

Implementation of Marketing Strategies to Increase Interest in Purchasing Products Resulting from Students' Business Practices

Muhamad Ridwan¹, Maria Ulfah Catur Afriasih²
{muhamadridwan86@gmail.com¹, mariaulfah@polimedia.ac.id²}

Politeknik Negeri Media Kreatif, Indonesia^{1,2}

Abstract. Strategy is the steps that must be carried out by a company to achieve its goals. Creative Media State Polytechnic students have the obligation to carry out business practices. Interestingly, of the many products that have been successfully created by creative Polymedia students, there are not many that can survive and be sustainable. Therefore, researchers want to try to analyze how marketing strategies are implemented to increase interest in buying products resulting from students' business practices. This type of research is field research using qualitative descriptive methods and also using library research to complete the data. This collection and research was carried out by observation, interviews and documentation. The results of this research are that by implementing the 7P marketing mix marketing strategy, the student team carrying out business practices has succeeded in increasing purchasing interest before and after implementing the 7P marketing mix marketing strategy.

Keywords: Marketing Strategy, entrepreneurship, Purchase Interest.

1 Introduction

Marketing aims to satisfy customers and generate revenue. Marketing's two primary objectives are to draw in new customers by offering value and keep hold of current ones by providing them with contentment. In a company's business plan, creating a marketing strategy is the most crucial phase, but it's also critical to realize that strategy is an activity that concentrates efforts, targets activities, and prevents resource waste. Most companies tend to forget this because it isn't. It is ineffective and detrimental. In the banking sector, having a product marketing strategy is crucial, regardless of how well the target market is segmented. Without the proper plan in place, market positioning will not be effective.

A company's strategy is the set of actions it takes to accomplish its objectives. Marketing strategy is one of the essential components of marketing [1]. Because having a solid marketing plan can help you accomplish all of your short-, medium-, and long-term business objectives [2]. A company's capacity to effectively manage its marketing plan determines its level of success. a marketing idea whose characteristics are manageable through the marketing mix.

At the Creative Media State Polytechnic, students are required to engage in business activities. This is specifically through the fourth semester's entrepreneurship practice course. Due to the requirement of this activity, many items that come from the commercial operations of the students are produced each year. It's interesting to note that while many innovative Polymedia students have produced numerous great items, few of them are long-lasting and

sustainable. Thus, scholars aim to examine the ways in which marketing tactics are applied to boost consumer interest in purchasing goods arising from student-run businesses.

2 Methodology/Materials

This research includes field research. Field research aims to study intensively the background of current conditions and social interactions, individuals, groups, institutions and society. The field research in this study was of a descriptive type with qualitative research characteristics. According to Suryadi Suryabrata, descriptive research is research that intends to create information (descriptions) about situations or events [3].

In this research, researchers conducted field research to find out about the implementation of marketing strategies to increase interest in purchasing products resulting from business practices of students in the creative Polymedia Culinary Arts Study Program.

This research is descriptive qualitative in nature through a triangulation model, namely research that seeks to explain solutions to current problems based on data, present data, analyze and interpret [4]. Meanwhile, according to Moh Kasiram, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior [5].

In this study, researchers used qualitative research, namely data obtained through interviews, then described or presented in detailed descriptive form with the aim of finding out the marketing strategies used in order to increase interest in purchasing products resulting from business practices of students in the creative Polymedia Culinary Arts Study Program.

The research focuses on the 7P marketing mix, including product, price, place, promotion, people, physical evidence and process.

3 Results and Discussions

Based on the results of interviews with several student business group leaders, the application of marketing strategies in the business practices carried out by each student group is to implement the 7P marketing mix strategy (product, price, place, promotion, people, process, and physical evidence).

