



Young Coconut Trader Marketing Strategy During the Pandemic

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Abstract. The prestige of coconut water is now increasing along with many people who believe that coconut water can Covid-19 should also not be disseminated. Various ways are done to increase the body's resistance so that it is not easily infected with Covid-19. The goal of this research was to finding out and analyze the marketing strategy of young coconuts. The strategy utilized in this study during the Covid 19 pandemic was a descriptive method combining data collection techniques by means of observation and interviews. The total population and sample in this study were 43 young coconut traders spread across Tegal City, Tegal Regency and Brebes District. This A descriptive method was being used in conjunction with a descriptive method to accomplish the research. The results showed that Young Coconut Traders had completed all parts of the technique in marketing activities. Merchants have done online advertising, direct marketing, and personal selling well. These results can implicitly direct and make the right decisions about the means that can be used by merchants as the main source of marketing tools.

Keywords: Out online advertising · Direct marketing · Personal selling

1 Introduction

The Covid-19 pandemic that has occurred in all corners of the world including Indonesia has paralyzed almost all aspects of human life, the economy being the most crucial thing in the midst of this outbreak causing the government will advise people to avoid physical contact. Daily routines activities are recommended to be performed out in the privacy of their own homes. Detachment, Physical distancing has a huge impact on many parties, even business. The Covid-19 pandemic is indeed quite influential on business continuity and is considered to bring changes in business. Marketing skills are obstacles in running a business. While a health effect connected with the Covid-19 are so well, the disease has influenced trade in new and different ways [1]. Therefore, the presence of technology as a transverse axis in all economic sectors requires the worlds to change management techniques and accept digital transformations that affect the organization and its industrial structure [2]. Because Covid-19 endemics have serious economic consequences, including a rise in the number of people dying, in the jobless rate and provides the creation of new businesses that can continue economic activity [3].

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Indonesia, as a tropical country, has a large coconut production potential. Coconut trees can be found in almost every section of Indonesia, both in homes and in plantations [4]. The development of agricultural products is one part of the government's program, so that the government continues to try to promote agricultural business, including by creating a business climate that can inspire and stimulate community participation, triggering the pace of economic growth with sufficient capital support. One type of smallholder plantation plant that has economic selling value and has good prospects when developed is coconut [5]. Because Young Coconut Water is believed by the community to be able to reduce the risk of being exposed to Covid 19, this product is quite sought after by the public.

MSMEs are the most vulnerable and impacted because small and medium businesses seem to get less investment, declining, prices, smaller facilities, and lower productivity than large corporations [6]. Establishing a marketing strategy is the right first step to compete with other entrepreneurs in today's business world. In offering products to consumers cannot be separated from the quality of the product (Product) which gives a satisfaction to consumers who buy it. From the quality of the product will affect the price (Price) this is the benchmark for consumers in buying products, packaging (Place/Packaging) is one of the strategies that attracts consumers and becomes a container used by entrepreneurs to provide added value to the product [7]. Because Marketing is very important for all businesses, regardless of whether the business is big or small. If in a business there is no marketing, then consumers will not know about a product produced from the business and make sales low [8].

Coconut marketing development strategy is needed to maintain business during the Covid-19 outbreak. Strategy formulation begins with the identification of internal and external factors [9]. Because most of the business people in Indonesia are MSMEs, which has advantages over foreign businesses in terms of understanding consumer culture. Local business people Will have understood about understand the culture of consumers so that they can use an approach that is in accordance with the wishes of consumers [10].

In the middle of the COVID-19 pandemic, businessmen should keep wracking their brains to secure their monetary health and ability to weather the storm. As a result, corporate actors are "forced" to increase promotion as a means of making touch with potential clients during this pandemic. Marketing methods such as sales, quality of the product, brand image, and others are all part of an effective digital marketing. Because if people's desires are not fulfilled, consumers tend to choose substitutes that are considered similar to their initial choice with more different alternatives, often reducing the desire for the product they were originally looking for [11]. Entrepreneurship is a resource that has the potential to generate competitive advantage so as to create maximum marketing performance [12].

Business communication is a type of interaction that focuses on improving marketing techniques in attempt to advance a certain target audience a larger audience. To advertise their products and services while also meeting financial objectives, businesses employ a number of marketing communication tactics. Advertising, salespeople, retail displays, point-of-purchase screens, product packaging, direct mail, free product samples, coupons, PR, and other communication tools are all examples of marketing practices that require interaction. Overall, the acts listed above make up the promotion

part of the marketing mix. Social media is an effective medium to use when we conduct digital marketing campaigns. By using social media, we can connect with customers or audiences who have the potential to become our customers. Currently, social media is still the main thing that is of interest to all people [13] by using online tools everyone can take action to advance goods and administration using PCs, cell phones, PDAs, and other automated devices have been used as computerized channels of distribution [14].

