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Marketing strategy of organic rice rice (*Oryza sativa* L.) in muharan village, Kota Bangun sub district, Kutai Kartanegara Regency

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Abstract

Marketing strategy is the preparation of a comprehensive plan obtained through external and internal identification that can affect the marketing of organic lowland rice. The aim of this study was to determine the internal and external factors that affect organic lowland rice farming as well as alternative marketing strategies for organic lowland rice in Muharan Village, Kota Bangun sub District, Kutai Kartanegara Regency. The research was carried out from December 2020 to February 2021 in Muharan Village, Kota Bangun sub District, Kutai Kartanegara Regency. The sampling method was carried out by purposive sampling. Data were analyzed using SWOT analysis. The results showed that the main strength is product development with a value of 78.50, and the main opportunity is customer selection with a value of 87.25. The closest strategic alternative is Strengths Opportunities (SO), which is to use strengths to take advantage of existing opportunities. The strategy is to maintain the quality of organic lowland rice in order to retain customers and enter a wider market segment, implement product innovation by utilizing existing technology, and request government assistance in increasing marketing activities and planning activities in developing the business. Identification of internal factors include capital structure, land area, rice quality, product development, type of planning, product capacity, planning ability, quality of human resources, transportation facilities, and promotion. Meanwhile, external factors are the ability to enter the market segment, use of technology, customers, government bureaucracy, policies regarding environmental economic and political conditions, customers, crop failure, product substitution, and the influence of fuel price increases.

Keywords: strategy, marketing, SWOT analysis, organic rice

Introduction

Food crops are an agricultural sub-sector that has a role in the Indonesian economy. The contribution of food crops to GDP shows that the share of agriculture is 10.28%. Rice is an important food crop as the staple food of the Indonesian people. Indonesian rice production reached 79,177,916 tons in 2016^[1]. Agricultural products are very useful in meeting the needs of the Indonesian people, especially food needs. Based on data from the Indonesian Central Statistics Agency in 2018, the level of rice consumption per capita showed a decline in 2017 by 114.6 kg capita⁻¹ year⁻¹, while in previous years it reached 124.89 per capita per year^[2]. Marketing has a very important function in connecting producers with consumers and providing great added value to the economy, states that there are nine kinds of marketing functions, namely planning, purchasing, selling, financing, communication, storage, standardization and grouping and risk bearing. As the trade system is as important as production activities because without the help of the trade system, farmers will lose money because the goods they produce cannot be sold. The food distributor system from producers to consumers can consist of several marketing channels where each market player provides different services. The profit of each actor depends on the market structure at each level, bargaining position, and business efficiency of each actor^[3]. Data from the Central Statistics Agency in 2019 noted that the rice harvested area was estimated at 10.68 million ha with a production of 30.64 Mg of milled dry grain (GKG). If converted into rice, rice production in 2019 reached 31.31 million Mg. Compared to 2018, this rice production decreased by 2.63 million Mg (7.75%)^[4]. Meanwhile, the rice harvested area in East Kalimantan for the January-September 2018 period was 53.99 thousand ha. Taking into account the potential until December 2018, the harvested area in 2018 is 58.15 thousand ha. Rice production in East Kalimantan is 224.15 thousand Mg GKG, it is estimated that the total rice production in 2018 is 241.40 thousand Mg GKG. If it is converted to rice using the GKP conversion rate to rice in 2018, then the rice production is equivalent to 139.69 thousand Mg of rice^[5]. In Kota Bangun Subdistrict, all villages have considerable potential in contributing to the agriculture, livestock and fisheries sectors. One of the agricultural commodities cultivated by the community in Kota Bangun District is rice. In 2018 the total production of lowland rice in Kota Bangun District reached 15,538.46 Mg^[6]. Muharan Village is a village that is included in the Kota Bangun sub District, in Muharan Village there is an area