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TOTOH GINGER COFFEE PRODUCTS IN INCREASING INCOME OF THE COMMUNITY OF KARANG ANYAR VILLAGE, KETAPANG DISTRICT, SAMPANG DISTRICT

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Abstract

The aim of this research is to find out the promotional strategy for Totoh ginger coffee products to increase the income of the people of Karang Anyar village, Ketapang sub-district, and Sampang regency. This research uses a qualitative approach, with data collection techniques using documentation, observation, and interview techniques. Meanwhile, checking the validity of the data is obtained through extending observations, increasing persistence in research, and triangulation. The research's findings lead the researcher to the following conclusions: first, Totoh ginger coffee owners have adopted the marketing mix concept, which consists of the 4Ps: product strategy (product), price strategy (price), distribution location strategy (place), and promotion strategy (promotion), as their development strategy to boost sales and keep customers. In its marketing strategy, the owner of Totoh ginger coffee applies a strategy that is in accordance with Islamic business ethics, namely: *Al-insaniyah*, or humanity; *akhlakul karimah*, in accordance with customer wishes; listening to customer criticism and suggestions; honesty; *being* realistic (not making things up); respecting customers; offering quality and halal goods; and offering products that do not harm customers. *Second*, the strategy implemented in the production process, price, location, and promotion is that there are no deviations made by Totoh ginger coffee product business actors, whether in the supply of raw materials, the manufacturing process, or the sales process. The Totoh ginger coffee business has implemented Islamic economic principles, namely Tawheed; whatever is done is based on the existence of Allah SWT *Khilafah and Al-Ta'awanun*, namely mutual help. The raw materials used are natural and halal materials, which are permitted in Islam, are obtained in a good way, and are sold only through orders from consumers via social media.

Keywords: Strategy, promotion, economic income .

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui strategi promosi produk kopi jahe totoh dalam meningkatkan pendapatan masyarakat desa karang anyar kecamatan ketapang kabupaten sampang. Penelitian ini menggunakan pendekatan kualitatif, dengan teknik pengumpulan data menggunakan teknik dokumentasi, observasi dan wawancara. Sedangkan pengecekan keabsahan data diperoleh melalui perpanjangan pengamatan, peningkatan ketekunan dalam penelitian dan triangulasi. Berdasarkan hasil penelitian, maka dapat peneliti simpulkan bahwa: pertama, Strategi pengembangan yang diterapkan oleh pemilik kopi jahe totoh dalam meningkatkan pendapatan dan mempertahankan konsumen adalah dengan menerapkan konsep Marketing Mix (bauran pemasaran) yang meliputi 4P yang terdiri dari; strategi produk (product), srategi harga (price), strategi lokasi distribusi (place), dan strategi promosi (promotion). Dalam strategi pemasarannya, pemilik kopi jahe totoh menerapkan strategi yang sesuai dengan etika bisnis Islam yaitu; *Al-insaniyah* atau kemanusiaan, *akhlakul karimah*, sesuai dengan keinginan pelanggan,

mendengarkan kritik dan saran pelanggan, kejujuran, waqi'iyah atau realistis (tidak mengada-ada), memuliakan pelanggan, menawarkan barang yang berkualitas dan halal, menawarkan produk yang tidak membahayakan pelanggan. Kedua, Strategi yang dilakukan pada proses produksi, harga, lokasi dan promosi tidak ada penyimpangan yang dilakukan oleh pelaku usaha produk kopi jahe totoh, baik dalam penyediaan bahan baku, proses pembuatannya ataupun dalam proses penjualan. Usaha kopi jahe totoh tersebut telah menerapkan prinsip ekonomi Islam yaitu Tauhid apapun yang dikerjakan berlandaskan adanya Allah SWT Khilafah dan Al-Ta'awanun yaitu tolong menolong. Bahan baku yang digunakan adalah bahan alami dan halal yang dibolehkan dalam Islam, dan diperoleh dengan cara yang baik dan penjualannya hanya melalui pemesanan dari para konsumen melalui media sosial.

Kata kunci: Strategi, promosi, pendapatan ekonomi.

Introduction

According to data from the Central Statistics Agency (BPS), Indonesian people's income, calculated from gross domestic product (GDP) per capita, will increase 8.5 percent in 2021, with income increasing to IDR 62.2 million (US\$ 4,35 thousand) per year compared to 2020, which only grew 57.3 million per year. Domestic economic growth was 3.69% in the previous year. Community income is all receipts in cash or in kind of non-cash proceeds from the sale of goods or services within a certain period of time. Income is a very important part of the trading business; this can be An effort is made to find out the value or amount of income obtained while carrying out the business (Yunus, 2011). Meanwhile, according to Hasibuan et al. (2023), income is the total income (money and non-money) of a person or household during a certain period.

