

## The Use of Marketing Strategy to Increase Consumer Purchasing Power of Agro Tourism in Bali: A Qualitative Descriptive Study



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**ABSTRACT:** Tourism is a key factor in supporting the economy of people in Indonesia, especially in Bali. Very tight business competition encourages business people are compete to create innovations to support development and sustainably, one of which is in their marketing field. The study aimed to determine the implementation in the role of marketing strategies as an effort to increase consumer purchasing power at Abian Salak agritourism in Sibetan Village. This research was conducted with descriptive qualitative. The informant of this research is a salak entrepreneur as well as the owner of Abian Salak Agrotourism who is able to process salak fruit into various processed products, namely I Nyoman Mastra. This research uses data collection techniques by conducting observations and interviews. This research was conducted for 3 months starting from September 11 to December 11, 2023. The results of this study are by conducting Marketing Strategies can help to increase product sales results and increase visitors by creating social media. The conclusion of this research from overhauling packaging to making social media makes Sibetan tourist villages, one of which is Agrotourism Abian Salak, more advanced with the number of visitors and products that are increasingly favored by consumers.

**KEYWORDS-**Marketing Strategy, Purchasing Power, Agro Tourism

### I. INTRODUCTION

Increasingly tight business competition requires business owners to always have a strategy, so that their business can survive and continue to develop in this situation. This level of competition forces every business to produce various different innovative ideas to beat the competition, especially for potential businesses in the same industry. Tight competition involving many business actors certainly requires these business actors to be able to adapt to developments in business conditions. In facing this competition, running a business requires a good strategy to help business owners anticipate the impact of these events and be able to compete. Strategy is very important to determine a company's success in achieving its long-term goals (Yuliaty, Tetty, CutSarah Shafira, and Muhammad Rafi Akbar, 2020). Strategy is a plan developed by a company executive that focuses on long-term goals that will improve the quality of the company's business. Of course, in every business he has a strategy to launch the business he has created. Strategy plays an important role in the functioning of a business, whether it is a business in the wet noodle industry or any other business, there is the best strategy to facilitate business operations. Marketing strategy is one way to win sustainable competitive advantage for companies that produce goods or services. Marketing strategy can be seen as one of the bases used in preparing overall company planning. Another reason that shows the importance of marketing strategy is the increasingly tough competition faced by companies in general (Arifien, Syifa Rahmiani, 2019). Marketing strategy consists of making decisions about the company's marketing costs, marketing mix, and marketing allocation (Chakti, Gunawan, 2019). In delivering products to consumers to achieve predetermined goals, marketing activities are used as a benchmark for every businessman. Marketing strategy has an important role in achieving business success, therefore the marketing sector plays a big role in realizing business plans. This can be done if business people want to maintain and increase sales of the products or services they produce. By implementing accurate marketing strategies through exploiting opportunities and increasing sales, the business' position or status in the market can be improved or maintained (Hidayah, Ida, et al, 2021).

The marketing mix is an important factor that is needed by a company or business person to produce a consistent market in accordance with the company's expectations. The marketing mix consists of 7Ps, namely: Product, Price, Place, Promotion, People, Process, Physical Evidence. Innovative Tourism Village Development Program, in Sibetan Village there is an Agro tourism

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area. In general, agrotourism is a tourism activity related to the agricultural sector. Agrotourism is part of a tourist attraction that utilizes agricultural (agro) businesses as a tourist attraction. The aim of this activity is to expand knowledge, recreational experiences and business relationships in the agricultural sector. The hope is that these agrotourism activities can increase farmers' income, preserve land resources, and maintain local agricultural technology (Kader, Abdurrahman, and Darwin Abd Radjak, 2020).

Abian Salak Agro Tourism is one of the agro tourism located in Sibetan village. This agro has many shortcomings due to not actively using social media to market agro tourism and its products. The use of social media is very important for marketing in this era of globalization. Even the agro-tourism area seems to be poorly maintained, many of which need to be renovated. The object of agro-tourism that tourists enjoy is utilizing selected agricultural (agro) businesses or industries which have a role in providing new insight into how to manage natural resources in Sibetan Village. The steps we take in managing natural resources are that we start by observing as a preliminary step so that we know what potential each hamlet has. One of the potentials is agrotourism in Sibetan Village, followed by us reviewing and developing strategies to find the best solution so that we can implement our innovation in the agrotourism potential that exists in Sibetan Village. Based on the background written below, the objectives of this research are: 1. To find out what marketing strategies are carried out at Abian Salak Agro Tourism. 2. To find out how to increase purchasing power at Abian Salak Agro Tourism.

