



THE IMPACT OF MARKETING MIX STRATEGY FOR FRUIT SALAD SALES IN BLORA

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Abstrak

Penelitian ini secara mendalam membahas mengenai pengaruh strategi marketing mix dalam meningkatkan penjualan salad buah di Blora. Penelitian ini di latar belakang oleh banyaknya pesaing usaha yang sejenis sehingga dapat menurunkan jumlah konsumen. Metode yang digunakan dalam analisis ini adalah jenis penelitian kualitatif yang disebut dengan pendekatan deskriptif kualitatif, bertujuan untuk mengilustrasikan kenyataan dengan mengandalkan peristiwa seorang pengusaha dalam menjelaskan masalah yang ada. Tujuan penelitian ini adalah ingin mengetahui apakah dengan menggunakan strategi pemasaran yang tepat dan efisien dapat mendorong peningkatan penjualan produk, dan ingin memberikan gambaran cara penggunaan marketing mix yang benar dalam penjualan produk. Berdasarkan temuan penelitian dapat disimpulkan bahwa dalam membangun usaha, penting untuk memperhatikan strategi pemasaran yang tepat, seperti menggunakan bauran pemasaran (Marketing Mix) yang meliputi strategi produk, harga, promosi, dan tempat. Pemilihan strategi yang efektif dapat meningkatkan pendapatan. Penelitian yang menggunakan data kuantitatif diharapkan dapat dilakukan di masa depan untuk membuktikan hasil penelitian ini secara empiris.

Keywords: Marketing Mix, Strategi Pemasaran, Strategi Konten, Peningkatan Penjualan, Deskriptif Kualitatif

Abstrak

This study delves further into the impact of marketing mix methods on growing fruit salad sales in Blora. This study is inspired by the large number of similar business competitors who may reduce the quantity of consumers. The method utilized in this analysis is a qualitative descriptive approach, which aims to portray reality by using an entrepreneur's experiences to describe current problems. The goal of this research is to determine whether utilizing the proper and efficient marketing strategy will promote higher product sales, as well as to provide an overview of how to utilize the right marketing mix in product sales. Based on the study's findings, it is clear that when starting a firm, it is critical to focus on the correct marketing strategy, such as employing a marketing mix that incorporates product, pricing, promotion, and place strategies. Selecting an appropriate plan can boost revenue. To empirically validate the findings of this study, more research employing quantitative data is expected in the near future.

Keywords: Marketing Mix, Marketing Strategy, Content Strategy, Increasing Sales, Qualitative Descriptive

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INTRODUCTION

In today's world, there is a growing awareness of the need of a healthy lifestyle, which drives demand for healthier, more natural food products. As a result, consuming nutritious food should be a habit in today's society in order to keep good health. As a result, the meal picked should be made from natural components, clean, and free of preservatives. Fruit Salad made with various types of fruit is an excellent preservative-free dietary option. Fruits in salads are high in nutrients, fiber, and vitamins and minerals that are good to one's health (Desriani & Sutabri, 2023). Fruit Salad, which combines various varieties of fruit with mayonnaise and condensed milk sauce, first appeared in the nineteenth century on Guam Island, Pacific Ocean. Fruit Salad's dressing sauce served as inspiration for the dish's mayonnaise sauce. Mrs. Halimah founded the Fruit Salad business (Saladkuu) in Blora in 2021, first selling it online due to her passion of fruit salads. Selling fruit salads is an interesting business that provides alternate snacks during the COVID-19 pandemic (Bhagawati, Sukarnasih, & Pramita, 2023).

