MARKETING STRATEGY FOR RICE COMMODITIES AT THE NAWANG JAYA TRADING BUSINESS IN BARAS, NANGA BARAS DISTRICT, SAMBI RAMPAS DISTRICT, EAST MANGGARAI DISTRICT
(Strategi Pemasaran Komoditas Beras Pada Usaha Perdagangan Nawang Jaya Di Baras Kecamatan Nanga Baras Kabupaten Sambi Rampas Kabupaten Manggarai Timur)

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ABSTRACT

This research was conducted at Nawang Jaya Trading Business in Baras, East Manggarai Regency. This research aims to determine the internal and external conditions of Nawang Jaya Trading Business and marketing strategy for rice products at Nawang Jaya in the data collection method used in this research is through observation, interviews and documentation. The sample was determined using purposive sampling. The types of data collected are primary data and secondary data. The data analysis used is SWOT analysis. The results of the research show that (1) from internal factors it can be concluded that strengths have a value of 1.93 and weaknesses have a value of 0.9. This means that in the marketing strategy for rice products Nawang Jaya Trading Enterprises still has better strengths. from existing weaknesses. (2) From external factors it is concluded that opportunities (Opportunity) have a score of 1.59 and threat factors (Threats) have a value of 1.04, indicating that there is still an opportunity for a marketing strategy for Nawang Jaya Trading Enterprise rice products, considering the threats smaller than chance. The marketing strategy implemented through intensive strategies, namely market penetration, market development and product development.

Keywords: Marketing, Strategy, Rice.

INTRODUCTION

According to Setia Oetama (1999), rice is the staple food for the majority of Indonesia's population. Therefore, the development of the agricultural industry is crucial for human survival today. As such, the national development system heavily depends on the agricultural sector. Agriculture in Indonesia primarily includes crop cultivation (such as food crops, horticulture, and plantations), which is widely practiced by farmers.

The role of rice in supporting people's livelihoods is extremely important, and its availability must be maintained. Failing to ensure rice availability would pose a serious threat to food security, particularly given the issue of food neutrality—since more than 90% of Indonesia's population consumes rice (Harianto, 2000). Rice is a strategic commodity, not only as a food product but also as a political commodity. Due to population growth and the public's aspirations for a better quality of life, food demand continues to rise. This necessitates government capability and agricultural development initiatives to ensure national food supply.

The business sector, in addition to being profit-oriented, also contributes to the national rice supply alongside the government, which supports food availability through programs such as Bulog and Dolog. Thus, both public and private agricultural enterprises play an important role in supporting food security.

Based on data from Statistics Indonesia (BPS) for East Nusa Tenggara between 2020 and 2022, rice production reached: 424,669.00 tons in 2020, 428,683.00 tons in 2021, AND 442,842.00 tons in 2022. This data indicates an annual increase in rice production, a trend that must be sustained and strengthened. One of the contributors to this growth is Manggarai Timur Regency. According to BPS, rice production in Manggarai Timur was: 43,556.00 tons in 2020, 39,126.00 tons in 2021, and 45,675.00 tons in 2022

UD. Nawang Jaya is a trading business (*Usaha Dagang*) engaged in processing agricultural products, specifically transforming paddy into rice. As part of its contribution to Manggarai Timur's

development, UD. Nawang Jaya operates as a licensed entity focused on rice marketing and rice milling industries. The company purchases paddy from local farmers, processes it into rice, and sells it to business clients as well as directly to consumers.

UD. Nawang Jaya operates with one marketing office located in Baras, Sambi Rampas Subdistrict, and has two rice milling units as its production centers. The company aims to dominate the rice market in its target areas. However, it faces competition from similar businesses, leading to increased market rivalry. To overcome this, strategic marketing, innovation, and effective business practices are essential to ensure long-term sustainability.

The rice produced is marketed to consumers in East Manggarai, Central Manggarai, West Manggarai, and Nagekeo. According to Wibowo et al. (2015), a marketing strategy is a structured plan describing how a business expects to leverage its internal capabilities or distinct marketing activities to influence demand for a product or product line in a specific target market. A marketing program includes initiatives that potentially affect product demand, such as price adjustments, advertising campaigns, exclusive product offerings, distribution channel selection, and more.

RESEARCH METHODOLOGY

This research was conducted at UD. Nawang Jaya in Baras, Nanga Baras Village, East Manggarai Regency. The research location was selected intentionally (purposive sampling) based on the consideration that UD. Nawang Jaya is the only trading business engaged in rice distribution in Baras, Nanga Baras Village, East Manggarai Regency. The data and information collection period for this research was from March to April 2023.

