD

This study employs an empirical research design, also known as field research. Empirical research focuses on examining real-life conditions and facts found directly in the field. In this context, the study specifically observes and analyzes the marketing strategies implemented to increase the sales of Dodol Ria in Tanjung Pura District. The research is descriptive in nature, as it aims to describe and explain various phenomena as they exist. Descriptive research seeks to strengthen existing hypotheses, support relevant theories, or potentially contribute to the development of new theoretical insights (Asikin, 2017).

Descriptive analysis refers to the process of interpreting and explaining research findings using the researcher's own analytical framework. Through this approach, the study systematically, factually, and accurately describes the characteristics and realities of the object under investigation (Suyasubrata, 2019).

To obtain accurate and relevant data, the researcher conducted direct field visits to the research location. This direct engagement enabled the researcher to gather comprehensive information regarding the marketing strategies applied by Dodol Ria entrepreneurs in Tanjung Pura District. The primary objective of this study is to identify and analyze the strategies used to increase sales performance.

The research approach applied in this study is qualitative. A qualitative approach emphasizes the collection of non-numerical data and focuses on understanding meanings, perspectives, and processes (Arikunto, 2020). The data collected are not presented in statistical form but are derived from interview transcripts, observations, and field notes (Moleong, 2019). According to Lofland, the primary data sources in qualitative research consist of words and actions, while additional data may include documents and other supporting materials.

In conducting this research, the researcher did not manipulate or alter existing conditions but instead observed natural activities and interactions related to the marketing practices of Dodol Ria. Data were collected through direct observation and interviews with parties involved in implementing the marketing strategy, including business owners and relevant stakeholders in Tanjung Pura District.

3. RESULTS AND DISCUSSION

A. Overview of Ria Glutinous Dodol Business

Dodol Ria is a family-owned business established in 1988 and currently managed by Mrs. Sulastri. Over the years, the business has expanded beyond Tanjung Pura District and now distributes its products to several major supermarkets in Medan, including Berastagi Supermarket, Pasar Rame Thamrin, and Asia King Supermarket in Binjai. In addition, Dodol Ria operates two branch outlets located on Jalan P. Brandan–Tanjung Pura and in Stabat, both managed by Mrs. Sulastri's children.

The production capacity of Dodol Ria ranges from 10 to 14 *kancah* per day, equivalent to approximately 280 kilograms. During major holidays, production increases significantly, reaching up to 30

kancah or approximately 600 kilograms per day. The business generates a monthly turnover of around IDR 20,000,000 to IDR 30,000,000 and employs approximately 20 workers.

B. Discussion

The success of a company is closely related to its ability to satisfy customers. Customer satisfaction leads to increased sales, which subsequently contributes to higher revenue and business growth. Dodol Ria “Ibu Sulastri” consistently maintains high product quality to ensure consumer satisfaction and sustain its competitive position in the market.

The products are made from high-quality natural ingredients, and the production process adheres strictly to halal standards. Raw materials are sourced from trusted suppliers and are purchased close to the production schedule to ensure freshness. The capital required for one production cycle is approximately IDR 300,000. A 10 kg batch produces around 28 packs; however, if the raw materials are of lower quality, output may decrease to 26 packs. The production process takes approximately three hours and utilizes both traditional furnace methods and mechanical mixers.

To increase sales, Dodol Ria applies the 4P marketing mix strategy, consisting of product, price, place, and promotion strategies.

1) Product Strategy

Product strategy involves decisions related to product variety, branding, packaging, quality, and services provided (Assauri, 2019). Dodol Ria “Ibu Sulastri” currently offers three flavors: original, durian, and pandan.

a) Trademark

The brand identity of Dodol Ria “Ibu Sulastri” is represented through its written logo, which helps consumers recognize, remember, and differentiate the product from competitors.

b) Packaging

The product uses modern and hygienic standing pouch plastic packaging to prevent damage and contamination. Two packaging sizes are available:

- 250 grams (green packaging)
- 500 grams (transparent packaging)

The 250-gram packaging was introduced in 2020 during the COVID-19 pandemic to provide more affordable purchasing options for consumers. The packaging includes essential product information such as ingredients, barcode, expiration date, and halal certification from the Indonesian Ulema Council (MUI), enhancing consumer trust and confidence.

c) Product Quality

Dodol Ria strictly maintains product quality by selecting fresh natural ingredients and ensuring halal compliance throughout the production process. The products contain no artificial coloring, artificial sweeteners, or preservatives. Hygienic standards are carefully observed, resulting in a high-quality dodol characterized by a sweet and chewy texture, natural color, and a shelf life of up to six months.

From a sharia marketing perspective, Dodol Ria prioritizes honesty and transparency. Mrs. Sulastri upholds the principle of fair measurement and truthful product claims, guided by her motto: *“Better small but blessed profits than large profits without blessings.”* This reflects ethical marketing values centered on halal principles and consumer trust.

2) Pricing Strategy

Price is a crucial element in the marketing mix and must align with production costs and market positioning (Tjiptono, 2019). Dodol Ria determines its pricing based on the cost of raw materials, packaging, and target consumer segments.