An advertising strategy is a method for attaining business objective which is a way how a company can win the mind share of customers. The dimensions of the marketing strategy consist of three kinds, namely: a. Segmentation (How to divide the market based on certain variables). b. Targeting (Selecting one or more market segments as the target market), c. Positioning The position desired by a company against what is in the minds of consumers [15] and there are several elements which based on marketing strategy, namely: market volume, market share, market share, market share, market share, market share, market share segmentation, marketing and prospects,) needs, market wants and demands, products or offers, value or satisfaction, relationships and networks, competition, and marketing mix [16]. Therefore, a new marketing strategy is needed for MSME sector players During the current COVID-19 pandemic, to stay or even flourish [17].

Selling, advertising, promotion, and pricing are all examples of marketing activity. Online marketing, e-marketing, or internet refers to all efforts to advertise a product or service by or through the Internet media or the “www” network. There are two perspectives on corporations undertaking online marketing: brick and click companies, who make transactions in two channels (offline and online), and pure play companies, which solely make online transactions Further than, there are business that solely exist in the actual world, such as retail stores. Previously Merchants typically used four main direct marketing channels prior to the pandemic: community-supported agricultural production-sharing (CSA) programs, farmers’ markets, pick-up and selling to restaurants.

The Covid-19 pandemic, that has been ravaging Indonesia since the beginning of 2019, has boosted demand for digital goods. Covid-19 has had an impact on every aspect of human existence, including the business area, which is dominated by Micro, Small, and Medium Enterprises (MSMEs) [18]. Internet marketing activities typically involve or centre around the creation of Items should be advertised, buyers should be sought for, and marketing words or paragraphs should be written. copywriting. Attempting to make web designs (web design), advertising with banners, company promotion through search engines (search engines), electronic mail (e-mail), creating marketing by electronic mail (email advertising), affiliate marketing (online marketing), interactive advertising (interactive advertising), and other activities are all part of internet marketing [19]. Market players can benefit from the digital business model since it enables them to grow. Business entities are designed to be able to adapt to current conditions through digital transformation, which is the way to introduce changes to the corporate structure to make it more integrated through the use of digital technology conditions such as during a pandemic to maintain their business. The managerial process of recognizing, predicting, and profitably addressing client demands is defined as marketing. This concept suggests that continuous to analyze the effectiveness of attempts to detect,

Table 1. Young coconut sales data

No	Sales area	Before Covid	Covid period
1	Tegal City	6000	28000
2	Tegal Regency	14000	46000
3	Brebes	12000	40000
	Total	32000	114000

Source: 43 traders

anticipate, and satisfy customer requirements, communication with existing and excluding (possible) customers is needed. Another way to look at marketing is as a collection of tools. The Product, pricing, promotion, location, people, and process are all elements of marketing mix and presence is one such tool which is an aspect that must be reviewed to adequately respond to demand [20].

The trend of consuming young coconut water during the pandemic is very high, because green young coconut water is believed to increase the body's immune system, and the believer can also prevent corona and even cure it. Young coconut sales data can be seen in Table 1.

The benefit of this research is as a material consideration in making policies so that it will increase sales and for how much consumers because of advertising, sales promotion. Based on these problems, the researcher is interested in conducting research on coconut During the COVID-19 epidemic, marketing initiatives being established.

2 Methods

This study uses a research framework, starting with setting the research topic, reviewing the literature, as well as developing a research methodology to carry out the study. The researchers performed in-depth interviews with business players during the Covid-19 pandemic to obtain feedback, then identified important issues and make certain decisions based on the literature review.

The population in this study were young coconut traders in Tegal City, Tegal Regency and Brebes Regency, amounting to 150 traders, while the number of samples in this study was 43 people. The interview technique used in this paper is an in-depth interview. The interview in this writing was conducted to obtain data and information regarding the impact of the impact felt during the COVID-19 pandemic and the strategies applied by coconut traders to market their products during in the epidemic of COVID-19.

Qualitative and quantitative data from primary and secondary data sources were registered in this study. The research method used is in-depth interviews, observation, and documentation. In-depth interview is defined as a study method carried out to collect information needed for study by face-to-face interview sessions with respondents who are involved in certain social lives.

3 Results and Discussion

3.1 COVID-19's Influence on Young Coconut Traders

The impact of the COVID-19 pandemic made Young Coconut traders lose money at the beginning of the pandemic, but then began to experience an increase in the middle of 2020. Every entrepreneur has a goal to have profits and progress in the business that is run although sometimes in the business of course there are many risks that will be experienced, but the key to the success of entrepreneurs is to have a definite goal of opening a business, hardworking, trying with something targeted, and have a strong mentality to face the problems that exist in the business.

3.2 4P Strategy

Supported by the findings of previously conducted studies with interviews with informants, it was found that there are four indicators in the Young Coconut marketing strategy. The 4P strategy can be seen in Table 2.

