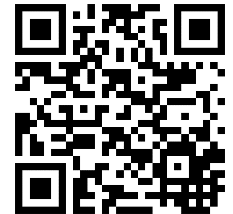


Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang



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ABSTRACT: The purpose of this study was to determine the marketing mix carried out by luwak coffee industry Batu Bandung Village in increasing sales of luwak coffee. The type of this research is qualitative analysis with 4 informants and this research method uses interviews, observations, and documentation, the place of research is luwak coffee industry farmers groups. The research approach used is qualitative analysis, the data source consists of primary and secondary data, the validity of the data using triangulation. From the results of this study, it can be explained that to increase product sales the company can implement a marketing mix of 4P

KEYWORDS- Marketing Mix, Product, Triangulation

I. INTRODUCTION

Marketing according to Kotler (2013) is defined as a process social and managerial where individuals and groups obtain what they need and want through the creation and reciprocal exchange of products and value with others. According to Kotler (2004) marketing strategy is a state of mind that will be used to achieve a company's marketing objectives, which can be in the form of specific strategies for target markets, positioning, marketing mix and the amount of marketing expenditure. According to Sumarwan (2015). Regarding production and industry as well as product marketing, Indonesia ranks fourth in the world as a producer and exporter of coffee commodities after Brazil, Vietnam and Colombia (International Coffee Organization, 2019). The coffee commodity is directly related to people's lifestyles today which can be seen in the phenomenon of business growth coffee powder in Indonesia (Herlyana, 2012). Coffee consumption in Indonesia increased by 2.7 percent (compound annual growth rate) in the 2014 - 2018 period (International Coffee Organization, 2019). Arabica coffee is a type of traditional coffee with the best taste, most of the existing coffee is made from this type of coffee (Rahardjo, 2012).

Indonesia is rich in types and types of coffee, various famous regions in Indonesia also have their own specialty coffee, such as Aceh which is famous for its Gayo (robusta) coffee, Papua which is famous for its Wamena (arabica) coffee and Bali which is famous for its Kintamani coffee (arabica). Kintamani Bali coffee is famous for its distinctive taste and aroma (Fahmi, M, et al. 2013). One of the main coffee producing areas in Indonesia is Bengkulu province, with the center of coffee production being in Kepahiang Regency with a product that is well known in Kepahiang Regency being Luwak coffee. The popularity of this coffee in the Southeast Asian region has long been known, but it only became widely known among gourmet coffee enthusiasts after its publication in the 1980s. The origin of Luwak coffee is based on the history of coffee cultivation in Indonesia. In the early 18th century, the Dutch opened commercial plantations in their colonies in the Dutch East Indies, especially on the islands of Java and Sumatra. One of which is Arabica coffee plantation with seeds imported from Yemen. During the era of forced cultivation or Cultuur stelsel (1830-1870), the Dutch prohibited native plantation workers from picking coffee cherries for personal consumption, but local residents wanted to try the famous coffee drink. Then plantation workers finally discovered that there was a type of luwak that liked to eat coffee cherries, but only the pulp was digested, the epidermis and coffee beans were still intact and undigested. The coffee beans in the luwak droppings are then picked, washed, roasted, ground, then brewed with hot water, thus creating luwak coffee. News

Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

about the enjoyment of this aromatic coffee finally reached the Dutch plantation owners, so this coffee then became a favorite of the rich Dutch. Due to its rarity and unusual manufacturing process, Luwak coffee has been an expensive coffee since colonial times. Chairman of the Indonesian Luwak Coffee Association, Edy Panggabean, told Detikfinance (16/11/2013). A Luwak or in full luwak luwak, loves to find fruit that is quite good and ripe, including coffee cherries as food. With its sensitive sense of smell, the luwak will choose coffee cherries that are truly ripe as food, and afterwards, the coffee beans which are still protected by hard, undigested skin will come out with the luwak droppings. This happens because mongooses have a simple digestive system, so hard foods such as coffee beans are not digested. Seed of Luwak coffee like this, in the past and now is often hunted by coffee farmers, because it is believed to come from the best coffee beans and has been fermented. Naturally in the luwak's digestive system. The aroma and taste of Luwak coffee is special and perfect among coffee fans and connoisseurs all over the world.

