Marketing Development in Galunggung Coffee Using E-Commerce System

1st Dona Setia Umbara
Universitas Perjuangan Tasikmalaya
Tasikmalaya, Indonesia
donasetia@unper.ac.id

2nd Missi Hikmatyar
Universitas Perjuangan Tasikmalaya
Tasikmalaya, Indonesia

Abstract—The traditional door to door marketing process has become a problem in the distribution of galunggung coffee. Then there needs to be a breakthrough by local stakeholders or entrepreneurs who work closely with farmers in the right marketing system in the distribution of Galunggung coffee. The specific purpose of this research is to expand the marketing of the Galunggung coffee business by developing an online system in the form of E-commerce. The stages of this research include a needs analysis that is preparing all needs related to the research to be conducted. The next stage is the design which includes the design of conventional marketing systems and the design of e-commerce marketing systems.Based on the results of marketing the product on social media, 1,121 people saw parental product advertisements, and 98% of accounts that did not follow a coffee parental account. So, marketing coffee products includes an unknown account that has an interest in coffee.there is the result of the age range that sees product advertisements on social media. Ages 24-34 have more interest in coffee after age 18-24 who have an interest in coffee and aged 35-44 have little interest in coffee. So to do better marketing in the age range 24-34.

Keywords— Marketing, Galunggung Coffee, E-Commerce System

I. INTRODUCTION

Galunggung coffee is included in the commodity type of coffee which is the identity in Tasikmalaya. This coffee is included in the Arabica type group because it is planted on the slopes of the Galunggungmountains with an altitude of 1,125 meters above sea level. The distribution of galunggung coffee has not been distributed as a whole in Tasikmalaya. So that galunggung coffee is set aside by other regional coffees like Gayo Aceh coffee, Mandaling Sumatra, and Bali Kintamani which are marketed in Tasikmalaya. The lack of a comprehensive distribution has caused Galunggung coffee to be unknown to the world and even the Tasikmalaya community itself. The traditional door-to-door marketing process has become a problem in the distribution of Galunggung coffee. Then there needs to be a breakthrough by local stakeholders or entrepreneurs who work closely with farmers in the right marketing system in the distribution of Galunggung coffee.

The development of coffee marketing in Indonesia can use traditional methods and partnerships [1]. The coffee marketing process has been carried out in collaboration with the coffee shop "Balarea Kopi" in Tasikmalaya. This system still uses a traditional system. The coffee marketing method that is often used in small scale industries is the non-auction market [1]. But Galunggung coffee farmers have not made use of distributors. The agribusiness system can run well when the agribusiness system can run flexibly which can accept changes in the development of its coffee business [2]. So it is necessary to do a marketing development system that uses an online system.

E-Commerce System is an online marketing system that has not been widely used in sales methods. E-commerce applications can be done faster, more intensively, and cheaper than conventional management principle applications (door to door, one-to-one relationship) relationships between companies with other external entities (suppliers, distributors, partners, consumers) [3].

The problem in this research is the potential for the development of galunggung coffee with E-commerce marketing methods. The use of online systems in the product marketing process should not be used in the development of the Galunggung coffee business. However, until now there has not been found adequate references for a suitable marketing system and the Galunggung coffee business development system. The specific purpose of this research is to expand the marketing of the Galunggung coffee business by developing an online system in the form of E-commerce.

II. BASIC THEORY

In 2016, the area of coffee plantations in West Java reached 32,497 hectares with a total production of 17,670 tons [3]. Tasikmalaya Regency is one of the coffee producing areas in West Java, especially at the foot of Galunggung Mountain. Varieties of galunggung coffee are of Arabica type according to the characteristics of Arabica coffee which grows at an altitude of more than 1000 masl [2]. The Galunggung coffee marketing system is still traditional by way of person to person sales that only reach certain consumers. This causes galunggung coffee not so well known among coffee connoisseurs, so there needs to be a more effective marketing system to expand the reach of coffee marketing Galunggung.

Traditional marketing chain strategies include the marketing institutions involved consisting of farmers, middlemen, village collectors, large traders, small traders (shops/cafes, and consumers). Coffee marketing is a common marketing channel for consumption in the area of production that is for the local retail market and the processing industry in the area of production [1].

According to Hakim (2003), several things need to be considered in the coffee marketing strategy facing global issues is an internal (in-country) strategy of crop conversion developing Arabica coffee, and increasing domestic consumption; and external strategies (to abroad) by maintaining market share, new market breakthroughs, and developing cooperation bilateral and multilateral.

Added the opinion of Mitra [2], that marketing is influenced by several factors, i.e. weak market information, weak farmers in exploiting market opportunities, weak position farmers in bidding to get better prices, producers doing farming is not based on market demand. Survey results show that coffee farmers sell coffee products to the nearest middlemen around the village and farmers have the freedom to sell coffee to marketing institutions.