Sampling Method

The sampling method used was purposive sampling, a technique whereby the sample is selected based on the researcher's own judgment regarding the most appropriate respondents from the population at UD. Nawang Jaya in Baras, Nanga Baras Village, East Manggarai Regency. The selected samples in this study included: the owner/manager of UD. Nawang Jaya, employees, and consumers. This is in line with the descriptive-analytic method proposed by Sugiyono (2012). The research respondents included:

1. The owner and five (5) employees who have worked for more than one year and therefore understand the internal and external aspects of UD. Nawang Jaya.
2. Ten (10) consumers who purchase rice from UD. Nawang Jaya.

Types and Sources of Data

This research is of a descriptive qualitative nature and is related to social conditions, involving a description of the factors affecting UD. Nawang Jaya followed by an analytical process.
The data sources collected include:

1. Primary data, obtained through interviews and direct observation of the owner or manager at UD. Nawang Jaya, including data directly relevant to the study.
2. Secondary data, obtained from institutions or agencies and already made available to the public. In this study, secondary data included information provided by the owner or manager of UD. Nawang Jaya in Nanga Baras Village, East Manggarai Regency.

Data Collection Techniques

1. Observation, involving direct observation to gather data related to the rice product marketing strategy.
2. Interviews, conducted in the form of dialogues with stakeholders in the study, particularly the owner/manager of the trading business (UD) Nawang Jaya.
3. Documentation, involving the collection and recording of relevant information from both the owner of UD. Nawang Jaya and consumers as respondents.

Data Analysis Technique

This study employs a descriptive research model with a qualitative approach. The analysis used to process the data is the SWOT analysis. Logical reasoning is the basis for analysis, including using strengths and opportunities to be maximized while minimizing weaknesses and threats simultaneously (Rangkuti, 2014). Furthermore, the mission, objectives, strategies, and policies of the business form the basis for decision-making. Therefore, the design of a strategic business plan is based on strategic factors identified through analysis of strengths, weaknesses, opportunities, and threats faced by the business.

Based on external factors, an External Strategic Factor Analysis Summary (EFAS) is developed, and based on internal factors, an Internal Strategic Factor Analysis Summary (IFAS) is compiled (Rangkuti, 2014).

a. External Strategic Factor Matrix (EFAS):

1. Identify the opportunities and threats that exist within the business environment.
2. Weight Assignment: In the weight column (Column 2), assign a weight to each factor, with a value ranging from 0.0 (no impact/insignificant to the business) to 1.0 (very significant to the business). The assignment of weight depends on the degree of influence each factor has on the business.
3. Rating: To calculate the rating value (Column 3), evaluate how effectively the company responds to the external factors that represent opportunities and threats. The rating reflects the extent to which these factors impact the business's potential for progress or stagnation.

The rating scale for opportunity and threat factors is as follows:

Rating Scale for Opportunity Factors:

Opprotunity	Scale	
	1	Low opportunity
	2	Moderate opportunity
	3	High opportunity
	4	Very high opportunity

Rating Scale for Threats Factors:

Threats	Scale	
	1	Low threats
	2	Moderate threats
	3	High threats
	4	Very high threats

Next, multiply the weight in column 2 by the rating in column 3 to obtain the weighted score in column 4. The result is a weighted score for each factor, with values ranging from 4.0 (outstanding) to 1.0 (poor).

Sum all the weighted scores (in column 4) to calculate the total weighted score for the company. This total score reflects how well the company is responding to its external strategic factors. The total score can also be used to compare this company with others in the same industry group (Rangkuti, 2014).

Internal Strategic Factor Matrix (IFAS)

The steps are as follows:

1. Identify the company's strengths and weaknesses and list them in column 1.
2. Assign weights to each factor, using a scale from 1.0 (most important) to 0.0 (not important), based on the impact of each factor on the company's strategic position. The total weight should not exceed 1.0.
3. Assign a rating from 1 to 4 in column 3 to indicate how effectively the company responds to each factor:

The rating scale for strength and weaknesses factors is as follows:

For positive factors (strengths):

Strength	Scale	
	1	minor strength
	2	moderate strength
	3	significant strength
	4	very strong strength

For negative factors (weaknesses) (reverse scale):

weaknesses	Scale	
	1	very serious weakness
	2	fairly serious weakness
	3	less serious weakness
	4	insignificant weakness

4. Multiply the weight in column 2 by the rating in column 3 to obtain the weighted score in column 4. The resulting score for each factor ranges from 4.0 (outstanding) to 1.0 (poor).
5. Sum all the weighted scores in column 4 to calculate the total internal weighted score for the company. This score indicates how well the company is responding to its internal strategic factors. Like the EFAS, this total score can be used for comparison with other companies in the same industry (Rangkuti, 2014).