2.1 Product

Products are goods or services offered by producers to consumers with the aim of fulfilling all their wants and/or needs. So that this can be achieved, it is important for producers to implement the marketing mix in their marketing strategy. Products offered to the entrepreneurial practice of Polimedia culinary arts students include Cemamil, Cimol Go Yeah, Lelecious, Owdelight, Rizollez, mind rasa and cimpedaklicious. The following are the results of interviews conducted with several group leaders regarding the marketing strategy of the first marketing mix, namely product;

- (1) The main advantage of our products lies in the quality of raw materials and distinctive authentic taste. We always strive to provide consistent flavors and use fresh raw materials from local suppliers. We also regularly update the menu according to market trends and consumer feedback.*

- (2) *Product innovation is carried out every now and then by adding new menu variations or improving existing recipes. However, this innovation is still tailored to customer preferences that have been identified through face-to-face chats and direct interactions. This can help maintain the attractiveness of the product amidst intense competition.*
- (3) *The quality of raw materials is very important in determining overall product quality. We believe that high quality raw materials will produce better taste, more satisfying texture and optimal nutrition. Therefore, we always try to choose fresh ingredients, especially from trusted local suppliers, to ensure that our products are not only delicious, but also healthy.*

Based on the interview above, it can be concluded that the product strategy in the marketing mix focuses on product excellence, innovation at all times and maintaining the quality of raw materials. In the aspect of product excellence, they emphasize that the product must have good quality raw materials and have a distinctive taste. Meanwhile, in the aspect of innovation, they consistently strive to add new menus regularly and/or improve existing recipes. Then, regarding the quality of raw materials, they believe that high quality raw materials will produce good taste and produce optimal nutrition.

2.2 Price

Pricing a product must be done well. This is to maintain the psychological condition of consumers and their perception of the product. Setting prices too high for products has the potential to lose consumers. Meanwhile, setting a low price can cause losses to business actors. The following are the results of interviews with groups of student entrepreneurs in the culinary arts study program:

- (4) *Our product pricing is based on several key factors. First, we take into account raw material costs and operational costs, such as labor, space rental and distribution costs. After that, we also apply markup to ensure there is sufficient profit margin. Apart from that, we also consider market prices by analyzing the prices offered by competitors. This is important to ensure that the prices set remain competitive but still reflect the quality of the products offered.*
- (5) *Several main factors that most influence decisions in setting prices are production costs, consumer purchasing power, competitor prices, product value, market conditions and sales trends and scale. In terms of sales scale, being able to sell in large volumes, we can set a lower price per unit because the cost per unit can be reduced. However, for products that are more exclusive or made on a small scale, prices may be higher to reflect the scale of production.*

Based on interviews, it can be explained that pricing takes into account raw material costs and operational costs. To generate profit margins, they apply mark ups. Apart from that, what is more important is that in setting prices, you must pay attention to market prices in the local area. This aims to ensure that the prices applied are competitive.

2.3 Place

Location selection is the most expensive investment because location can determine how many visitors there will be. The right, comfortable and easy to reach location will be a special attraction for customers. An important location is one of the actions that must be taken by business people when dealing with the possibility of business success, which causes business to become another option in facing competition. The following are the results of interviews

with entrepreneurial practice students from the culinary arts study program regarding the importance of determining a location or business location:

- (6) *We chose a strategic location for the location of our business activities, because we are in a campus environment, so the main location to be targeted is the campus environment, after that other busy locations include residential areas around boarding houses and other busy centers such as car free days on Sundays. holiday. This location was chosen to reach the main target market, namely students who often look for fast and practical food. We also ensure that the location is easily accessible to consumers.*
- (7) *We provide takeaway and direct delivery services. Consumers can order via telephone or social media, then pick up their order at the agreed location or receive delivery directly from an in-house courier. This service is in high demand among customers who want to order food to take home or have it delivered to their homes.*

Based on interviews regarding place strategy, it can be concluded that the priority location to be targeted is a busy place that is easy to reach. Because this is a student business, their campus is the main target. Only after that did they expand their area coverage to surrounding areas such as car free days, residential areas around campus and others. Apart from that, they also provide direct delivery services or takeaway services.

2.4 Promotion

Promotion is a marketing activity that aims to disseminate information, influence the target market (consumers) to accept, buy and be loyal to the goods and services offered by the company. A successful marketing program also depends on promotion. A product will never be known to the public if consumers have never heard of it, regardless of its quality. One of the entrepreneur's choices to increase sales is promotion. Apart from enabling targeted distribution, this will support efficient and effective business operations. The following are the results of interviews with students practicing entrepreneurship in the culinary arts study program regarding the promotional strategies carried out.

