

## MARKETING STRATEGY OF BANANA BUSINESS IN PANGKAJENE AND ISLANDS REGENCY

Muhammad Jufri<sup>1\*</sup>, Hendrawan Tripana<sup>2</sup>, Agus Syam<sup>3</sup>, Asmayanti<sup>4</sup>, Sudarmi<sup>5</sup>

<sup>1-4</sup> Faculty of Economics and Business, State University of Makassar, Indonesia

<sup>5</sup> STIM Lasharan Jaya Makassar, Indonesia

E-mail: <sup>1)</sup> [muhammad.jufri@unm.ac.id](mailto:muhammad.jufri@unm.ac.id), <sup>2)</sup> [htripana@gmail.com](mailto:htripana@gmail.com),

<sup>3)</sup> [agus.syam@unm.ac.id](mailto:agus.syam@unm.ac.id), <sup>4)</sup> [asmayanti@unm.ac.id](mailto:asmayanti@unm.ac.id),

<sup>5)</sup> [sudarmi@stimlasharanjaya.ac.id](mailto:sudarmi@stimlasharanjaya.ac.id)

### Abstract

*The primary objective of this research is to comprehensively identify and recommend an effective business marketing strategy tailored to enhance product sales through digital platforms for Juragan Banana, a business located in Pangkep Regency. The research methodology employed is descriptive qualitative research, encompassing data collection techniques such as observation, interviews, and documentation of the research subject. The gathered data is subsequently subjected to a thorough analysis utilizing the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis framework. Upon delving into the outcomes of the study, it becomes evident that Juragan Banana Business has strategically positioned itself in the Aggressive quadrant through the application of a growth-oriented strategy. This positioning is deemed highly favorable, as indicated by the SWOT analysis. The business has leveraged its strengths to overcome weaknesses, seize opportunities, and mitigate potential threats. The execution of a Marketing Strategy has played a pivotal role in aligning with the growth-oriented strategy, creating a conducive environment for the business to thrive. By continuing to implement and fine-tune this strategic approach, Juragan Banana Business is well-positioned to not only sustain its current growth trajectory but also to expand its reach, fostering an environment conducive to achieving maximum progress. The growth-oriented strategy, coupled with the effective implementation of marketing strategies, provides a solid foundation for ongoing success and development within the dynamic landscape of digital platforms and sales optimization.*

**Keywords:** Marketing Strategy, SWOT Analysis, Digital Platforms

## INTRODUCTION

Business in a broad sense is a general term that describes an activity and institution that produces goods and services in everyday life. Basically, in business is to seek maximum profit and in achieving its goals it is greatly influenced by the ability to market its products. Where small-scale businesses are able to survive in any condition (Paswan et al., 2012). It is because of this ability that small businesses can be said to be the savior god in a country's economy where they can still provide employment.

Fruits are one of the horticultural products that have high economic value and good market potential. Market demand for fruits is increasing, both domestically and internationally. One of the agricultural commodities in the horticultural sub-sector as a

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<sup>1</sup>Faculty of Economics and Business, State University of Makassar, Indonesia

Muhammad Jufri

\*E-mail: [muhammad.jufri@unm.ac.id](mailto:muhammad.jufri@unm.ac.id)

source of nutrient-laden carbohydrates such as bananas is expected to experience an increase in demand so that it has enormous potential to be developed. The benefits of banana plants can not only be used as fruit, but from the bongkol, stem, to the leaves are needed in supporting daily life.

Banana is a superior commodity that has a large contribution to national fruit production. In addition to having great potential in supporting the increase in income of farming communities, bananas are raw materials for processed industries (for chips, crisps, puree, flour) and potential commodities to increase fruit exports (Saputro & Suwito, 2022)

South Sulawesi is one of the banana-producing regions in Indonesia. Data from 2020 shows that the banana harvest area in South Sulawesi reached 146. 539 tons. The potential land area in South Sulawesi for banana cultivation is 455,656 ha (BPS, 2021). The potential area is spread across 21 regencies and 3 cities in South Sulawesi, including Pangkep Regency. Therefore, bananas are very easy to find whether in supermarkets, traditional markets, or even on the side of the road. Most bananas are sold in the form of fresh fruit, but in practice banana fruit is an agricultural product that is not durable and perishable.