RESULT AND DISCUSSION

S*trengths*

The internal strengths of the rice trading business UD. Nawang Jaya in Nanga Baras, Sambi Rampas District, East Manggarai Regency serve as the foundation for the sustainability and further profitable development of the business. These strengths include:

a) A strong production trend under the UD. Nawang Jaya rice brand, Nona Baras, which is already well-known among the local community.
b) A strategic location that supports market access and customer reach.
c) Delicious rice taste, offering high consumer satisfaction.
d) Packaging sizes tailored to customer preferences, including 5 kg, 10 kg, 20 kg, and 50 kg options, which meet varying consumer demands.
e) Excellent customer service, contributing to customer loyalty and positive word-of-mouth.

Weakness

Based on the identification results, the following are the weakness factors for the rice business of UD. Nawang Jaya:

a) Sales are still relatively low
b) Marketing is limited
c) Rice quality is occasionally inconsistent

Opportunity

Based on the identification results, the following are the opportunity factors for the rice business of UD. Nawang Jaya:

a) Rice is the staple food for the local community.
b) There is access to a broad market reach, allowing the business to expand beyond its immediate surroundings.

c) The presence of consumers with relatively high income levels, which increases purchasing power.
d) UD. Nawang Jaya has a base of loyal customers who are highly dedicated to its rice products.
e) The high population in Nanga Baras Village provides strong potential for customer growth. According to data from the East Manggarai Statistics Agency (BPS), Nanga Baras has a population of 973 residents, which presents a significant opportunity for UD. Nawang Jaya to expand its customer base.

Threats

The external environmental factors in the rice sector that may hinder UD. Nawang Jaya from achieving its goals include:

a) The presence of intense competition among local rice milling businesses.
b) Lower-priced competitor rice products, which can attract price-sensitive consumers.
c) High raw paddy prices during the dry season, which significantly impact the final price of rice.
d) The growing number of competing rice products that may eventually displace UD. Nawang Jaya's products in the market.

Based on the SWOT diagram calculation results, several marketing strategies have been formulated for UD. Nawang Jaya's rice products, which fall into Quadrant I—a position that supports an aggressive (Growth-Oriented) Strategy. This aggressive strategy can be implemented through intensive strategies such as market penetration, market development, and product development.

1. Market Penetration
   According to Sugianto (2012), market penetration refers to efforts aimed at increasing the sales of existing products within the current market. This can be done through a more aggressive and extensive marketing mix to boost product reach and visibility.
2. Market Development
   Market development strategy involves efforts to introduce UD. Nawang Jaya's rice products to new geographical areas, particularly outside the Manggarai region, in order to expand the customer base and increase sales.
3. Product Development
   According to Abdullah and Tantri (2017), product development refers to anything offered to the market to attract attention, be purchased, used, or consumed, and which satisfies consumer desires or needs in line with market evolution. In this context, UD. Nawang Jaya seeks to boost sales by maintaining the high quality of its rice—already appreciated by customers—and by improving or modifying its packaging to reflect current trends, thus enhancing consumer satisfaction and the perceived value of its "healthy rice" product.

CONCLUSION

1. The internal and external conditions of UD. Nawang Jaya are as follows:
   a. The current internal condition, as observed from its strengths and weaknesses, shows that the company's strengths outweigh its weaknesses. This situation is highly advantageous for UD. Nawang Jaya in marketing its rice products.
   b. The current external condition, as seen through opportunities and threats, indicates that market opportunities exceed the threats that could hinder the business development of UD. Nawang Jaya.
2. The rice marketing strategy for UD. Nawang Jaya is positioned in Quadrant I, which supports an aggressive (Growth-Oriented) Strategy. Therefore, the appropriate alternative strategy is an intensive strategy, which includes market penetration, market development, and product development. These intensive strategies are expected to positively impact the business in the long term, including through the following:

Recommendations:

1. UD. Nawang Jaya should maintain its strengths and continue to respond proactively to opportunities and threats to ensure sustained business performance.
2. The company should intensify its marketing efforts, introduce its rice products to new geographical markets, and enhance packaging design to be more appealing and competitive.

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