According to Fahmi, Baihaqi [3] internal marketing factors that influence the industry coffee is quality, promotion, price, employees, market share, location, technology, and location human Resources. Weaknesses factors that are owned by the industry include place factors location, technology, and human resources. External marketing factors influence in the coffee industry is the opportunity factor with the ease of obtaining sub factors raw materials, demand for coffee increased, the presence of new partners, increased processed coffee product marketing, and an increasingly dynamic marketing model, while factors the threat is government regulation, economic stability, the number of counterfeit products in the market, and many competitors.

Opportunities for the development of Indonesian coffee are also shown by the results of research Sujiwo, Wahyuningsih [4] which states that profitability has increased from coffee farmers financially and economically throughout the area of observation experienced benefits. Thus the people's coffee plantations in Indonesia deserve to be continued and in a manner, the economy of the people's coffee plantations can run efficiently. Coffee and processed products have strong competitiveness, both at home and abroad needed knowledge of detailed growing consumer preferences, including increasing consumer demand for nutritional information and health and safety assurance of agricultural products.

E-commerce has become the latest trend that has become a strategy in conducting marketing utilizing technology to reach a broader scope compared to conventional marketing [5]. Utilization of technology, especially the internet is a necessity for most individuals, this provides a loophole for more effective marketing efficient. There are several types of e-commerce namely Business to Business which involves two business actors, Business to Consumer which involves business people with consumers and Consumer to consumer involving between two consumers [6,7].

Conventional marketing creates a large distance between large companies with a small company because the process requires high costs to introduce products to sell so small companies cannot compete in the marketing process. With e-commerce, small companies have the opportunity to compete with companies that have large capital [8]. E-commerce is very supportive of business ventures Small and Medium to develop its marketing [9] [10].

III. METHODOLOGY

- Analysis of Research Needs
  Stages of a needs analysis are the first step to prepare all the needs related to the trial that will be conducted. The trial that will be conducted is marketing Galunggung coffee with conventional methods and marketing methods that utilize technology.
- Design
  This stage is the design of scenarios that will be carried out in conducting marketing trials. This stage is carried out to ensure the implementation phase goes well.
- Conventional Marketing System Design
  Designing a conventional marketing system scenario that is door to door, one to one relationship.
- E-Commerce Marketing System Design
  Designing an e-commerce marketing system scenario that is online-based marketing with the use of social media, web information systems and other electronic media that support every e-commerce system.
- Implementation
  The Implementation Stage is the realization stage in the field following the previously designed scenario. This stage is carried out following a predetermined time.
- Testing
  The next stage is testing conducted in the form of a questionnaire with consumers as respondents. After the questionnaire is distributed, then data collection will be carried out and the resulting data will become material for analysis.
- Data Analysis
  The data obtained is then processed and analyzed to be calculated. At this stage, data is compared to conventional marketing systems and e-commerce marketing systems.
- Results
  This stage is the final stage to reach conclusions related to the results of the analysis.

IV. RESULT

A. Analysis of Research Needs

In the development of coffee marketing requires several needs to support in conducting research. Requirements needed are hardware requirements, software requirements, and human resource requirements.

Hardware Requirements. Hardware requirements are tools that are used to help research in the form of hardware. Based on the analysis, there are several hardware requirements in conducting the research, namely:

- Coffee

  Coffee is the main tool in marketing research. The coffee used is galunggung coffee which is picked directly from plantations with an altitude of 1200 meters above sea level. Coffee varieties found in this parentas area are arabica coffee.

- Packaging

  Coffee marketing is done by using product packaging and labels as a coffee identity so that it can create branding on the product. The packaging needed for packaging coffee has ingredients that are resistant to circumstances outside the packaging that can cause changes in the taste and aroma of coffee.

- Roasting Equipment

  Green coffee is then roasted by using a special roasting tool for coffee to be marketed.

- Computers and Smartphone

  Computers and Smartphones are tools in e-commerce based marketing using social media. Computers and Smartphones that are used have specifications as in the table 1.

TABLE 1. COMPUTER SPECIFICATIONS

Device	Specification
Prossesor	Intel Celeron CPU N2840 2,16 GHz
RAM	2 Gigabyte
Harddisk	320 Gigabyte
OS	Windows 7

TABLE 2. SMARTPHONE SPECIFICATIONS

Device	Specification
Processor	Octa-core 1.8 GHz Cortex-A53
RAM	4 Gigabyte
ROM	64 Gigabyte
OS	Oreo 8.1

- Camera

  The camera is used as a tool for taking pictures of coffee products which will later be the media for product marketing. The camera used is the Sony A6400 camera.

1) *Application requirements.* E-commerce marketing requires software tools for marketing that are carried out in cyberspace. The need for software in coffee marketing development research is social media that has high traffic on the internet. The social media used are Facebook and Instagram which have promotional features in their applications.
   - Facebook

     The Facebook application was chosen because it has the most traffic in the world after Google, so it can reach marketing according to the required criteria.
   - Instagram

     Instagram application is owned by Facebook which provides a photo and video sharing services. Instagram is a representative application in marketing products that include audio visual.

