

Analysis of Online Marketing for Oyster Mushroom Products (Case Study in Tiga Putra Farm Southeast Sulawesi)

Jusmi Astika^{1*}, Weka Gusmiarty Abdullah², Fahria Nadiryati Sadimantara³

^{1,2,3}Department of Agribusiness, Faculty of Agriculture, Halu Oleo University Kendari
93232 Indonesia

*Corresponding author: jusmysweet@gmail.com

Abstract

This study aims to (1) find out what are Tiga Putra Farm's marketing strategies in offering oyster mushroom products through online media and (2) analyze the difference in acceptance between online and offline sales. This research used a case study method on the Tiga Putra Farm oyster mushroom cultivation business in Anduonohu Village, Poasia District, Kendari City, Southeast Sulawesi with the business owner being the informant in the study. The analytical method used an interactive analysis model then analyzed the online oyster mushroom marketing strategy with STP (Segmenting, Targeting, Positioning) and Marketing Mix/4P analysis, then analyzed the differences in acceptance of the Tiga Putra Farm oyster mushroom business offline and online using T-Test analysis (Independent Sample Test).

Keywords: oyster mushroom, online media, marketing strategy, profit differences

INTRODUCTION

The existence of oyster mushrooms as a type of food has long been known to the public, both upper and lower middle economic groups. Mushrooms can also be categorized as an organic agricultural commodity, because the process of cultivating mushroom plants does not use synthetic fertilizers or other chemicals. This advantage makes mushrooms one of the agricultural commodities of choice that continues to be famous in the community (Kusuma, 2017).

Oyster mushrooms (*pleurotus ostreatus*) are so named because they look like oysters or oyster mushrooms. This fungus is a wood fungus that grows in rows sideways

217

IJEBIR, Volume 02 Issue 05, 2023



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

on rotting logs. This mushroom has a fruiting body that grows in bloom to form a shallow funnel like a seashell. Oyster mushrooms are a type of plant that is intensively cultivated and has economic value and can be used as a substitute for food such as meat or fish because it has almost the same carbohydrate and protein content. There are various types of mushrooms that can be consumed, such as white oyster mushrooms, gray oyster mushrooms, brown oyster mushrooms, black oyster mushrooms and yellow oyster mushrooms.(Martawijaya et al., 2010).

Apart from its delicious taste, it contains vitamins and has quite useful nutritional content, so it has now become a choice for people as a food that is suitable for consumption. According to the Central Statistics Agency and the Director General of Horticulture(Arifah, 2011), the oyster mushroom business in Indonesia began to develop since 2003, the demand for oyster mushrooms is very large so that as a commodity oyster mushrooms have good prospects for development.

Kendari City is one of the areas in Southeast Sulawesi where oyster mushrooms are starting to be cultivated, although there are still not many business people who cultivate oyster mushrooms. Business actors in Kendari City include Tiga Putra Farm (Anduonohu, Poasia, Kendari City), La Tansa Mushroom Farm (Bangun City, Ranomeeto, South Konawe Regency), Indrawan Oyster Mushrooms (Jl. Poros Bandara Haluoleo, Ranooha, Ranomeeto , South Konawe Regency), Tiga Putra Farm Konawe (Ulupohara, Besulutu, Konawe Regency), CapCinta Oyster Mushrooms (Mekar Sari, Palangga, South Konawe Regency) and Larowiu Oyster Mushrooms (Larowiu, Meluhu, Konawe Regency). Judging from the ratings of consumers who bought oyster mushroom products based on the Top rated Tiga Putra Farm, they received five stars compared to several other entrepreneurs.(Kendari Info, 2021).

This problem is also faced by Tiga Putra Farm, which is one of the oyster mushroom business actors that has developed in Kendari City, Southeast Sulawesi, in the process of marketing oyster mushrooms. The level of business productivity is still low due to limited land, inadequate equipment and increasing prices of raw materials. In marketing, oyster mushroom products produced by Tiga Putra Farm are only marketed to local retailers, direct buyers (housewives), and via the internet (online) but do not have maximum market reach and hamper business growth opportunities.(Prasetyo, 2021).