Fruit Salad is a popular dish that combines fruit with sauce. To be successful in the Fruit Salad industry, a strong marketing approach is required. Good marketing can help raise consumer awareness, attract new customers, and retain existing ones. Marketing has undergone substantial changes as a result of technology advancements, societal digitization, and the introduction of new attitudes and behaviors to attain sustainable goals (Haq-Fawzi, Iskandar, Erlangga, Sunarsi, & Nurjaya, 2022; Elmobayed, Al-Hattami, Al-Hakimi, Mraish, & Al-Adwan, 2023). This study will look at different marketing methods that can be used to enhance Fruit Salad sales. Scholars underlined the importance of having a clear and comprehensive digital marketing strategy in order to achieve corporate goals, make informed decisions, and focus on the right parts (Matidza, Ping, & Nyasulu, 2020; Prasetya, Broto, & Simanjorang, 2023). As a result, a digital marketing strategy entails the use of numerous digital marketing techniques in order to reach company objectives through a well-planned approach (Kebede, Yadete, & Kant, 2023).

Mango, papaya, and pineapple are among the tropical fruits used in many fruit salad recipes. Each fruit salad product marketed on the market is unique. Thus, any producer of this product must employ the appropriate marketing strategy. The marketing mix strategy for the fruit salad business in Indonesia can include several important aspects, including product (variety of flavors, quality, and packaging), price (affordable and competitive), place (strategic location and online sales), and promotion (social media, influencers, discounts, and collaboration with delivery services). This article will look at each component of the marketing mix plan that may be used to boost sales of fruit salad goods in Blora. This is because no research has been conducted to far on the use of the marketing mix approach to the selling of fruit salad items in Blora City.

LITERATURE REVIEW

Marketing strategies concentrate on how firms may effectively separate themselves from competitors while harnessing digital strengths to provide better value to customers (Khan, Yang, Shafi, & Yang, 2019; Panuju, 2021). Starting with social media promotions and moving on to tactics for creating compelling and interactive content on social media platforms to attract clients. Jiang et al. (2023) argue that interactive content is critical to successful marketing planning because it increases consumer participation and product reputation. This material not only enhances the bond between products and consumers, but it also allows consumers to directly participate based on their product quality experiences. As technology advances and internet access becomes more accessible, today's purchasers have high expectations for material that is fascinating, educational, and interactive (Dwijantoro, Dwi, & Syarif, 2021; Gu, Zhang, & Kannan, 2023).

As a result, it is critical for product quality to understand how content influences user actions and perspectives on the product. Researchers found that interactive content plays an increasingly important role in online communities and boosts customer participation (Wibowo, Chen, Wiangin, Ma, & Ruangkanjanases, 2021; Casais, 2023). Additionally, the company's website serves as the primary medium for offering interactive material to clients. The website, with its adaptive structure, can be an effective platform for exploring consumer interest and strengthening product impressions (Sinuhaji,

Siregar, & Jamil, 2020). According to Jiang et al. (2023), the role of interactive content in encouraging customer participation and brand loyalty is becoming increasingly important in light of the global market's severe competition. Interactive content is now an essential component of an effective marketing strategy plan for increasing customer interaction and strengthening brand devotion. Interactive content not only improves communication between products and consumers, but it also allows purchasers to participate in the product's development (Mere, Puspitasari, Asir, Rahayu, & Mas'ud, 2024).

Fadli et al. (2023) state that interactive material plays a vital role in increasing product loyalty. The primary purpose is to maximize results in promoting products or services, raising brand awareness, and driving sales using digital channels such as websites, social networks, and mobile applications. Understanding this issue allows product quality to maximize the potential of interactive content to foster long-term consumer engagement while also improving product quality. Business owners frequently face numerous obstacles when selling this Fruit Salad, including immature marketing tactics and failure to adopt the optimum marketing mix (Nurzannah, Simanjorang, & Ritonga, 2024). The goal of this research is to determine whether implementing the correct marketing strategy will boost product sales, as well as to provide an outline of how to use the marketing mix for product sales.

METHODS

This study employs a qualitative descriptive approach, which is a sort of qualitative research that seeks to describe or explain reality by leveraging other people's experiences to describe the things that occur. Qualitative research is descriptive, with an emphasis on analysis (Ramdhan, 2021). The focus of this research is on the method and meaning, with theory serving as a guide to ensure that the research is conducted in conformity with field conditions. In contrast to quantitative research, researchers in this study are directly involved in the events or situations under investigation (Zakariah, Afriani, & Zakariah, 2020). As a result, qualitative research findings necessitate extensive processing by researchers. In recent decades, qualitative methods have grown in popularity and acceptance across a wide range of disciplines, including psychology, sociology, medicine, business, economics, and anthropology (Mwita, 2022).