### **II. ORGANIZATIONAL PROFILE**

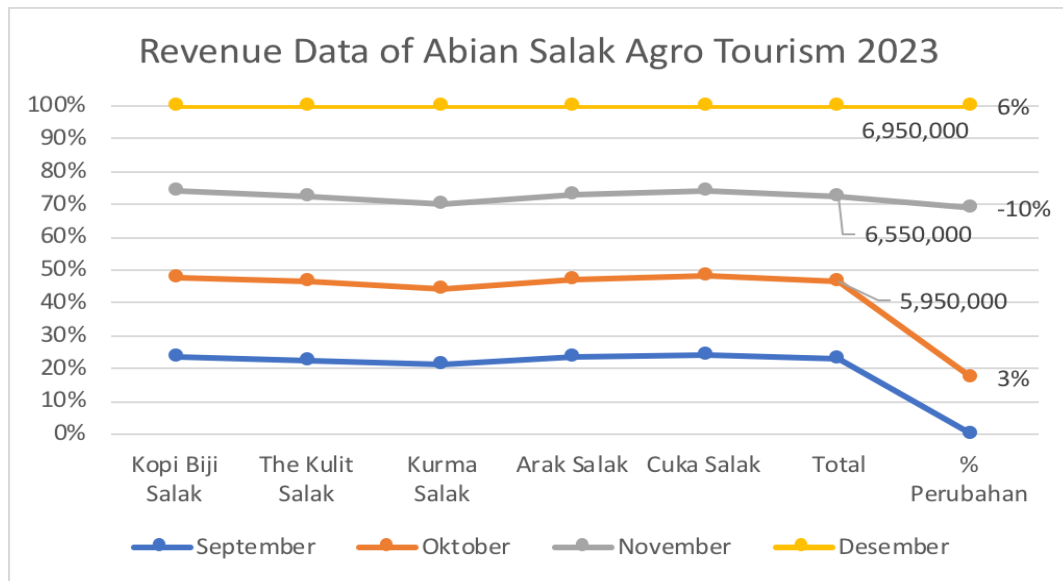
Sibetan Village is one of the villages in Karangasem Regency which is located 12 kilometers from the capital of Karangasem Regency, namely Amlapura. Sibetan Village has a total area of 1,125.00 Ha. In 2003, Sibetan Village was designated by the Karangasem Regency Government as an agrotourism area, especially salak agrotourism. With its cool climate and air conditions, Sibetan Village is suitable for expanding snake fruit cultivation. Based on the location of its territorial boundaries, Sibetan Village is surrounded by four villages, namely. Macang Village, South: Selumbung Village, West: East Duda Village, North: Jungutan Village. Sibetan Village has quite large human resources with a male population of 5,401 people and a female population of 5,554 people, so the total population is 10,955 people. Most of the residents of Sibetan Village make their living as snake fruit farmers. This village is famous for its natural products, namely snake fruit. The large number of people who have snake fruit plantations has caused an abundance of snake fruit harvests in this village during the snake fruit season. During the salak season, distribution of the harvest is less than optimal, so much of the harvest is wasted or reused by salak farmers as fertilizer. There are several snake fruit processing businesses underway, but due to high production costs, the selling price is high. This is why people rarely buy processed salak fruit. Apart from problems in the production sector, there are also problems in the education sector. The shortage of teaching staff, especially regional and foreign language teachers, has resulted in a decline in the preservation of regional languages and understanding of foreign languages. In the

### **III. RESEARCH METHOD AND PROBLEM ANALYSIS**

This research was conducted using a descriptive qualitative research method that focuses on describing situations and conditions in order to describe them in a research report. Descriptive qualitative research is a method to investigate the status of a group of people to create an object, such as paintings or photographs, which are descriptive in a systematic, factual, and accurate manner such as paintings or photographs, which are descriptive in a systematic, factual, and accurate manner systematic, factual, and accurate regarding the facts or phenomena investigated. The subject of the research was conducted on Agrowisata Abian Salak Desa Sibetan. Purposive sampling was employed to choose informants for this research. such as the fact that these people are thought to know the most about what we expect or that he is a ruler, make it easier to investigate the object or social situation under investigation (Down, Michael et al, 2024). The key informant in this study is the owner of Abian Salak Agro Tourism. A purposive sampling approach was used, the owner and several employees as well as local youth at Abian Salak Agro Tourism who truly mastered the scope of the village's potential.

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Based on the results of observations that have been made, several problems were found at Abian Salak Agrotourism, including the absence of the use of social media as a promotional tool for their business. This was triggered by the lack of understanding of agro owners with social media. So, this has an impact on the lack of public knowledge regarding the existence of the Abian Salak Agrotourism. The existence of these problems certainly has a negative impact on the income of Abian Salak agrotourism where based on the data obtained on the results of observations of income fluctuations as shown in the graph below:



With the help of the owner of the agro-tourism along with the assistance of local village youth appointed by the agro-owner himself to help develop Abian Salak Agrotourism through social media makers in the form of Instagram and TikTok.