2) *Human Resources Needs. Marketing is carried out* by people who understand coffee products that will be marketed and understand the use of technology, especially the use of social media facebook and isntagram.

3) *Design*

   The design phase is the stage of designing the product marketing activities to be carried out in a conventional and e-commerce-based manner. At this stage the research flowchart is made consisting of:
   - Initial Research Process

     The design of the initial research process is to coordinate with coffee partners and farmers, as well as the manufacture of brands of coffee products to be marketed.
   - Processing

     The coffee processing process is the processing of coffee bean picking results (Cherry Bean) to green beans and then to roasted beans which are products to be marketed.
   - Conventional Marketing Process

     The conventional marketing process design uses posters and brochure media distributed to Balarea coffee shop customers as research partners.
   - E-Commerce Based Marketing Process

     The e-commerce-based marketing process uses Facebook and Instagram social media that features marketing services and reaches many people. The design of an e-commerce based marketing process.

4) *Implementation*
   - The initial process of research

     At this stage partner researchers and farmers discuss the determination of the brand to be marketed. Based on the results of the discussion, the brand name used was "Parentas Coffee" based on the area where coffee was planted. The use of the Parentas coffee brand also has tourism value because there are tourist attractions in the area. After determining the brand that will be used then make packaging and labels for the coffee parental coffee products.
   - Coffee processing

     In the process of processing coffee, coffee is still in the form of cherry fruit that still has fruit skin. The cherry coffee fruit is peeled and then cleaned with the Nature wash method so that it becomes a green bean. Then the next stage is the roasting process in coffee so that it can be a product that can be sold. The roasting process uses a roasting device that can hold 5 kilograms of coffee beans. Coffee that has gone through the roasting process then packs the coffee with the packaging that has been made.

Figure 1. Product Photo

- Conventional marketing process
  In the conventional marketing process, marketers make posters and give pamphlets to customers who come to the balarea coffee shop and distribute stickers with the brand "Parentas Coffee"as in figure 2 below.

- E-commerce based marketing processing
  In the e-commerce-based marketing process, Facebook and Instagram accounts are created as product marketing media.as in figure 3 and 4.

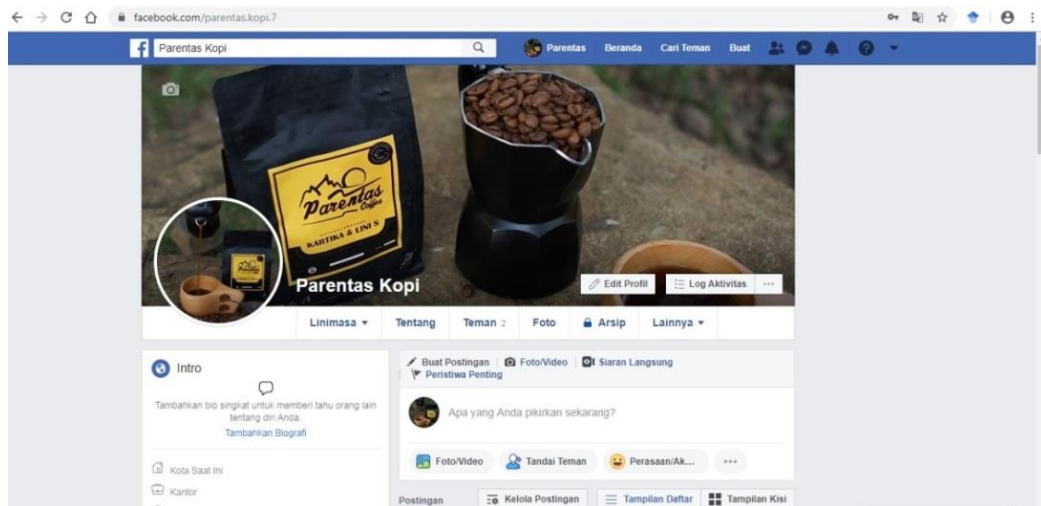Figure 2. Parentas coffee marketing poster

Figure 3. Instagram account

Figure 4. Facebook account

5) Testing

The first e-commerce based marketing testing process is the top up of funds that will be spent on coffee marketing. Top up is done on Facebook accounts only, because Instagram has been integrated with Facebook. At the marketing testing stage is carried out by a team of marketers.

6) Data analysis

After marketing the product on social media then go into the analysis of the data obtained from marketing e-commerce based products as in the following picture:

Figure 5. Product marketing results based on visits

Figure 6. Marketing results for products based on age

V. CONCLUSION

Based on the results of marketing the product on social media, 1,121 people saw parental product advertisements, and 98% of accounts that did not follow a coffee parental account. So, marketing coffee products includes an unknown account that has an interest in coffee.

there is the result of the age range that sees product advertisements on social media. Ages 24-34 have more interest in coffee after age 18-24 who have an interest in coffee and aged 35-44 have little interest in coffee. So to do better marketing in the age range 24-34.

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