In Kepahiang Regency, Muara Kemumu District, especially Batu Bandung Village, there are still very few people who understand how to process Luwak coffee. Meanwhile, in Muara Kemumu District, this area makes coffee a top priority. Luwak Coffee is the industry of the Batu Bandung Village Farmers Group. Muara Kemumu District, which produces coffee beans. Luwak is made from Robusta Coffee. Therefore, the author conducted research with the title "Analysis of the Implementation of Kopi Luwak Marketing Strategy (Batu Bandung Village Farmer Group Industry). Selecting the right strategy in the marketing process will greatly influence the achievement of industry goals. This research will discuss marketing strategies for Luwak coffee which will influence consumer preferences in purchasing coffee products, especially the Luwak coffee variety. This research is important to carry out to see the potential of coffee lovers, especially in Bengkulu.

II. LITERATURE REVIEW

A. Marketing mix

The marketing mix is classified by Jerome Mc.Carthy in Kotler (2016) states that various marketing activities into marketing mix tools of four broad kinds, which he called the four Ps of marketing: product, price, place, and promotion. Djaslim (2013) states that the marketing mix is as follows "Marketing Mix is a series of marketing variables that can be controlled by a company and used to achieve goals in the target market. The series of variables or elements are product elements, price elements, promotion elements and place elements. According to Kotler (2016) four variables in marketing mix activities have the following components: 1. Product; 2. Price; 3. Place; 4. Promosi.

1. Product

A product is a collection of tangible and intangible attributes tangible (intangible) which includes color, price, packaging, company and retailer prestige that may be accepted by buyers as something that can satisfy their wants and needs. A product is anything that can be offered to the market for attention, purchase and consumption. According to Kotler (2016) a product is everything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas. Types of products Types of products based on nature, classification and product mix according to Ali Hasan (2008) are as follows: goods and services. Based on the definition of the product above, there are 3 aspects.

a. Core product.

Core products are the core benefits presented by a product to consumers in fulfilling their needs and desires. In other words, the expected product benefits are the core product, thus the main task Marketing is selling the core benefits of the product being marketed. Each product has its own core product or core benefits. When discussing core product issues, you can relate them to a concept known as the "GENERIC PRODUCT" or "PRODUCT BASE" concept. which is the main benefit or basic benefit of a product. A product may provide other additional benefits to consumers.

b. Expanded product (augmented product).

Includes various additional benefits that can be enjoyed by consumers from the core products they purchase, which can include installation, maintenance, guarantees and delivery. The more added benefits contained in a product will ensure the success of the product being marketed. Expanding the benefits of a product can be done

c. Formal products (formal products)

Products which are the appearance or embodiment of the product core and expanded products. This formal product is better known by most buyers as a direct attraction or tangible offer in the eyes of consumers. In this case, there are 5 components found in formal products, namely: The design / shape / pattern; Durability/quality; Attraction/specialty; Packaging/package; Brand name.

d. Product Brand, Product Packaging and Labeling

A brand is a name, term symbol, or special design, or some combination of elements that identify the goods or services offered by the seller. These elements are designed to differentiate a company's products or services from those of its competitors.

Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

Packaging can be defined as all activities of designing and producing the wrapper or packaging of a product. The purpose of using packaging is to protect the contents or safety, as a product identity or image, to provide information about contents, use and quality.

2. Promotion

Promotion is an effort made by marketers to influence other parties to participate in exchange activities. Kismono (2011) Promotion is a way of conveying information to potential consumers who will be expected to buy the products we offer. Promotion is a form of information communication between sellers and buyers or other parties in the sales channel influencing attitudes or behavior (Amstrong, 1997). According to Ginting (2011) states that: Promotion is a short-term stimulus to encourage purchases, if advertising gives a reason to buy, then promotion gives a reason to buy now.