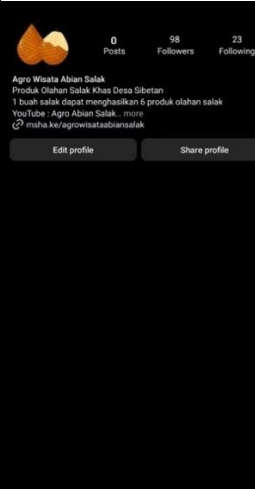

This is expected to have an impact on expanding the market share of Abian Salak agro-tourism. With the increasing recognition of Abian Salak agro-tourism among the community. Not only creating social media, we also help overhaul existing packaging to make it more attractive to consumers. From the above problems, we have a strategy to make Abian Salak Agrotourism better known by using online marketing. Digital marketing is all efforts made in terms of marketing using internet-connected devices with various digital strategies and media, with the aim of being able to communicate with potential consumers using online communication channels (Chakti, Gunawan, 2019). One of the benefits of the internet is as a means of introducing and marketing goods or services. From a financial perspective, online marketing is very promising for increasing business profits (Setiawati, Ira, and Penta Widyartati, 2017). By using online marketing strategies, selling your own products and agro-tourism will be easier. In this marketing strategy, we market products at Abian Salak Agro Tourism, such as salak coffee beans, salak dates and many more. Not only that, we also create content on the Agro Wisata TikTok account, we create content about conditions and agro and we also create content for the products. The results we got after marketing online were many customers or visitors who came to Abian Salak agro tourism and bought the products sold at the agro tourism. Instagram, which we overhauled, also has more and more followers. From Instagram we can post products with packaging that we have changed and we can also show how Abian Salak agro tourism works. Not only from Instagram, we also benefit from TikTok. From TikTok we get a lot of interest in visiting Abian Salak agro tourism. From this social media, there are increasingly more visitors coming to Abian Salak agro tourism, many of whom come there for vacation or research.

## IV. RESULT AND DISCUSSION



1. The first activity carried out was to make observations at one of the tourist attractions named Abian Salak Agro Tourism, is by making observations with the owner of Abian Salak Agro Tourism, namely Nyoman Mastre and we also made observations together with Mrs. Ni Luh Putu Astini as chairman of the KWT (Women's Farmers Group). From these observations we know the problems that exist in Abian Salak Agro Tourism and the owner of Agro Tourism also has plans to involve teenagers in Sibetan Village to provide some training in terms of marketing and product packaging design.
2. The lack of digital marketing and product packaging was found and still not attractive to customers.
3. Based on this problem, we conducted training for teenagers to use editing applications and market Abian Salak Agro Tourism and its products on social media.
4. The first training we provide is, changing old product packaging to new packaging using an application called Canva. Not only that, we also make paper bags
5. After changing the packaging, we also created social media such as TikTok and links

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6. After creating social media, we teach teenagers to create content on TikTok and promote products on Instagram
7. After that, we and the teenagers tagged a video on TikTok to market Abian Salak Agro Tourism and the Agro itself.
8. After we marketed our products and Agro Tourism, more visitors came both from within the country and from abroad, many people were interested in the products, whether they ordered via the social media or came directly to Abian Salak Agro Tourism. From this evaluation, it can be concluded that Abian Salak Agro Tourism is more developed than before, with the existence of social media, many people know about Abian Salak Agro Tourism and from the reworked packaging, many consumers have bought it.

No. Problem Identifications and Executions			
	Before	Actions	After
1		<p>Providing assistance and training in terms of marketing and product packaging design</p>	
	<p>Training Process</p>		 <p>New Product Packaging</p>
2	 <p>Old Social Media</p>	<p>Creat social media (TikTok &amp; Instagram) and make content for product Promotions</p>	 <p>Instagram</p>

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Account		
3	<p>Change the old product packaging to new packaging.</p>	Tiktok
<p>BEFORE</p>  <p>Old Product Packaging</p>		<p>AFTER</p>  <p>New Product Packaging</p>

Based on the results of several changes that have been made as an effort to optimize consumer purchasing power through the application of marketing strategies, it shows significant results. packaging changes have a positive impact where the packaging presented becomes much more attractive than the previous packaging. this is expected to increase the purchasing power of consumers who visit to enjoy Agro Tourism Abian Salak. In addition, with the use of Tik-Tok and Instagram social media as an online promotion tool, it began to get a positive response from the community where this was indicated by the increase in followers of Agro Salak's social media, with the presentation of content that attracted visitors to come. besides that by inviting Sibetan Village teenagers to help do online promotions they get new knowledge that can be useful in advancing the potential in their village.

**CONCLUSIONS**

In conclusion, from improving packaging to creating social media of Abian Salak Agro Tourism, have proven to be more advanced

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with the increasing number of visitors and products that many consumers like and are able to increase sales of Abian Salak Agrotourism.

### ACKNOWLEDGMENT

Our recommendation is that Agro Wisata Abian Salak can create social media like Shopee so that it is easier to market existing products and can also create Traveloka so that tourists as a Salak tourist destination can search there directly, from Traveloka Agro Wisata Abian Salak can be even more advanced.

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