In order to increase income, a trader needs to carry out a strategy. According to the definition, strategy is the long-term goal of a company as well as the utilization and allocation of all resources that are important to achieve that goal (Wua et al., 2022). Meanwhile, in Kenneth Andrew's opinion, strategy is a pattern of targets, aims, objectives, and policies, as well as important plans to achieve those goals, which are expressed in ways such as determining the business that the company is pursuing or will be pursuing and what type of company this company will become. (Zaki & Sukoco, 2019).

According to Soedewi et al. (2022), promotion is a part of the marketing process; promotion itself is a communication from the seller to the buyer. According to Kusmono's opinion, promotion is an attempt by marketers to persuade other parties to engage in exchange activities. Meanwhile, according to Asshiddiqie & Supriana (2023), promotion is defined as a form of marketer communication that aims to disseminate information, influence, persuade, and remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered. According to Yunus (2011), promotion is the last activity of the marketing *mix*, which is very important because most markets are more of a buyer's market where the final decision on a buying and selling transaction is greatly influenced by the consumer.

Research Methods

This research uses qualitative research. The aim of this research is to find facts about product promotion strategies to increase village community income. This research uses a phenomenological method, which is one of the methods in non-positivistic research that explores data from informants with the aim of interpreting product promotion strategies to increase the income of the village community. The aim of this research is to understand the meaning of phenomena. Qualitative research is focused on understanding social phenomena from an internal perspective based on the perpetrator subject. This is because, in seeking the truth, they doubt more that there is objective reality (A. Muri, 2016).

The data collection techniques used in qualitative research are: The observation method is a data collection tool that involves meticulously observing and documenting the symptoms under investigation. Data collection techniques using observation are used when the research concerns human behavior, work processes, and other things that can be directly observed by the researcher. Unstructured interviews are free interviews where the researcher does not use interview guidelines that have been arranged systematically and completely for data collection; the guidelines used are only an outline of the problems to be asked. The documentation method involves looking for data regarding things in the form of notes, transcripts, books, newspapers, magazines, and other documents. The documentation method involves collecting qualitative data by viewing or analyzing documents created by the object itself or by other people about the subject.

In this research, the researcher determined the location that would be the object of his research, namely Karang Anyar Village, Ketapang District, Sampang Regency, East Java 69261. The reason the researcher chose this location was because it was a strategic place and had quite a lot of data that the researcher needed in conducting the research, as well as the presence of other parties. parties who are willing to provide the researchers with the information they need for this research.

Results And Discussion

A. Creative Economy Development Strategy for Totoh Ginger Coffee in Increasing Community Economic Income in Karang Anyar Village, Ketapang District, Sampang Regency

The strategy for developing totoh ginger coffee in Karang Anyar Village, Ketapang District, Sampang Regency includes:

1. Product strategy

According to Kotler, a product is anything offered to the market to get attention, be owned, used or consumed so that it can fulfill customer needs or desires (Suyanto, 2007). This definition is in accordance with the explanation above. According to Kotler and Armstrong,

products consist of several components: product diversity, quality, design, shape, brand, packaging, size, and service.

The quality of Totoh ginger coffee is very good because there is no dregs at all when brewed in a mortar, so the resulting coffee is really smooth like machine-ground coffee. Apart from that, Arabica coffee is used because it grows naturally without pesticides. By adding the name of Karang Anyar Village itself, ginger totoh coffee products will be better because people outside the village will be interested in Karang Anyar Village because they can produce ginger totoh coffee that is better than coffee in general. The ingredients used also come from plants native to Karang Anyar Village, from ginger to coffee, so proven efficacy and product safety. Not only that, Karang Anyar Village implements a program from the governor of East Java, namely OPOP (*one Islamic* boarding school , *one* product), namely that each Islamic boarding school creates a superior product that is competitive, innovative and raises the image of Karang Anyar Village itself, created by student alumni from the Al Islamic boarding school. - Hasany so that products are guaranteed to be halal, hygienic and also in accordance with Islamic law. The special features resulting from implementing the OPOP (one Islamic boarding school, one product) program can help introduce this Totoh ginger coffee product as well as differentiate it from other Islamic boarding school products, most of which every Islamic boarding school produces products in the form of mineral water, and only Karang Anyar Village creates products in the form of coffee. ginger toh.