According to Irawan (2005), the promotional mix is the best strategic combination of personal selling advertising variables and other promotional tools, all of which are planned to achieve the sales program objectives. The promotional mix consists of:

a. Advertising

Advertising is non-personal communication funded by companies through the media. Advertisements can be categorized into retail advertising, trade advertising, industrial advertising, institutional advertising.

b. Sales promotion

Sales promotions are important in stimulating consumer responses in the form of behavior (behavioral response). According to Ginting (2011) states that: Sales promotions are short-term stimulation to encourage buyers, If advertising gives a reason to buy, then a promotion gives a reason to buy now.

c. Public Relation

According to Ginting (2011) Public relations is an important mass promotional tool aimed at building good relationships with various company audiences by getting good publicity and image and dealing with negative things. Public relations is a management function that evaluates public attitudes, adopts policies in accordance with the public interest, and takes necessary actions so that the public can understand and accept the company's products (Kismono, 2011). So Public Relations is one element of the promotional mix which evaluates public or community attitudes, identifies policies and building good relations with various corporate communities and implementing various programs can build the company's image in achieving its goals.

d. Personal Selling

According to Ginting (2011) personal selling is an arm of the promotional mix between people. If advertising is one-way non-personal communication, personal selling is a two-way personal relationship, whether face to face, by telephone, video conference or other means. Personal selling emphasizes the selling aspect through a person-to-person communication process. Its role tends to vary between companies, depending on a number of factors such as the characteristics of the product or service being marketed, the size of the organization and the type of industry. The conclusion is that personal selling is a form of verbal communication or direct face-to-face conversation between individuals to create sales. Personal selling is the most cost-effective tool at later stages in the purchasing process, especially in building buyer preferences, beliefs and actions.

e. Direct Marketing

According to Kotler (2008), direct marketing is a direct relationship with individual consumers that is carefully targeted to achieve an immediate response and achieve lasting customer relationships. So the direct marketing program is an interactive marketing system that uses various communication media to increase direct responses that are specific and measurable with direct mail, direct calls, electronic marketing, catalogs, post, telephone, TV, cable TV, interactive TV, fax machines, internet, and other direct response media.

3. Price

Price is something that must be given by consumers to get a product (McDaniel, 2001). In other words, price can be interpreted as the exchange value of a product or service expressed in monetary units. Price is one of the most flexible elements of the marketing mix because prices can be changed quickly, unlike product characteristics and distribution agreements, but at the same time, price setting and competition are also the number one problem faced by companies. In determining prices, management must determine prices the right basis for the product. Management must determine strategies regarding price discounts, payment of freight costs, and various variables related to price. Price is the exchange value of a product expressed in monetary units (Kismono, 2011). The goal of pricing is to maintain survival company, seize market share, pursue profits, obtain Return On Investment (ROI) or return on capital, maintain the status quo (Kismono 2011).

According to Kismono (2011), pricing strategies are influenced company targets, product life cycle stages, price and competition. The pricing strategy is as follows:

Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

a. New product pricing strategy

1. Price skimming is setting a relatively high price when the product is first launched on the market.
2. Penetration pricing is launching a product at a low price to gain a wide market share for goods or services.

b. Competitive pricing strategy

1. Relative pricing is a strategy for determining prices using setting prices above, below, or equal to competitive price levels. Companies set prices following competitors' movements.
2. Follow the leader pricing The company does not set its prices itself, but reacts according to market-led prices.

Pricing strategies usually change as the product goes through its life cycle. The product introduction stage is a challenging stage. Companies that launch new products face challenges in the form of price competition. In trading, generally there are two price strategies, including the following.

- a. Everyday low pricing (EDLP) that emphasizes competitor continuity (not always the cheapest).
- b. Determining high or low prices (high/low pricing-HLP), where Sellers sometimes offer high or low prices by paying attention to the quality or benefits to be obtained.