Although the prices are relatively higher compared to other dodol producers in Tanjung Pura, this is justified by the use of high-quality natural ingredients and halal-certified production processes. The premium pricing strategy reflects the superior product quality and value offered to consumers.

3) Place (Distribution) Strategy

Distribution channels refer to institutions or mechanisms that deliver products from producers to consumers (Assauri, 2019). Established since 1988, Dodol Ria benefits from a strategic location near the main road in Tanjung Pura, making it easily accessible to customers.

The distribution strategy includes:

- Direct sales at the production site
- Reseller partnerships, including Berastagi Supermarket, Pasar Rame Thamrin, and Asia King Supermarket

- Online distribution through social media platforms such as Instagram and WhatsApp

This multi-channel distribution approach increases market reach and ensures product availability in various locations.

4) Promotion Strategy

Promotion aims to inform, persuade, and remind consumers about products and brands (Tjiptono, 2019). Dodol Ria utilizes several promotional methods:

- Personal selling, serving customers directly at the production site
- Reseller-based promotion in Medan and Binjai
- Social media marketing via Instagram and WhatsApp
- Participation in MSME and traditional food exhibitions

Mrs. Sulastris documents exhibition participation on Instagram to enhance product visibility. In all promotional activities, she emphasizes honesty and transparency. If products contain certain ingredients, this is clearly stated; however, Dodol Ria uses only natural ingredients and maintains halal certification from MUI.

4. CONCLUSION

Based on the results of the research presented in the previous chapters, it can be concluded that the marketing strategy implemented by Dodol Ria entrepreneurs in Tanjung Pura District to increase sales is based on the 4P marketing mix strategy, namely product, price, place, and promotion strategies.

First, the product strategy focuses on maintaining high product quality and utilizing appropriate, hygienic packaging. Mrs. Sulastris consistently prioritizes honesty and transparency, ensuring that there is no misrepresentation regarding taste, ingredients, or measurements. Taste, quality, and branding are treated as primary priorities in sustaining consumer trust and satisfaction.

Second, the pricing strategy is determined by considering raw material costs, packaging, and market conditions. Even during periods of rising raw material prices and increased demand, such as the Eid al-Fitr holiday season, Mrs. Sulastris maintains a fair pricing system without discrimination among customers. This approach reflects ethical business practices and strengthens customer loyalty.

Third, the place (distribution) strategy involves a strategic business location, collaboration with resellers, and utilization of online platforms such as Instagram and WhatsApp to broaden market reach and facilitate consumer access.

Fourth, the promotion strategy emphasizes honesty and transparency in all promotional activities. Promotional efforts are conducted through personal selling, advertising via social media, and participation in exhibitions. These activities effectively increase product visibility and consumer awareness.

Overall, the consistent implementation of the 4P marketing mix strategy has enabled Dodol Ria in Tanjung Pura District to sustain its business operations, generate profits, and achieve gradual business growth in a competitive market environment.

REFERENCES

- Al Amin, H., Marliyah, M., Harianto, S., Husna, A., & Waqqosh, A. (2021). Struktur pasar dalam pandangan Islam. *Jurnal EMT KITA*, 5(2), 105-111. <https://doi.org/10.35870/emt.v5i2.448>
- Andriyani, J. (2022). *Kewirausahaan untuk mahasiswa dan UMKM*. Penerbit Adab.
- Asnawati, S. E. (2021). *Kewirausahaan: Teori dan contoh-contoh rencana bisnis*. CV Literasi Nusantara Abadi.
- Fadillah, T. D. (2022). Strategi pemasaran dengan memanfaatkan digital marketing. *Altafaani*, 1(2), 110-115. <https://doi.org/10.59342/jpkm.v1i2.68>
- Halim, F., Kurniullah, A. Z., Butarbutar, M., Efendi, E., Sudarso, A., Purba, B., & Novela, V. (2021). *Manajemen pemasaran jasa*. Yayasan Kita Menulis.
- Hamzah, H., Kasmawati, K., & Depri, L. S. (2022). *Buku ajar kewirausahaan*. Pusaka Media.
- Hariyanto, D. (2023). *Buku ajar komunikasi pemasaran*. Umsida Press.
- Hartati, A. S., Warsiki, A. Y. N., Kusumantini, T., & Diantoro, A. K. (2021). *Kewirausahaan sosial: Fundamentals, concepts, case study*. Mardikanto.
- Hidayat, W. W. (2020). *Pengantar kewirausahaan: Teori dan praktik*. Pena Persada.
- Indrayanti, W., & Iskandar, D. D. (2020). Teori perilaku terencana dan minat wirausaha pemuda di Kabupaten Tegal. *ASSET: Jurnal Manajemen dan Bisnis*, 3(1), 1-12. <https://doi.org/10.24269/asset.v3i1.2673>
- Ismanto, J. (2022). *Manajemen pemasaran*. Unpam Press.
- Kesuma, T. A. R. P. (2023). *Pengukuran keberhasilan pendidikan kewirausahaan di perguruan tinggi Indonesia* [Doctoral Dissertation, Universitas Lampung].