Juragan Pisang is a micro business that markets several types of bananas such as kepok bananas, ambon bananas, gold bananas, plantains, milk bananas, which are located in Pangkep Regency. Marketing of banana products is carried out in 4 traditional markets namely Kassi market, Tanete market, Tonasa market, and Kalibone market, all market locations are located in Pangkep Regency. In running the business there are problems being faced by Juragan Pisang, namely in the marketing section, because it is known that banana fruit is an agricultural product that is not durable and perishable, then there is often a mismatch between consumer demand and banana fruit availability, and business owners have not used social media at all to facilitate services such as ordering products both from consumers to business owners and business owners to banana fruit collectors, plus there are many business competitors among the community. However, the product of the business has its own advantages and can compete with other banana business actors, both in terms of price and quality of service.

Marketing is an effort to deliver goods and services from producers to consumers (P. R. Varadarajan & Clark, 1994). This process is a flow that involves trading institutions such as traders, collectors, retailers, and processing industries and so on. In marketing, Juragan Pisang business owners must choose the right marketing strategy to continuously sharpen the organization's business and products so as to achieve satisfactory profit and growth.

Marketing strategy is also a tool to achieve the long-term goals of a company (R. Varadarajan, 2020). A company can develop a strategy to overcome threats and seize existing opportunities, marketing strategy consists of making decisions about the company's marketing performance, marketing mix and marketing allocation. Marketers must strive to understand consumers, know what they need.

## **LITERATURE REVIEW**

### **1 Entrepreneurship**

Entrepreneurship is a discipline that studies the values, abilities and behaviors in facing various life challenges. Entrepreneurship is taught as a discipline because entrepreneurship has a complete and real body of knowledge, has two concepts, namely venture start-up and venture growth and has its own object, namely the ability to create something (Putro et al., 2022)

Individual entrepreneurial readiness is not always formed from birth but can be grown through education and training, educational programs that work on entrepreneurial aspects as an important part of student competency provision. Readiness is a condition that encourages a person as a whole to do to do work physically, mentally, knowledge, and with skills (Fatimah et al., 2020)

### **2 Marketing**

Marketing is the process of preparing integrated communication that aims to provide information about goods or services in relation to satisfying human needs and wants. Marketing begins with the fulfillment of human needs which then grows into human desires. The process of fulfilling human needs and desires is the concept of marketing. Starting from product, price, place, and promotion. Someone who works in the field of marketing is called a marketer (Rohmawati, 2022)

### **3 Strategy Marketing**

According to research conducted by Wibowo et al (2018), the right marketing strategy can increase sales of banana products. In his research, Adi found that banana businesses that are successful in increasing sales of their products are those that are able to expand distribution networks, provide competitive prices, and conduct effective promotions through social media.

Based on the literature obtained, there are several factors that influence the success of marketing strategies in banana businesses, including expanding distribution networks, providing competitive prices, utilizing social media and digital technology, improving

product quality, providing good service, and considering business environment factors and competition.

#### **4 Marketing Mix**

In essence, the marketing mix is the management of marketing mix elements in order to influence consumer purchasing decisions with the aim of producing and selling products and services that can provide satisfaction to customers and consumers (Morgan et al., 2000). One form of marketing strategy is the use of a marketing mix strategy which includes Product, Price, Place, Promotion.

### **RESEARCH METHOD**

This research was conducted in Kabba Village, Minasatene District, Pangkep Regency which is the location of Juragan Pisang's business. In writing this article using qualitative research methods with a SWOT analysis approach which is based on logic to maximize strengths and opportunities but can simultaneously minimize weaknesses and threats. The data collection techniques used were observation, interviews and documentation. The use of SWOT analysis is based on the assumption that an effective strategy can maximize existing strengths and opportunities. After the SWOT analysis, researchers further analyzed using the EFAS (External Factors Analysis Strategies) and IFAS (Internal Factors Analysis Strategies) techniques. Then the results will be outlined in a cartesian diagram

### **RESULT**

Analysis using the SWOT matrix model using data obtained from the table of internal strategic factors and external strategic factors of Juragan Pisang's business is as follows:

**Table 1. Matrix SWOT**

		<b>Strength (S)</b>	<b>Weakness (W)</b>
	IFAS	<ol style="list-style-type: none"> <li>1. Product quality</li> <li>2. Service to consumers</li> <li>3. Marketing different types of bananas.</li> <li>4. Cooperate with collectors in various regions</li> <li>5. Provide discounts to regular customers</li> </ol>	<ol style="list-style-type: none"> <li>1. Not yet using social media</li> <li>2. The amount of product inventory sometimes does not match consumer demand</li> <li>3. Products are not durable and easily damaged</li> <li>4. Banana prices change frequently</li> </ol>
	EFAS		

<b>Opportunities (O)</b> 1. Social media development 2. Collaborate with MSMEs whose products use banana as a staple ingredient 3. Increased demand	<b>Strategy (SO)</b> 1. Maintain and improve services to maintain customer loyalty. 2. Maintain quality, quantity, and increase Inventory Count. 3. Use the power of marketing different types of bananas.	<b>Strategy (WO)</b> 1. Improve Marketing of Banana Juragan 2. Increase product stock when entering holidays.
<b>Threats (T)</b> 1. Reduced agricultural land 2. Large number of competitors of similar businesses 3. Business is easy to imitate	<b>Strategy (ST)</b> 1. Maintain product quality by checking products first before marketing. 2. Maintain a good relationship with banana collectors in various regions.	<b>Strategy (WT)</b> 1. Use social media to a minimum WhatsApp to increase competitiveness. 2. Adjusting product stock to market demand by looking at holidays.

*Source: Data processed 2023*

**Table 2. Matrik IFAS (*Internal Factor Analysis Summary*)**

S	Internal Factors	Weight	Rating	Score
	Strength			
1	Product Quality	0,08	4	0,34
2	Service to consumers	0,12	4	0,51
3	Marketing various types of bananas	0,08	3	0,25
4	Cooperate with banana collectors in various regions	0,12	4	0,51
5.	Provide discounts to regular customers	0,10	4	0,42
<b>Subtotal</b>				<b>2.03</b>
W	Weakness	Weight	Rating	Score
1	Not yet marketing on social media	0,08	3	0,25
2	The amount of product supply sometimes does not match consumer demand	0,12	2	0,38
3	Products are not durable and easily damaged	0,12	3	0,38
4	Banana prices change frequently.	0,12	3	0,38
<b>Subtotal</b>		<b>1.00</b>		<b>1,39</b>
<b>Total</b>				<b>3,42</b>

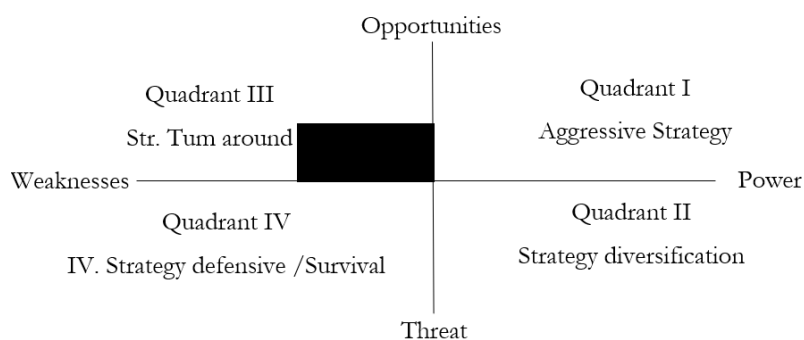
*Source: Premiere data after processing (2023)*

**Table 3. Matrix EFAS (*External Factor Analysis Summary*)**

O	External Factors	Weight	Rating	Score
	Opportunities			
1	Social media development	0,18	4	0,75
2	Collaborating with MSMEs whose products use Banana staples.	0,12	4	0,5
3	Increased market demand on holidays	0,18	3	0,56
<b>Subtotal</b>				<b>1,81</b>
T	Threats	Weight	Rating	Score
1	Reduction of agricultural land	0,12	3	0,37
2	Large number of competitors of similar businesses	0,18	2	0,37
3.	Business is easy to imitate	0,18	3	0,56
<b>Subtotal</b>				<b>1,3</b>
<b>Total</b>		<b>1.00</b>		<b>3,11</b>