4. Place

According to Kotler (2000) marketing channels are a series interdependent organizations involved in the process to making products or services ready for use or consumption. Meanwhile, according to Djaslim (2002) marketing channels are a set of institutions that carry out all the functions used to distribute products or services and their ownership status from producers to consumers. Distribution is a route through which goods flow from producers to intermediaries, finally reaching consumers (Angipora, 2002). So from the definition above it can be concluded that marketing channels is a series of activities carried out to move products or services for consumption from producers to consumers. Although marketing intermediaries are essentially a factor environments that are outside the reach of the company, a marketing executive still has enormous latitude when he comes into contact with them. Marketing's responsibility is to select and manage trade channels through which products can reach the right markets at the right time, and to develop distribution systems for physical delivery and handling of products through these channels. "Distribution is the movement of goods and services from producers to industrial users and consumers (Kismono, 2011). So that the marketing channel function can be optimal, if it is supported by the company's transportation system, storage system, marketing channel selection (Hasan, 2008).

Companies can apply distribution strategies differently depending on the type of product, consumer characteristics, and so on. Retail distribution strategies can be divided into:

1. Intensive distribution strategy if in the same area a company places its products in many places. Usually this distribution is for convenience goods or consumer goods.
2. A selective distribution strategy is a distribution strategy that is carried out selectively, meaning that in a certain marketing area several distributors and retailers will be selected. Usually this distribution is for shopping goods.
3. An exclusive distribution strategy is a distribution where in a particular marketing area there are only one or two distributors. Products that are distributed exclusively are high value products and only certain consumers need them (Gugup Kismono, 2011).

B. Strategy Management

Strategic management influences the running of the organization and how it contributes to the success and failure of the Company. The presence of strategic management in the realm of management science is an important issue that is oriented towards long-term interests by paying attention to various elements owned by the organization. According to David (2011), strategic management can be defined as the art and knowledge of formulating, implementing and evaluating cross-border decisions. functions that enable an organization to achieve its goals. As this definition implies, strategic management focuses on efforts to integrate management, marketing, finance/accounting, production/operations, research and development, and computer information systems to achieve organizational success. So strategic management is a formulation or action that focuses on management goals within a company or organization. Strategic management has several meanings, including according to Hunger (2012) Strategic management is a group of managerial and decisions that determine long-term performance.

Strategic Management is important because it can make a difference in how well an organization performs and is related to the fact that organizations of all types and sizes face constantly changing situations and according to Heene, et al (2010) say that strategic management is a top management process that groups and orients all activities and functions that exist in the organization and are focused on actualizing the Strategic agenda of the organization. The aim of strategic management is to create long-term effectiveness, According to Dirgantoro (2001) strategic management is a continuous process that allows the organization as a whole to match its environment, or in other words, the organization as a whole can always be responsive to

Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

changes in its environment, both internal and external. From several existing definitions of strategic management, according to the author, strategic management is combining strategic thinking patterns with management functions, namely planning, implementation, control and evaluation and strategic management is an effort to managerial to grow and develop the Company's strengths to exploit emerging business opportunities to achieve goals Companies that have been determined in accordance with a predetermined mission, this understanding also contains the implication that companies According to Fred (2013) the main benefits of strategic management is to help organizations formulate better strategies through the use of a more systematic, logical and rational approach to strategic choice. Another benefit is the opportunity that the process provides a space that can empower individuals. There are two benefits obtained from implementing strategic management, namely financial benefits and non-financial benefits. Financial benefits are that organizations that use strategic management concepts are more profitable and successful than those that do not (Fred R. David, 2011). Non-financial benefits according to Greenley quoted by Fred R. David (2011) are:

- Enables the identification, prioritization and exploitation of emerging opportunities
- Provides an objective view of issues management
- Represents a framework for better coordination and control activities
- Minimize the effects of adverse conditions and changes profitable
- Enables major decisions that better support established goals

Strategy implementation This second stage requires the Company to set annual goals, create policies, motivate employees, and allocate resources, so that the previously determined strategy can be implemented well. The Company's predetermined goals and strategies can be implemented well if these goals and strategies are translated into a series of activities that are clearly scheduled and adequate resources are allocated.

C. Analysis Framework

Based on the theoretical basis that has been described previously, a conceptual framework can be prepared to analyze the marketing mix for the implementation of the Luwak coffee marketing strategy. conceptual framework and hypothesis framework, namely the description of research specifications as a response to existing problems. The use of four independent variables including product, price, promotion and place as Marketing Mix components which influence the dependent variable on the implementation of the Luwak coffee marketing strategy was carried out in this research. When carrying out this research, the author was interested in providing an overview of the Marketing Mix which influences the implementation of the Luwak coffee marketing strategy for the farmer group industry in Batu Bandung village, Muara Kemumu sub-district, district.