Enterprise or business is defined as an activity or activity that allocates its resources into a production activity that produces services or goods, with the aim that these goods and services can be marketed to consumers in order to make a profit. The development of the business world is characterized by increasing competition. Therefore,

218



entrepreneurs must be able to compete so that their businesses can survive and develop. The success of a business is determined by the success of its marketing. Marketing has an important role in a business, as a measure of success in facing competition. Marketing is the key to the success of a business(Hamali, 2016).

Marketing strategy has an important role in achieving business success, therefore the marketing sector plays a big role in realizing business plans(Kereh et al., 2018). This can be done if business actors want to maintain and increase sales of the products or services they produce. By implementing accurate marketing strategies through exploiting opportunities to increase sales, the position or position in the market can be improved or maintained. In this regard, the implementation of modern marketing today has a very big role as a direct support for increasing profits. The marketing strategy must be able to provide a clear and directed picture of the activities that will be carried out in maximizing every opportunity or opportunity in several target markets.

In marketing strategy there is the term Marketing Mix. The marketing mix is a way in which entrepreneurs can influence their consumers, which requires careful planning and supervision and requires concrete actions(Kotler and Armstrong, 2016). For this need, entrepreneurs can carry out actions consisting of 4 types, namely actions regarding the product (product), price (price), distribution or product placement (place) and promotion (promotion).

In carrying out marketing activities there are several goals to be achieved, both short-term and long-term goals. In the short term, it is usually to attract consumers, especially for newly launched products, while in the long term it is done to maintain existing products in existence. In order to achieve this goal, business actors must be able to attract the attention of consumers through the products they offer, this can be done by means of promotions. Promotion can be done by participating in exhibitions and through media such as magazines, newspapers, TV, radio and the internet.

Marketing is the overall system of business activities aimed at planning, determining prices, how to promote and distribute its products so that they can be accepted in the market and are able to attract buyers. Various kinds of promotions are carried out starting from social media or online and promotions directly with buyers. However, in the current era of technology, according to entrepreneurs, they can take advantage of opportunities through social media, whether in the form of social media, online buying and selling, everything is very easy to promote their products. Marketing strategies are important in the success of businesses in general. Product marketing must provide a clear and focused picture of the product, in using every opportunity and reading



market opportunities. Likewise with the Tiga Putra Farm oyster mushroom business which requires a complete and comprehensive strategic concept to be able to open effective and maximum marketing channels, through the right marketing strategy it can create a fast product marketing channel to consumers considering that oyster mushrooms are a product that if stored for too long can cause damage. This can create a good product distribution flow through implementing the right strategy and have an impact on the level of business growth.

MATERIALS AND METHODS

The research was carried out from January 2022 to December 2022 at Tiga Putra Farm, Andounohu Village, Poasia, Kendari City. The researchers chose Tiga Putra Farm as the research object, namely based on existing phenomena, Tiga Putra Farm is one of the Oyster Mushroom business actors which can represent several business actors in Kendari City, Sulawesi.

This research is in the form of research using a case study method or approach. This research focuses intensively on one particular object studying it as a case. Case study data can be obtained from all parties concerned, in other words, this study was collected from various sources. The key informants (Key Informants) in this research are business owners, Regional Government, Department of Industry & Trade (marketing sector), customers (customers) of Tiga Putra Farm and informants who are likely to have knowledge of the cases studied.

Research variables consist of online marketing opportunities (demand and supply), oyster mushrooms, segmentation (demographic: respondent identity including age, gender, level of formal education, occupation and income, geographic: origin and domicile), targeting/target market, positioning/determining strategy, marketing mix/4P (product/product, price/price, place/place, promotion/promotion).

RESULTS AND DISCUSSION

Business Owner Overview

The general description of the respondents described in this research is: age, gender and highest level of education.

Online Marketing Strategy for Oyster Mushroom Products

To determine a competitive strategy, a company must know its position in the industry (Usa et al., 2021). The main objective of Segmenting, Targeting and Positioning

220



strategies is to position a brand in the minds of consumers in such a way that they have a sustainable competitive advantage.