*Source: Premiere data after processing (2023)*

From the results of the analysis in the IFAS (Internal Factors Analysis Strategies) table and the EFAS (External Factors Analysis Strategies) table, the score of each factor can be described as Strength: 2.03, Weakness: 139, Opportunity: 1.81, and Threats: 1,3. Thus it is known that the Strength value is above the Weakness value by 3.42 and the Opportunity value is above the Threats value by 3.11. From the results of the identification of these factors, thus depicted in the SWOT diagram which can be seen in the diagram below:



**Figure 1. Cartesian Diagram of SWOT Analysis of Juragan Banana Business**

Based on the cartesian diagram, Juragan Pisang's business from the cartesian diagram above, it clearly shows that Juragan Pisang's business is in quadrant III, namely the turnaround strategy. The company has good opportunities but the company has internal

weaknesses. Thus, the company can change the existing strategy to improve the internal situation

## **DISCUSSION**

In this study, SWOT analysis was used as a tool for processing research data. SWOT analysis is used to find out what strategy is most appropriate for Juragan Pisang's business by looking at various aspects of strengths, weaknesses, opportunities and threats itself. The selection of the best alternative is usually done after taking into account the consequences that will arise if an alternative is chosen and implemented. In SWOT analysis, it is necessary first to identify the four SWOT elements based on data collection obtained at the research location through documents, observations, and interviews with related parties. So, with that the researcher can identify the internal factors and external factors owned by the Juragan Banana business in Pangkep district, following the identification of the strengths, weaknesses, opportunities and threats of the Juragan Banana business in Pangkep.

In this study, SWOT analysis is used as a tool to process research data, SWOT analysis is used to determine what strategy is most appropriate for the company to use by looking at various aspects of the strengths, weaknesses, opportunities, and threats of the company itself. In conducting SWOT analysis, it is necessary first to identify the four SWOT elements based on the results of data collection obtained at the research location through documents, observations and interviews with the company. So, with that, researchers can identify internal factors and external factors owned by Juragan Pisang. The following is an identification of the strengths, weaknesses, opportunities and threats owned by Juragan Pisang's business.

Based on the analysis using the SWOT diagram that has been processed and presented previously, the results of data processing show that the Juragan Banana business in Pangkep Regency is in quadrant 1 by supporting an aggressive strategy (Growth Oriented Strategy) SO in the SWOT matrix is a strategy by utilizing all strengths to seize and take advantage of the greatest opportunities. The various strategies that can be pursued by Juragan Banana businesses in Pangkep are utilizing the S-O (Strength-Opportunity), S-T (Strength - Threats), W-O (Weakness-Opportunity) and WT (Weakness-Threats) strategies.

The S-O (Strength Opportunity) strategy is a strategy in utilizing all strengths to seize and take advantage of opportunities as large as possible. The SO strategy that can be pursued by the Juragan Pisang business is to maintain quantity, quality, and increase the amount of inventory, as well as maintain and improve services to maintain customer loyalty and



continue to market various types of bananas. This strategy aims to maintain public buying interest and can be maintained.

The S-T (Strength- Threats) strategy is a strategy of using the strengths of the Juragan Pisang business to overcome any external threats. The strategy that can be pursued by the Juragan Pisang business, namely by maintaining good relations with banana collectors in various regions, and maintaining product quality by checking products first before marketing.

The W-O (Weakness-Opportunity) strategy is a strategy that is implemented based on the utilization of existing opportunities by reducing the weaknesses possessed by the company. The strategy that can be applied by the Juragan Pisang business is by increasing product stock when entering holidays, and also increasing Juragan Pisang marketing by using social media, especially WhatsApp.

The W-T (Weakness- Threats) strategy is a strategy that is defensive in nature and tries to avoid possible threats from outside to reduce the company's corporate weaknesses, a strategy that can be pursued by Juragan Pisang's business, namely Adjusting product stock to market demand by looking at holidays.

## CONCLUSION

According to the findings from the research carried out at Juragan Banana business, it can be inferred that the business condition of Juragan Pisang falls within the first quadrant. This indicates that the company is in an extremely advantageous position as it possesses strengths and opportunities that are highly promising in supporting the implemented strategies. The most suitable strategy for enhancing consumer base and increasing the company's sales value in Juragan Pisang's business is the turnaround strategy, which belongs to quadrant III. Despite having favorable opportunities, the company does have internal weaknesses.

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