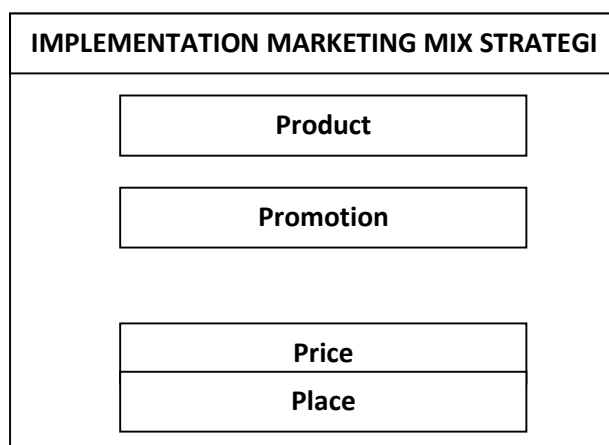


Figure 1. Analysis Framework

The marketing mix concept is an approach that combines four elements, namely product, price, place and promotion to achieve the company's marketing goals. This concept is designed to help Batu Bandung village farmer groups in planning and implementing effective marketing strategies. Not only that, implementing the marketing mix will also maximize the resources owned by the Batu Bandung village farmer group. With adequate resources, of course the Batu Bandung village farmer group will be able to be managed well and tend to be better prepared to face business competition.

Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

III. METHODOLOGY

A. Types of research

This type of research is descriptive qualitative, namely research carried out to measure the value of independent variables, either one or more variables (independent variables) without making comparisons or connecting one variable with another variable. Expressed in the form of words, sentences and images. Sugiyono in Zulfikar (2016) explains that the variables that cause changes in the dependent variable are also called influencing variables. This was also stated by Widiyanto (2013), namely that independent variables are variables that influence other variables.

B. Population and Sample

The population is the entire research object. The entire data used as the main objective in a coverage can be called a population. If an individual wants to carry out a sample, it is representative or a part of the population that has the same traits and characteristics, it is representative and describes the population so that it is considered to represent all the populations studied. Sampling techniques are useful to assist researchers in generalizing to the population represented. Research that is within reach researched, means that the type of study carried out is census or population.

C. Analysis Method

The data collection method used in this research is direct interview techniques with competent parties to obtain information related to this research, especially regarding the sales activities of Luwak coffee from the Batu Bandung Village Farmers Group Industry. The analytical method used is to describe marketing strategies through Marketing Mix 4p (products, price, place, promotion)

IV. RESEARCH RESULTS AND DISCUSSION

The discussion of the results of this research aims to clarify or explain the data obtained by researchers in the field empirically. With the hope of providing an objective explanation of the formulation of the problem being studied. Based on phenomena in the field regarding the analysis of the implementation of marketing strategies through the Marketing Mix in the Kopi Luwak Industry, Batu Bandung Village Farmers Group, as follows: Researchers conducted interviews with the owner of the Kopi Luwak industry, the Batu Bandung farmer group. The aim of the Marketing Mix marketing strategy is to introduce and market the product to the public so that the Batu Bandung farmer group's Luwak coffee industry can reach the predetermined target market. Based on the results of interviews that have been conducted, it shows that the Marketing Mix marketing strategy implemented by the Batu Bandung farmer group's Kopi Luwak industry in attracting consumer interest as a whole has used good indicators, but there are still several parts that still need to be maximized. The marketing strategy (Marketing Mix) carried out by the Batu Bandung farmer group's Luwak coffee industry is quite good. The Batu Bandung farmer group's Luwak coffee industry can easily offer products by utilizing all available media, such as online media or print media.