The product strategy used in this Totoh ginger coffee continues to prioritize the quality and characteristics highlighted in this Totoh ginger coffee product. Starting from the production stage which still maintains traditional values, it produces the aroma and characteristics of classic coffee, as well as the very strong aroma resulting from "totohan". Apart from the characteristics that are highlighted, there is no need to doubt the quality of this Totoh ginger coffee product because it uses basic ingredients of Arabica coffee and ginger which are grown directly in Karang Anyar Village so that there is no dregs when brewed even though it only uses traditional tools and the benefits of the product are directly proven. the coffee. The branding used to improve Totoh ginger coffee includes the name Karang Anyar Village, implementing the OPOP (one Islamic boarding school, one product) program so that people are curious about Karang Anyar Village because it can create superior, creative and competitive products by involving Islamic boarding school alumni to manage it. This Totoh ginger coffee product is proven to be hygienic, safe for consumption, and of course in accordance with Islamic sharia. Apart from that, the packaging used is premium so as to maintain the durability of the Totoh ginger coffee product so that it lasts longer and creates new innovations in the form of original variants and ginger variants suitable for coffee lovers.

2. Pricing strategy

the premium and thick packaging used really supports the durability of the product contents and its advantages attract the interest of buyers of Totoh ginger coffee.

Regarding the pricing strategy implemented by the owner of Totoh Ginger Coffee, he uses a pricing strategy that is matched to market prices and also the economic conditions of consumers. In other words, price determination is carried out by means of joint negotiations or deliberations carried out by the Village Head and also members involved in the production of Totoh ginger coffee, resulting in a price determination of 25,000 per product.

The explanation above is relevant to the theory explained by Gilbert " *Price is the monetary value assigned by the seller to something purchased, sold or offered for sale, or transactions by a buyer, as their willingness to pay for the benefits the product and channel service delivers* "In other words, price is the selling value set by the seller for something bought, sold, offered or transacted by the buyer, based on the desire to pay for product profits (Basu Swastha and Ibnu Sukotjow, 2007) .

Price implicitly has a relationship with quality. Good quality products will be sold at high prices, while products with poor quality will be sold at relatively low prices. In reality, price has an influence on consumer satisfaction and also has a big influence on consumer perceptions of quality and consumer satisfaction.

3. Location strategy

According to Deisita, strategic location is a very important part, with a strategic location, business and enterprise will experience progress because it is easy to reach and the place is very suitable for the type of business being established. (Harahap et al., 2022) . With a strategic marketing location on the side of the road, customers from outside Karang Anyar Village can buy products without having to go to the factory directly. They can also use COD and package delivery expeditions.

4. Promotion strategy

According to experts, promotional strategy is a concept for informing or informing consumers about products , while according to Marceline Livia Hedynata and Wirawan ED Radaianto, promotional strategy is a plan for optimal use of promotional elements such as advertising, public relations, personal selling, and sales promotion. . Meanwhile, according to Hermawan, promotion itself is one of the priority components of marketing activities which informs consumers that the company is launching a new product that tempts consumers to make purchases. (Harahap et al., 2022) .

Regarding the obstacles experienced in terms of distribution and also the lack of planting coffee beans in large quantities, the production of Totoh ginger coffee is small and

adapts to the availability of raw materials for coffee beans so that it cannot meet the demand of shops or supermarkets if the stock of Totoh ginger coffee products runs out due to lack of availability of materials. The solution needed is to collaborate with the agriculture and livestock departments to provide training assistance related to coffee planting in order to produce good quality coffee and also plant it on a large scale.

The overall conclusion can be drawn from the strategy implemented by the owner of Totoh ginger coffee, namely the development strategy implemented by the owner of Totoh ginger coffee in increasing income and retaining consumers is by applying the Marketing *Mix concept* which includes 4Ps consisting of; product strategy (*product*), price strategy (*price*), distribution location strategy (*place*), and promotion strategy (*promotion*). In its marketing strategy, the owner of Totoh ginger coffee applies a strategy that is in accordance with Islamic business ethics, namely; *Al-insaniyah* or humanity, *akhlakul karimah* , in accordance with customer wishes, listening to customer criticism and suggestions, honesty, *waqi'iyah* or realistic (not making things up), respecting customers, offering quality and halal goods, offering products that do not harm customers .

B. Creative Economy Development Strategy for Totoh Ginger Coffee in Increasing Community Economic Income According to an Islamic Economic Perspective in Karang Anyar Village, Ketapang District, Sampang Regency

According to the Islamic economic perspective, the most important thing in developing a business is to use values based on the Qur'an and Hadith, as did the Prophet, namely (Awwalin, 2015) ;

1. *Siddiq* , namely true and honest. Never lie in carrying out business activities.
2. Creative, brave and confident, these three things reflect the business's willingness to seek and discover new business opportunities.
3. *Tabligh* , namely being able to communicate well.
4. *Istiqamah* , consistently displaying and implementing the values above despite temptations and challenges.