- (8) *We rely heavily on social media such as WhatsApp, Instagram, Facebook and TikTok as the main tools for promoting products. Through this platform, we share interesting photos and videos about food products, the manufacturing process, use interactive content such as giveaways, polls, and question-and-answer sessions with customers to build engagement, working with local influencers (famous students on campus) to increase the visibility of their products among a wider audience, especially millennials and Gen Z.*
- (9) *Customer reviews and recommendations are very important to us. We encourage customers to leave positive reviews on platforms such as WA status or IG stories etc. Good reviews can improve their business reputation and attract more new customers through word of mouth. Additionally, we also provide incentives for customers who leave reviews, such as a discount on their next purchase or a small gift.*
- (10) *Every time we launch a new menu, we often run special promotions such as discounts for first-time customers, or giving free samples to try the new product. This strategy helps create hype and attracts customers to try our innovation.*

Based on the results of the interview above, it can be concluded that the promotional strategy in the marketing mix relies on social media, namely WhatsApp, Instagram, Facebook and Tiktok. Apart from that, they also use customer reviews or testimonials as a promotional tool. This has proven to be effective because there is word of mouth so that the message is more trustworthy to other potential consumers. As J. Shultz said, the effect of word of mouth

is very large, because the reference source is considered trustworthy and saves time. This is because there is a recommendation process by closest parties such as friends, family, acquaintances and influencers [6]

2.5 People

Human resources (HR) are one of the most valuable things in a company organization. HR must be cared for so that business continuity continues to run well and continues to show positive trends. The following are the results from culinary arts study program entrepreneurship practice students regarding how to manage human resources in marketing mix strategies:

- (11) The People element refers to all parties involved in delivering products or services to consumers. This includes company employees, customer service staff, salespeople, and consumers themselves. Managing the People element effectively is critical because people are the key influences on customer experience, brand reputation and sales success. What we do is build a culture of satisfactory customer service, accommodate communication and feedback, performance appraisals, involve all HR components in innovation and strive to provide supporting facilities.*
- (12) We always strive to create a company culture that emphasizes customer experience as a top priority. This includes habits in terms of empathy, speed of response, problem solving, and maintaining good relationships with customers. Company components that are able to provide excellent service can increase customer loyalty and brand image. This aims to ensure that every employee understands the importance of providing high- quality customer service.*

Based on the results of the interview above, it can be concluded that people's strategy in their business marketing mix is to build a culture of satisfactory customer service, accommodate communication and feedback, performance assessment, involve all HR components in innovation and strive to provide supporting facilities. Apart from that, they also always try to create a company culture that emphasizes customer experience as the main priority.

2.6 Process

In the scope of marketing, the process is the implementation of business procedures to make and distribute the resulting products so that they can be reached and owned by consumers. The process chosen by MSME owners greatly influences cost flexibility, product quality and product efficiency, so professional action is needed, namely thorough, directed, clear and precise in providing information in accordance with existing processes regarding the product. The following are the results of students practicing entrepreneurship in the culinary arts study program:

- (13) We set clear operational standards (SOP) for each stage in the marketing process, from production, distribution, sales, to after-sales service. By having clear standards, we can follow predetermined procedures thereby reducing variations in service and maintaining consistent quality.*
- (14) We identify each step in the workflow and eliminate activities that do not add value. We take process steps such as inventory management, ordering, or shipping to increase efficiency. Optimization can also be achieved by streamlining administrative processes, speeding up decision making, and increasing collaboration between teams.*

- (15) *We need to manage the customer service process by providing easily accessible communication channels (telephone, email, social media, online chat) and training the team to handle customer complaints or questions quickly and appropriately. In addition, the process for returning goods, replacing products, or compensating must also be designed so that it is easy for customers to understand. We continually evaluate and look for ways to improve existing processes. This can be done by listening to input from teams in the field, customers, or through business trend analysis. By adopting an innovative approach, processes can become more efficient and relevant to changing market needs.*
- (16) *We have strict supervision over product and service quality. This includes ensuring production processes comply with health, safety and environmental standards. In addition, quality control procedures must be implemented at every stage of the process to avoid product defects or service errors.*

In the process aspect, it can be concluded that they have implemented a good process in the marketing mix by implementing clear operational standards (SOP) for each stage in the marketing process, starting from production, distribution, sales, to after-sales service. Then they also identify each step in the workflow and eliminate activities that do not provide added value, manage customer service, evaluate and carry out strict supervision.