The Batu Bandung farmer group Luwak coffee industry also makes special product marketing management, so that the marketing of Luwak coffee products owned by the Batu Bandung farmer group's Kopi Luwak Industry is more efficient and effective. The services provided by the Batu Bandung farmer group's luwak coffee industry are also quite good because they always provide satisfactory service and make it easier for consumers or potential consumers, namely with the delivery system, making it easier for consumers who cannot buy directly from the shop due to other activities. The Batu Bandung farmer group's Luwak coffee industry uses several Marketing Mix marketing strategies. Marketing strategies are very necessary so that the products offered are known, accepted and consumed by the public. The following are several Marketing Mix marketing strategies implemented by the Batu Bandung farmer group's luwak coffee industry: According to Mr. Sahid, the owner of the Batu Bandung farmer group's Luwak coffee industry, explained that "The marketing strategy implemented by the Batu Bandung farmer group's luwak coffee industry is by expanding promotions and improving products. so that it is not inferior to other products. An efficient strategy is also needed so that the Batu Bandung farmer group's luwak coffee industry can achieve the desired goals. Marketing is also carried out by all employees of the Batu Bandung farmer group Luwak coffee industry. In an interview, the researcher with the owner of the Luwak coffee industry, the Batu Bandung farmer group, explained that "Basically, the marketing mix strategy implemented in the Batu Bandung farmer group's Luwak coffee industry is very good." With the following description:

A. Product

A product is something that a producer offers to be requested, purchased, consumed and used that has value in a target market so that it can satisfy a consumer's desire or need. The kopi luwak product offered by this home industry prioritizes cleanliness and halalness in the products that will be marketed.

Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

- a. There are two variations of products owned by the Batu Bandung Village Farmers Group, namely original luwak coffee and robusta coffee.
- b. The product designs owned by the the Batu Bandung Village Farmers Group are quite interesting and varied.
- c. The quality of the Batu Bandung Village luwak coffee products offered The quality is guaranteed and has:
 - ✓ Halal certificate
 - ✓ Award certificate
 - ✓ Has attended various kinds of training as a supporter industrial progress of the Batu Bandung Village Farmers Group.
 - ✓ Export products have reached neighboring countries Malaysia.
- d. Luwak coffee products managed by the Batu Bandung village farmer group's Luwak coffee industry already have a trademark, namely PAK SAHID COFFE.

2. Price (Price)

- a. Prices offered by the Luwak Coffee Industry Farmers Group Batu Bandung village is relatively cheap for consumers.
- b. The alignment of price with the quality obtained in the coffee products offered is appropriate.
- c. The price offered by the Batu Bandung village farmer group's Luwak coffee industry is able to compete with other brands such as Pamor Kator Luwak coffee from Kepahiang.
- d. The alignment of price with the benefits obtained from the coffee products offered is appropriate.

3. Promotion (Promotion)

- a. Advertising

The Batu Bandung farmer group also uses the Luwak coffee industry advertising media, namely by utilizing social media such as Facebook and WhatsApp, in order to reach more people. consumers on online media, namely by posting the new flavor variants available and the prices of peanut bread offered. the Batu Bandung farmer group's Luwak coffee industry also carries out advertising promotions through print media, namely on packaging that has the shop name, shop address and number printed on it. cellphone shop in order to make it easier for consumers to enter make a purchase.

- b. Personal selling

Product sales are carried out by all coffee industry employees luwaks from Batu Bandung Farmers Group Based on interview results with Mr. Sahid as the owner of the Luwak coffee industry Batu Bandung said "Promotions are also being carried out by offering the newest products or flavor variants and recommend it to customers who are shopping

- c. Direct Marketing (Direct Marketing)

Direct marketing is carried out by the the Batu Bandung Village Farmers Group Luwak coffee industry, which is carried out by all employees of the Batu Bandung farmer group Luwak coffee industry. Based on an interview conducted with Mr. Sahid as the owner of the the Batu Bandung Village Farmers Group Luwak coffee industry. He said that "Promotions are carried out by everyone who works in the the Batu Bandung Village Farmers Group Luwak coffee industry. Interview with Mr. Sahid 27 October 2023 at 11.45 42 is also carried out by the direct owner, namely with promote by word of mouth such as to friends or relatives."