The development strategy carried out by the owner in the context of an Islamic perspective is as follows;

a. Product strategy according to an Islamic economic perspective

According to Islam, a product is useful, consumable material that has useful value, which produces material, moral and spiritual improvements for consumers. Something that is useless and prohibited in Islam is not a product in the Islamic sense. Goods in conventional economics are goods that can be exchanged, but goods in Islam are goods that can be exchanged and are morally effective.

b. Pricing strategy according to an Islamic economic perspective

Pricing Strategy According to Gerald Michaelson in his book Sun Tzu "Strategy for Sales" is a plan that will be established by doing various things correctly. (Destya, 2022) . In an Islamic economy , anyone can do business. However, you should not make an effort, namely taking profits above normal profits by selling fewer goods for a higher price. (Abdu Rofiq, 2016) . Sourced from a hadith from Sahih Muslim, Rasulullah said:

خاطي الا لا يحتكر

Meaning: "No one does this ihtikar unless they sin"

This hadith explains that the threat comes because the person who keeps the goods wants to build himself on the suffering of others and doesn't care whether people are hungry, what is important is that he gets the maximum profit. The more people need the goods, the more they are hidden, and the more they are happy with the increase in these goods (Kurniawan, 2019) .

Therefore, the pricing strategy according to the Islamic economic perspective used in setting prices for Totoh ginger coffee products has been adjusted to the quality and market price and does not exceed the *margin* , resulting in a price of 25,000 per product and has been mutually agreed upon by all parties involved. This Totoh ginger coffee product does not use *false* methods , there is no element of fraud, and does not harm other parties because the price set meets the price setting requirements according to an Islamic economic perspective. Apart from that, determining the price of Totoh ginger coffee adjusts people's purchasing power by not forcing consumers' will to buy, and divides the target market based on low product prices to high priced products, this is in accordance with the market segmentation implemented by Rasulullah who carried out psychographic segmentation, namely grouping markets based on lifestyle or personality and abilities so that they are in accordance with the Islamic economic perspective.

c. Location strategy according to an Islamic economic perspective

Determining the location at the Karang Anyar Village Hall is an effective idea in making the Village Hall a production place, because it is strategically located and easy to find and is often visited by many people so it doesn't make it difficult for consumers if they want to buy directly at the production location. Apart from that, the Totoh ginger coffee production process does not produce waste that pollutes or even damages the environment because all production residues are utilized properly so that it is in accordance with location determination in accordance with an Islamic economic perspective .

Marketing locations in Islam recommended by Rasulullah SAW are in markets which include shops or supermarkets, these are all places for carrying out buying and selling transactions. Rasulullah SAW prohibited people from buying merchandise before taking it to

the market, shop or supermarket so that traders and consumers know the prevailing market price. (Rifa'i & Sina, 2019) .

According to Yana et al., (2020) Pulungan Location strategy in Islam is also closely related to environmental cleanliness so that it becomes one of the main factors for maintaining a clean, healthy and comfortable life and avoiding various diseases. Implementing a culture of clean living in the community requires a strong understanding in accordance with the traditions of the community, so that an attitude of awareness can be applied well by the community towards its environment.

Conclusion

Based on the research results, the researcher can conclude that: *first, the* development strategy implemented by Totoh ginger coffee owners to increase income and retain consumers is to apply the marketing *mix concept*, which includes the 4Ps consisting of product strategy (product), price strategy (price), distribution location strategy (place), and promotion strategy (promote *on*). In its marketing strategy, the owner of Totoh ginger coffee applies a strategy that is in accordance with Islamic business ethics, namely: *Al-insaniyah*, or humanity; *akhlakul karimah*, in accordance with customer wishes, listening to customer criticism and suggestions, honesty, *being* realistic (not making things up); respecting customers; offering quality and halal goods; and offering products that do not harm customers. *Second*, the strategy implemented in the production process, price, location, and promotion is that there are no deviations made by business actors of Totoh ginger coffee products, whether in the supply of raw materials, the manufacturing process, or the sales process. The Totoh ginger coffee business has implemented Islamic economic principles, namely Tawheed; whatever is done is based on the existence of Allah SWT *Khilafah and Al-Ta'awanun*, namely mutual help. The raw materials used are natural and halal materials, which are permitted in Islam, and are obtained in a good way and sold only through orders from consumers, entrustment services, and social media at normal prices.

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