STP Strategy (*Segmentation, Targeting, Positioning*)

Segmentation is a process of identifying and analyzing potential customer/consumer segments according to similar characteristics and behavior. In this case, Tiga Putra Farm uses segments based on demographics. Segmentation based on demographics carried out by Tiga Putra Farm focuses on age group, gender, highest level of education, occupation and monthly income. Based on research results, in terms of age and gender, Tiga Putra Farm targets consumers in all groups and genders. This oyster mushroom product is not only intended for the adult age category, but Tiga Putra Farm oyster mushrooms can be consumed in all age categories, from children to the elderly. Based on their latest education, 42.5% of consumers are college graduates, 30% are high school/vocational school graduates, 15% are junior high school graduates and 12.5% are elementary school graduates. In terms of employment, 17.5% are entrepreneurs, 12.5% are private employees, 7.5% are civil servants, 17.5% are students and 45% are unknown or others. Based on the revenue results, it is known that 30% have an income of around Rp. 1,000,000.00 – Rp. 5,000,000.00 per month, 25% have an income of around Rp. 500,000.00 – Rp. 1,000,000.00 per month, 22.5% have an income of around Rp. < IDR 500,000.00 per month, and 22.5% have income above/ > IDR 5,000,000 per month.

Targeting is the stage where the seller chooses the market segment to target, served by analyzing several existing segments (Wianda, 2021). The decision regarding the target market segment that Tiga Putra Farm wants to serve in marketing its products is from the lower class to the upper middle class.

Positioning is an activity where a company prepares products and strategies so that they can create a certain impression that consumers can remember (Wianda et al., 2021). Tiga Putra Farm wants to position its oyster mushroom product as a quality product, in this case a quality product is a product that can fulfill consumer desires.

4P Strategy (**Product, Price, Place, Promotion**)

Products (product) A product is anything that a producer can offer to get attention, so that the product being sold wants to be bought, used or consumed and can fulfill a consumer's desire or need. (Wianda et al., 2021). Based on the research results, it shows that the products offered by Tiga Putra Farm are fresh oyster mushrooms packaged in



plastic packaging with a green logo attached to the oyster mushroom packaging as a marker or characteristic of Tiga Putra Farm products.

Price(Price) Price is the amount of money that consumers must pay to obtain the desired product or service(Wianda et al., 2021). To determine the selling price of Tiga Putra Farm's oyster mushroom products, constant prices are used, with the prices used being IDR 10,000.00 per package and IDR 40,000.00 per kg.

Place(Place/Distribution Channel) Places are various locations for distributing a product. Place includes all industrial activities in making products that will be available to target consumers (Wianda et al., 2021).The distribution channel used by Tiga Putra Farm is by selling oyster mushroom products to supermarkets, traditional markets, social media (online), and distribution between cities/regencies.

Promotion(Promotion) is the final marketing mix activity, in this activity the business actor or company attempts to promote all the products or services it has, either directly or indirectly. The promotional strategy carried out by Tiga Putra Farm in promoting oyster mushroom products is by placing advertisements on social media such as WhatsApp, Facebook, Instagram, Youtube and other blogs.

Differences in Marketing Acceptance of Offline and Online Oyster Mushrooms

Revenue is the amount of money received from selling products to traders or directly to consumers. Apart from that, business revenue is the result of production within a certain time and is the result of multiplying the total production amount by the unit price of the product. Therefore, the amount of revenue is determined by two factors, namely the number of products produced and the price of the product(Purba et al., 2021). The revenue from Tiga Putra Farm's oyster mushroom business is as follows:

Table 1. Number of Production and Revenues from Tiga Putra Farm's Oyster Mushroom Business Offline and Online

Description	Offline Marketing		Online Marketing		
	Amount of Oyster Mushrooms (Kg/year)	Revenue (Rp/year)	Amount of Oyster Mushrooms (Kg/year)	Revenue (Rp/year)	
Production Amount	230		290		
Selling price	40,000	9,200,000.00	40,000	11,600,000.00	
Total		9,200,000.00		11,600,000.00	



Average Revenue/Month	766,666.67		966,666.67	
-----------------------	------------	--	------------	--

Source: Processed Primary Data, 2022

Table 1 shows that the production volume of Tiga Putra Farm's oyster mushroom business for offline marketing consists of 230 kg and for online marketing consists of 290 kg. With total revenue for offline marketing of IDR 9,200,000.00 with an average monthly revenue of IDR 766,666.67, and total revenue for online marketing of IDR 11,200,000.00 with an average monthly revenue of IDR 966,666, 67.