4. Place

- a. Luwak Coffee Industry, Batu Bandung Farmers Group In a quite strategic area in Village, according to Owner of the Luwak Coffee Industry, Batu Bandung Farmers Group
- b. Parking space available in the Luwak coffee industrial area the Batu Bandung Village Farmers Group are not very extensive.
- c. The Luwak coffee operational location is in a sufficient location strategic, so as not to disturb road user traffic.
- d. The visibility of Kopi Luwak, the Batu Bandung Village Farmers Group, has been legally recognized by a notarial deed.

Discussion The research findings above are a field research process that the author carried out using direct interviews with the owners of the Luwak coffee industry, the the Batu Bandung Village Farmers Group. This research uses a qualitative method with a descriptive approach regarding Marketing Mix Strategy Analysis in the Luwak coffee industry the Batu Bandung Village Farmers Group. Implementation is an important step in marketing planning. Analysis of marketing mix strategies in the Luwak coffee industry, farmer group Batu Bandung has an important role in product marketing efforts. The Batu Bandung Farmer Group Luwak coffee industry also always takes into account every time they do marketing in the market with products that are of good quality, prices that can be accepted by consumers, and have a place. Which is affordable for consumers and carries out promotions that are acceptable and of interest to consumers. The implementation of the plan determines the results of the plans that have been prepared at the beginning by the company. An effective implementation plan indicates what activities must be carried out, where they will be carried out, and how they will be carried out.

Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

1. Products

A product is a tangible or intangible item that can be sold to consumers and can also be bargained for to meet a consumer's needs in their lives. Products can be finished or unfinished goods, services, expertise, and containers. Based on the research results obtained by the author through an interview process with the owner of the Batu Bandung Luwak coffee industry. In implementing the Marketing Mix system carried out by the Batu Bandung Luwak coffee industry, the product strategy used by the Batu Bandung Kopi Luwak coffee industry is:

a. Product Type The type of product offered is in accordance with the company name.

b. Product Quality in offering its products

The Batu Bandung farmer group's Luwak coffee industry also pays great attention to product quality. Good product quality can increase consumer satisfaction. In maintaining the quality of its products, the Batu Bandung farmer group prioritizes product cleanliness. The Luwak coffee offered is also made from quality basic ingredients so that the product produced is very good and satisfies customers so that the product is always sought after by customers.

c. Packing and Product Design

In packaging its products, the farmer group Batu Bandung Luwak coffee industry uses a specially designed label with a picture of Luwak coffee, shop name, address and cellphone number which adds a distinctive impression to the farmer group Batu Bandung Luwak coffee industry.

2. Price

is the amount of money required in exchange for various combinations of products and accompanying services. Determining prices is an important aspect of marketing activities. In this price issue, people's perception is not only to see prices that are quite affordable, but also to see how quality and design can attract people's hearts customer.

3. Place

Place is a distribution channel, namely a series of mutual organizations depend on each other in the process of making a product or service ready for use or consumption. Location means relating to where the company must be headquartered and carry out operations.

4. Promotion

Promotion is one of the activities involved in marketing a product. Good and interesting promotions will influence improvements within the company. Based on the research results that the author obtained through an interview process with the owner of the Luwak coffee industry, the farmer group Batu Bandung, in implementing the Marketing Mix system, the promotional strategies used by the Luwak coffee industry, the farmer group Batu Bandung, are:

a. Advertising (Advertising)

Similar to other companies in general, the farmer group Batu Bandung farmer group Luwak coffee industry also uses advertising media, namely by utilizing social media such as Facebook and WhatsApp, in order to reach more consumers on online media, namely by posting new available flavor variants and prices. Nut bread on offer. Luwak coffee industry, the Batu Bandung farmer group also carries out advertising promotions through print media, namely on The packaging includes the shop name, shop address and shop cellphone number to make it easier for consumers to make purchases.

b. Personal Selling (Individual selling)

Other promotions are carried out using the personal selling method, namely product promotions offered directly to customers by each individual in the farmer group Batu Bandung luwak coffee industry Bandung by offering best seller products or to consumers to introduce these products. The Luwak coffee industry, the farmer group Batu Bandung also carries out direct marketing which is carried out by word of mouth to everyone and has proven to be effective in increasing sales.