In general, qualitative approaches gather primary data through interviews and observations. Therefore, data collection techniques are ways for collecting or obtaining information from empirical phenomena (Bougie & Sekaran, 2020). Meanwhile, scholars define qualitative data analysis as the methodical collection and organization of data received from interviews, field notes, and other sources in order to ensure that the data is clearly understood and the conclusions are communicated to others (Taylor, Bogdan, & DeVault, 2016; Cropley, 2022). The goal of qualitative descriptive research is to describe, examine, explain, and provide a comprehensive picture of the subject under investigation by thoroughly analyzing specific individuals, groups, or events (Purnamaningsih & Purbangkara, 2022). A thorough understanding of the idea of saturation is required for researchers to assure the legitimacy and quality of their qualitative study. As a result, researchers must provide a clear description of saturation, show indications of saturation in the data, and explain how to achieve it during data analysis. This is significant since inexperienced researchers frequently struggle to define, identify, and determine saturation due to a lack of defined methodologies in qualitative methods literature (Alam, 2020).

Based on the definitions of different specialists, it is possible to conclude that this research consists of a series of techniques used to collect natural information under no specific constraints.

RESULTS & DISCUSSION

Results

Fruit Salad, made from various types of fruit with mayonnaise and condensed milk. The dressing used in Fruit Salad became the inspiration for the mayonnaise sauce in the dish. In Blora, the Fruit Salad business (Saladkuu) was first established in 2021 by Mrs. Halimah, which was sold online because of her love for Fruit Salad.

Mrs. Halimah is still working on improving the recipe for Fruit Salad Sauce to make it even better than before. Every day, production varies, with sales ranging from 20 to 40 cups based on demand.

Fruit salad, which employs fresh fruit to satisfy customers, is becoming increasingly popular in Blora, particularly among children, teenagers, and housewives. Saladkuu strives to be a consumer favorite and easy to remember. Mrs. Halimah has three employees: one who prepares orders, one who delivers, and one who manages social media. The daily turnover is estimated between IDR 300,000 to IDR 500,000. Mrs. Halimah is still coming up with new Fruit Salad sauce recipes.

Tabel 1.
Saladkuu Sales Data

No.	Date	Sales Quantity	Price per Unit	Total Sales	Payment Method	Customer Name
1	12/10/24	10	10.000	100.000	Cash	Zahra
2	19/10/24	10	15.000	150.000	Cash	Anandi
3	23/10/24	12	10.000	120.000	E-wallet	Ida
4	27/10/24	10	10.000	100.000	Cash	Santi
5	30/10/24	6	10.000	60.000	Cash	Sandi
6	01/11/24	13	10.000	130.000	Cash	Iqbal
7	08/11/24	7	15.000	105.000	Cash	Tasya
8	15/11/24	7	18.000	126.000	E-wallet	Dani
9	21/11/24	5	10.000	50.000	Cash	Reny
10	26/11/24	4	10.000	40.000	Cash	Nadya

Source : Observation Result of the Authors

Spoons, cutting boards, knives, gloves, cups, and thin wall are all examples of moving equipment that are typically used directly. Infrastructure is a non-moving facility, such as a house, building, or room. It can be inferred that facilities and infrastructure are critical in operating this Fruit Salad business, where the salad cup serves as a product container at Saladkuu. Cheese shavings serve as grating cheese for Fruit Salad topper. The cutting board acts as a foundation for chopping produce. Hand coverings help to keep hands clean. Banners act as labels or branding for Saladkuu products, making them more well known. Knives are used as fruit cutters. Plastic bags are used to transport and store ready-to-eat items such as fruit salad. Finally, there is a spoon designed for eating fruit salad.