Next, to compare the revenue from each marketing, the average monthly revenue from each marketing is taken. Next, to see the difference in revenue from the Tiga Putra Farm oyster mushroom business offline and online, a mean difference test or t-test was carried out using SPSS software. The data that will be tested is the average monthly receipts from each offline and online marketing.

From the results of statistical testing using SPSS software with the t-test, it shows that t-count is more > t-table then H1 is accepted and H0 is rejected with t-count = 2.443 > t-table = 2.074 so that the average revenue for Tiga Putra's oyster mushroom business Farm for offline and online marketing, there are differences in acceptance between offline and online sales

Table 2. T Test Results of Differences in Offline and Online Revenue from Tiga Putra Farm's Oyster Mushroom Business.

<i>Independent Samples Test</i>					
Oyster mushroom		N	Mean	Q	Sig. (2-tailed)
Reception	Offline	12	766666,6667	2,433	0.024
	On line	12	966666,6667		0.024

CONCLUSION

Based on the research results that have been described, the results that can be concluded are that Tiga Putra Farm's marketing strategy for marketing oyster mushroom products through online media is with a marketing mix strategy, namely STP (Segmentation, Targeting, Positioning) and 4P (Product, Price, Place, Promotion). STP (Segmentation, namely based on age group, gender, highest level of education, employment and monthly consumer acceptance, Targeting, namely the acceptance of

223

IJEBIR, Volume 02 Issue 05, 2023



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

Tiga Putra Farm consumers from the lower class to the upper class, and Positioning, namely Tiga Putra Farm wants to position oyster mushroom products as quality products, consistent, more attractive compared to competitors with similar products sold, namely oyster mushrooms.

REFERENCES

- Arifah T. 2011. Analysis of Oyster Mushroom Small Industry Development Strategy in Jambu District, Semarang Regency. Thesis. Department of Development Economics. Semarang State University. Semarang.
- Ordinary KM, Tumbe A, Walangitan MD. 2021. Utilization of Online Marketing Systems and Marketing Strategies to Increase Consumer Purchases during the Covid-19 Pandemic (Manado Online Shop Case Study. EMBA Journal. 9(2):948-956.
- Hamali AY. 2016. Understanding Business Strategy and Entrepreneurship. Jakarta. Prenada Media Group.
- Kendari Info. 2021. Oyster mushroom business in Kendari City https://www.google.com/search?client=ms-android-oppo&tbs=lf:1,lf_ui:2&tbm=icl&sxsrf=AOaemvlt6EaVsS2OB2bSSFHpQ_67uhhuQw:1631724811629&q=business+mushroom+oyster+in+city+kendari+sulawesi+teenggara&rflf. AAccess: April 10, 2021.
- Kereh F, Tumbel AL, Loindong SSR. 2018. Marketing Strategy Analysis in Increasing Sales of Yamaha Mio Motorbikes at PT. Hasjrat Abadi Sam Ratulangi Yamaha Outlet. EMBA Journal. 6(2):968-977.
- Kotler P, Armstrong G. 2016 Marketing Principles. Jakarta. Erlangga.
- Kusuma DA. 2017. Analysis of Marketing Efficiency of Baglog and White Oyster Mushrooms at UD Aroma Mushrooms in Lumajang Regency. Thesis. Department of Agribusiness, Jember University, Jember.
- Martawijaya, Ilik E, Nurjayadi, Yadi M. 2010. Oyster Mushroom Business at Home. Bogor. IPB Press.
- Prasetyo I. 2021. Tiga Putra Farm Kendari (Oyster Mushroom Cultivation). Kendari.
- Purba A, Harahap G, Saleh K. 2021. Comparative Analysis of Residential and Mobile Rice Milling Business Income in Pematang Johar Village, Labuhan Deli District. Agricultural Scientific Journal. 3(1):1-11.
- Wianda A, Masutri M, Riswani R, Aryani D. 2021. Analysis of Online Marketing Opportunities for Geranium Plant Digital Information Products. Dissertation. Sriwijaya University.



Wianda AMM. 2021. Analysis of Online Marketing Opportunities for Geranium Plant Digital Information Products. Thesis. Agribusiness Study Program. Sriwijaya University. Indralaya.