c. Public Relations (Public Relations)

Another method used by the farmer group Batu Bandung Luwak coffee industry is direct contact with the community or Public Relations. The Batu Bandung Farmers group's Luwak coffee industry is active in socializing Luwak coffee issues as well as promotional and other activities. where the Luwak Coffee Industry, Batu Bandung Farmers Group introduces Luwak coffee products to people through socialization activities. By participating in these activities you can gain connections that can be useful in future marketing activities. The Batu Bandung Farmers Group Luwak coffee Industry is also active in participating in every exhibition activity to introduce its products to the wider community. Based on the research results above, the following is the analysis process for implementing marketing strategies through marketing mix in the Luwak coffee Industry, Batu Bandung Village Farmers Group.

Several Marketing Mix Strategies carried out by the Coffee Industry The Luwak Farmers Group in Batu Bandung Village above has been proven to increase sales attractiveness and profits obtained by the company. In its implementation, the Luwak coffee

Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

Industry, Batu Bandung Village Farmers Group prioritizes product and promotional strategies in marketing their products. The strategy implemented by the Batu Bandung Village Farmers Group Luwak coffee Industry in the price aspect is by determining the base price using a cash payment system. The strategy implemented by the Luwak coffee industry by the Batu Bandung village farmer group in terms of location is by paying attention to elements such as strategic location, marketing coverage, direct and indirect distribution in collaboration with related parties, friendly service and good words. The strategy implemented by the Luwak coffee industry, the Batu Bandung Village Farmers group, in the promotional aspect is through direct, personal marketing selling, participating in exhibition activities, as well as social media Facebook and WhatsApp.

V. CONCLUSION

Conclusion Based on the results of research conducted by researchers regarding the analysis of the implementation of marketing strategies through marketing mix in the Luwak coffee industry in the Batu Bandung village farmer group, it can be concluded that the marketing strategy (Marketing Mix) carried out in the Batu Bandung village farmer group's Kopi Luwak industry is quite good. In the Kopi Luwak Industry, the Batu Bandung Village Farmers Group can easily choose the target market in offering products either through social media or directly. The marketing mix strategy in the Luwak coffee industry, the Batu Bandung village farmer group applies marketing mix theory to the business it runs, including: Product aspects, namely by paying attention to product quality through a quality assurance system and product halal, the characteristic round shape of the product, variations in taste. various kinds, labeling of products that have been registered. The price aspect is by determining the basic price using a cash payment system method. The place aspect is by paying attention to elements such as strategic location, marketing coverage, direct and indirect distribution in collaboration with related parties, friendly service and good words. The promotional aspect is through direct marketing, personal selling, participating in exhibition activities, as well as social media Facebook and WhatsApp.

VI. MANAGERIAL IMPLICATION

The Luwak Coffee Industry, Batu Bandung Village Farmers Group can further promote the Luwak coffee products they sell by placing advertisements on social media such as Instagram, making brochures that will be distributed to increase public knowledge of a product that will be marketed and will attract more buyers. Because relying on word of mouth promotion and taking part in irregular socialization events is still not optimal in marketing considering the large number of competitors in the same field and the same product. In the Luwak Coffee Industry, the Batu Bandung Village Farmers Group can start marketing and selling through e-Commerce/online, such as creating an Instagram account in the Batu Bandung Village Farmers Group's Luwak Coffee Industry and posting product photos and the latest information about the product. in the Luwak Coffee Industry, the Batu Bandung Village Farmers Group can also start sales via e-commerce Shopee / Tokopedia so that it can expand consumer reach. It would be even better if the Luwak Coffee Industry, Batu Bandung Village Farmers Group, held a marketing management section for special business management, so that the marketing of Luwak coffee products produced at the Batu Bandung Village Farmers Group Coffee Luwak Industry could be more effective and efficient. Providing a large parking area for consumers who will go to the Luwak Coffee Industry, Batu Bandung Village

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Analysis of the Implementation Strategies Marketing Mix in the Luwak Coffee Industry, Batu Bandung Village Farmers Group, Kepahiang

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