Tabel 2.
Product, Tools & Equipment Stock of Saladkuu

No.	Product, Tools & Equipment	Qty	Condition
1	Cup Salad 200 ml	100 pcs	Good
2	Cup Salad 400 ml	100 pcs	Good
3	Cup Salad 500 ml	100 pcs	Good
4	Cup Salad 700 ml	100 pcs	Good
5	Cheese Slicer	2 pcs	Good
6	Cutting Board	2 pcs	Good
7	Hand Gloves	50 pcs	Good
8	Banner	1 pcs	Good
9	Knife	2 pcs	Good
10	Plastic Bags	100 pcs	Good
11	Plastic Spoon	100 pcs	Good

Source : Observation Result of the Authors

DISCUSSION

There are several topics that will be covered in this study in relation to marketing strategy and marketing mix. A marketing strategy that includes product, price, distribution, and promotion is a set of actions taken by an organization to influence the market and internal factors, which help the organization achieve its goals (Armstrong, Kotler, & Opresnik, 2022; Ulandari, 2023). Regarding with the product quality (product being sold), according to Darsana et al. (2023), quality is the most important factor for decision making. Quality has an impact on products or services, and it is associated with consumer happiness and value. According to Kotler, Keller & Chernev (2021), product quality encompasses all characteristics of a good or service's ability to meet user needs, as well as the impact and expression

expressed in giving consumer happiness. Product quality indicates that a product and service are totally capable of meeting consumer needs.

Akbar & Nurcholis (2020) confirms that product quality characteristics influence purchase decisions. The goal of product quality is to meet consumers' expectations. Good product quality can impact client purchasing decisions, resulting in increased interest and volume (Simanjorang & Chindi, 2021; Marbun, Ali, & Dwikoco, 2022). Performance, aesthetics, specialization, reliability, and suitability are some of the aspects used to assess product quality. The Saladkuu Fruit Salad business has multiple stages of production, including the processing of raw materials, manufacturing, packaging, and promotional activities.

Fruit Salad has two primary components: sauce or dressing and various types of fresh fruit. Fruit salad dressing is made using mayonnaise, which contributes softness and a creamy taste, condensed milk, which adds sweetness and richness, yogurt, which adds a fresh sour taste and deliciousness, and spreadable cheese, which adds a smooth texture and a savory flavor. A small amount of lemon juice is utilized to bring freshness and balance to the flavor. Fruit salad typically includes fresh and diverse fruits such as sweet and juicy melon, fresh and liquid watermelon, crisp apples, sweet and refreshing grapes, and strawberries with a tart taste and vibrant color. All of these ingredients are combined to create a fruit salad that is both refreshing and flavorful.

According to the observation & findings, there are several issues that business owners must address, including the instability of the dressing's consistency, which is sometimes too sweet or sour, and its inconsistent texture, which can be too thick or too runny, and the lack of product variants, which causes consumers to become bored with the available options. To address these issues, business owners should use a more conventional recipe and consider adding fruit salad dressing variations such as matcha, taro, and red velvet.

Price is the amount of money paid to obtain goods. Price is also the most adaptable variable. Price serves as information that must be communicated to all parties concerned, both in the market and outside. Price assists the marketing process in defining the sort of demand based on the supply of a market. Price significantly determines financial situation and performance, as well as buyer impression and brand positioning. If consumers seek a high-quality product, the price of the goods will be higher. On the other side, if people prefer products of ordinary or not-too-high quality, the prices of the goods tend to be lower. Mistakes in pricing can have a wide-ranging impact. Policymakers and food industry stakeholders must develop fair tax and subsidy policies to alter the relative pricing of healthy foods, and then use these policies to stimulate the production and consumption of healthier foods, making healthy foods cheaper (Blakely, et al., 2020).