2.7 Physical Evidence

Consumers' decisions to purchase certain goods or services are indirectly influenced by physical facilities, which usually consist of buildings, furniture, equipment, supplies, logos, colors and company atmosphere. This is very important because it concerns business credibility. Good physical facilities will increase the credibility of the business, conversely, poor physical facilities will make the business considered less credible. The following is an interview with The following are the results with students of culinary arts study entrepreneurship practice related to strategies in physical evidence in the marketing mix:

- (17) *Our product packaging is designed in such a way that it is visually attractive and reflects the quality and brand identity. Elements such as colors, logos, fonts and packaging materials are carefully selected by us to create a pleasant experience for customers. Packaging also needs to be functional, protect the product, and be easy to use. This aims to create a strong impression and differentiate the product from competitors.*
- (18) *We design all forms of promotional materials such as e-brochures, catalogues, advertisements and social media displays professionally. Social media displays, for example, must be easy to use, quick to access, and informative. The visual design must reflect the brand identity, while the content must be attractive and answer customer needs. Physical promotional materials such as brochures or business cards should also be printed with high quality to reinforce positive perceptions of the brand.*
- (19) *Apart from direct physical evidence, customer reviews and testimonials are also part of physical evidence in the digital world. We should encourage customers to leave good reviews and testimonials, as well as display those reviews on social media platforms as proof of the quality of the product or service.*

4 Conclusion

Based on the research results described above, it can be concluded that culinary arts study program students who carry out business practices have implemented the 7P marketing mix strategy in their business practices. Starting from product strategy, price, place, promotion, people, process and physical evidence. In the product strategy aspect, they focus on product excellence, innovation at all times and maintaining the quality of raw materials. In their price strategy or pricing strategy, they take into account raw material costs and operational costs. Apart from that, to generate profit margins, they apply mark ups or increase prices above the cost of goods sold with a margin of between 30 to 50%. Apart from that, what is more important is that in setting prices, you must pay attention to market prices in the local area. This aims to ensure that the prices applied are competitive.

In the location aspect, they apply the best location selection strategy. Because this business is a student business, their campus is the main target. Only after that did they expand their area coverage to surrounding areas such as car free days, residential areas around campus and others. Apart from that, they also provide direct delivery services or takeaway services. In the promotion aspect, they rely on social media, namely WhatsApp, Instagram, Facebook and Tiktok. Apart from that, they also use customer reviews or testimonials as a promotional tool. This has proven to be effective because there is word of mouth so that the message is more trustworthy to other potential consumers.

In the people aspect, they build a culture of satisfactory customer service, accommodate communication and feedback, performance appraisals, involve all HR components in innovation and strive to provide supporting facilities. Apart from that, they also always try to create a company culture that emphasizes customer experience as the main priority. In the process aspect, they implement clear operational standards (SOP) for each stage in the marketing process, starting from production, distribution, sales, to after-sales service.

In the physical evidence aspect, by designing product packaging in such a way that it is visually attractive and reflects the quality and identity of the brand. Then they also design all promotional materials such as e-brochures, catalogues, advertisements and social media displays professionally. Lastly they accommodate customer reviews and testimonials, this is part of physical evidence in the digital world.

All aspects of the marketing mix strategy that have been carried out by culinary arts study program students who are carrying out business practices have been implemented well. The impact of implementing this marketing strategy, business group leaders said that their buying interest in sales increased by an average of 30 to 40% from before implementing the marketing strategy to now implementing the marketing mix marketing strategy.

Acknowledgments. This work was supported by The Center for Research and Community Service of Politeknik Negeri Media Kreatif.

References

- [1] Kasmir. Kewirausahaan. PT Raja Grafindo Persada, Jakarta (2006)
- [2] Sondang, P Siagian: Manajemen Stratejik. Bumi Aksara (1995)
- [3] Suryana: Kewirausahaan Pedoman Praktis, Kiat dan Proses Menuju Sukses Edisi Tiga. Salemba Empat, Jakarta (2006)

- [4] Rangkuti, F; Analisis SWOT: Teknik Membedah Kasus Bisnis. Gramedia Pustaka Utama, Jakarta (2008)
- [5] Kotler dan Keller: Manajemen Pemasaran, Edisi 12. Erlangga, Jakarta (2012)
- [6] Swastha & Irawan: Manajemen Pemasaran Modern. Penerbit Liberty, Yogyakarta (2013)