The results showed that the product has good quality and good benefits for the body such as; 1) Overcoming Digestive Complaints, 2) Eliminating Dehydration, 3) Controlling Blood Pressure, 4) Losing Weight, 5) Neutralizing Toxins in the Body, due to high demand, delivery of coconut is always new and fresh, and there are variants of medicinal coconut and coconut usual, trading places are generally sold on strategic roadsides, some young coconut traders have also used online applications, making it easier for customers to buy them, promotions that have been carried out through advertisements, salespeople, sales promotions with online media. While the prices offered vary, from the cheapest of Rp. 8.000, - so that it is affordable for the general public and Rp. 20,000, - for the middle to upper class, and there is a discount if you buy a certain amount.

Based on the findings, the study's findings were measurable characteristics Situation analysis of interviews, the Table 3 is a recap of the results of interviews using SWOT.

3.3 Steps to Implement Marketing Strategy

Online All paid forms of non-personal presentation and promotion of ideas, items, or services given by a company are classified as advertising producers through the internet/online. The online advertising process has been carried out well by some young coconut traders although it does not reach all traders, because limited knowledge and capital. As a result, they must depend only on internet marketing via WhatsApp and

Table 2. 4P

4P	Product
	Place
	Promotion
	Price

Table 3. SWOT coconut marketing

Strengths	Utilization of Technology in Marketing Coconut
Weaknesses	Lack of Capital, Fluctuating Coconut Prices
Opportunities	Many young coconut fans during the pandemic
Threats	Alternative fruit other than coconut as an immune booster

Instagram [21]. The growing popularity of digital buying via numerous electronic interfaces must be optimized so that companies can be sustainable by implementing digital marketing [22]. The use of media aims to cover a wider reach and be better known to the public as well as promotional media. Prospective clients are easier to obtain through online technology, specially as during pandemic. In this case, the work of the sales consultant is quite important; they always contact up with potential shoppers to encourage them to make a sale. Despite the fact that we now live in a digital age, the last face-to-face procedure continues to have a major impact on potential customers' purchasing decisions [23]. The large percentage of Indonesia MSMEs are enthusiastic about using e-commerce to grow their businesses. MSME players have understood that in the digital age, technology is a critical component of company development [18].

There are two kinds of sales promotions, namely, conventional sales promotions and online sales promotions. Conventional sales promotions have to do promotions repeatedly by draining time and energy, while online sales promotions, producers only need to market the product once but potential consumers can access the promotion many times. Through the internet. It can be said that online sales promotion is carried out to achieve marketing goals with effective use of costs. The weakness encountered in the field related to online sales promotion is the limited number of words that can be informed by young coconut traders sold in the market, which are relatively the same type and shape as those of competitors. Sales promotion plays an important role in the marketing programs of marketers and retailers and a large percentage of sales marketers make on promotions [24]. More creative ideas are needed by traders to increase the added value of Kelapa Muda. The findings show that individual attitudes towards advertising play an important role and influence the dimensions of While advertising budget for the under investigation brand raises brand image, it is insufficient to significant positive influence branding and value perception [25]. One way is to produce more product variants from young coconuts such as Green coconut, Wulung coconut, Baked coconut, which can be used as characteristics compared to competing products.

Direct marketing is one part of the promotion mix in the sale of product sales through product offerings accompanied by the provision of product guarantees or guarantees for the products offered. Research conducted by Robert P. Hamlin shows that retailers are able to have a strong effect on the price promotion system, and are more acceptable to the public and significantly increase consumer buying intentions compared to [26]. And marketing practices, Farmer' markets and draft choice farms continued to be useful marketing avenues for reducing the pandemic's disruption. Farmers' responses and adaptation techniques were identified in a variety of ways. In response to health &

welfare, logistics, and financial concerns, participating farmers displayed resilience by rearranging and modifying essential sales and food deliveries [27].

Personal selling provides a special space between producers and potential consumers to be able to communicate through the facilities provided by each producer. Coconut traders in Tegal and Brebes who were used as informants in this study have carried out personal selling by providing special space and time to serve consumers who need more information than the coconut to be purchased. Salespeople has access to a wealth of subconsciously acquired sales knowledge that they may never fully leverage. This may be because marketers tended to depend on analytical thinking instead of thoughts and emotions when anticipating future sales results [28] and Personal selling and sales management must adjust to adapt to the changing needs of the purchasing function. To improve the efficiency and efficacy of the sales strategy, the sales function should mirror the procurement activities [29]. Prospective consumers can contact producers through the chat facility which is a liaison between producers and potential consumers. Personal selling is a form of response from producers to consumers who are interested in buying their product.

4 Conclusion

From the results of the study, it can be seen that: 1) Young coconut traders have a marketing strategy by relying on digital marketing such as Instagram, WhatsApp. 2) Direct Marketing used includes social media marketing, marketing platform, as well as online sales 3) The importance of internet selling informants in the effectiveness of a marketing plan could be emphasized 4) Direct marketing impacts the success of sales since customers will gain confidence in the choices they make if they deal with you face to face.

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