Unethical pricing methods can make customers dislike business actors, and purchasers may react in ways that degrade the business actor's reputation. Based on the author's observations and interviews, the price of Saladkuu's fruit salad is comparable to the price of raw ingredients acquired thus far. Despite fluctuations in raw material prices, the product's selling price remains reasonable to customers. Saladkuu aims to maintain product quality so that it meets client expectations. The table below shows Saladkuu product prices that reflect a balance between production costs and value supplied to customers.

Tabel 3.
Price List of the Product

No.	Product Type	Price
1	Salad Buah Mini (300 ml)	Rp.10.000
2	Salad Buah Baby (400 ml)	Rp.15.000
3	Salad Buah Big (400 ml)	Rp.18.000
4	Salad Buah SuperBig (400 ml)	Rp.40.000

Source : Observation Result of the Authors

One issue with this firm is a lack of seasonal promotions to entice customers, particularly during peak seasons such as holidays or special events. To address this issue, business owners should devise successful promotional techniques, such as providing discounts, savings bundles, or appealing gifts to customers.

Place (sales location) is the location where a commercial activity or product is carried out, or where customers can find the things offered. According to researchers, location can serve as both a

resource and a source of credibility for enterprises (Baker & Welter, 2020). A place can be real, such as a store, office, factory, or warehouse, or digital, such as social media, marketplaces, websites, and so on.

Accessibility, visibility, parking, expansion, environment, competitiveness, and government restrictions must all be taken into account when deciding where to do business. Fadhillah, et al. (2022) define location as the activities of a corporation that ensure products are available to its intended customers. Place is linked to the distribution process, which entails a set of interlinked firm actions that guarantee items are ready for consumption. Choosing a suitable location is undoubtedly vital in promoting product sales. Distribution channels are a collection of parties participating in operations that perform all duties required to transport items from sellers to purchasers (Karundeng, Mandey, & Sumarauw, 2018; Sari & Gultom, 2020).

Saladkuu's production facility is at the owner's home. Many clients receive products directly. According to study, the industrial facility is safe and hygienic. Products are distributed in two ways: direct delivery by the owner to clients or via courier services. There are other improvements that may be made to this product sales approach, such as limiting product delivery to specific locations, which prevents buyers outside of the available delivery locations from purchasing the product. To address this issue, business owners should grow their logistics network by adding shipping partners, finding more cost-effective shipping options, and expanding delivery service locations.

Promotion (product promotion) is an activity that involves introducing products or services to potential customers with the goal of increasing sales. According to Armstrong and Kotler (2015), while planning product promotions, organizations must establish goals, select the appropriate tools, refine programs, test programs, deploy them, and assess the results. Companies must select tools based on the products being sold, the sort of market, promotional aims, competitive conditions, and the cost efficiency of the tools utilized.

Promotional aspects include advertising, public relations, direct marketing, online communication, banners or billboards, and many others. With the aim that a large number of people will be interested, resulting in increased sales. According to the results of the researcher's interview with the owner of this fruit salad business, the business owner (Mrs. Halimah), there are several reasons why sales are not increasing: 1) this business only focuses on products without paying attention to the needs and preferences of the target market, and 2) the marketing mix is not optimized.

To address these obstacles, fruit salad business owners must develop a mature marketing strategy, which includes performing market research to understand customer wants, employing social media and online promotions, and adapting to new trends and technologies. Furthermore, it is critical to analyze competitors' techniques for adopting the marketing mix and discovering ways to differentiate products. Marketing is becoming increasingly important as competition in domestic and global marketplaces heats up, allowing businesses to meet their responsibilities to society, consumers, and owners.

CONCLUSION

According to the findings and discussions, the most important aspect of starting a business is to focus on the right marketing strategy, such as the Marketing Mix, which can be combined with a product strategy that offers high-quality products, a price strategy with competitive prices, a promotion strategy using various media, and a place strategy that selects a strategic location. Product sales can be increased by executing an effective and well-planned marketing strategy.

Given that this research was done and published using a qualitative descriptive method, the author advises further quantitative research to be conducted so that the implementation of the marketing mix proposed in this study may be empirically verified.

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