

## MARKETING MANAGEMENT MIX OF PROCESSED LOCAL FOOD SNACKS AT THE NUSA HIJAU FARMER GROUP IN OESAO SUB-DISTRICT, EAST KUPANG DISTRICT, KUPANG REGENCY

(Bauran Manajemen Pemasaran Jajanan Lokal Olahan Pada Kelompok Tani Nusa Hijau Di Kecamatan Oesao, Kabupaten Kupang Timur, Kabupaten Kupang)

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### ABSTRACT

This study aims to examine the production process, marketing mix management, and income generated from local snack food processing by the Nusa Hijau Farmer Group in Oesao Village, East Kupang District, Kupang Regency. The processed products include *kue nogasari* made from bananas and *kue ubi isi gula lempeng* made from cassava. This research uses a descriptive method with a qualitative approach, supported by quantitative analysis to calculate business income. The results show that the production process is carried out traditionally using locally sourced raw materials and simple household-scale equipment, with active participation from group members. The marketing mix strategy includes: (1) Product: distinctive taste, safe for consumption, and preservative-free, but lacks innovation in packaging and product variety; (2) Price: set at IDR 1,000 per unit, based on local purchasing power and simple production costs; (3) Promotion: still limited to word-of-mouth and personal social media platforms such as WhatsApp and Facebook; (4) Distribution: conducted directly from the production site and through local orders, with no partnerships yet with souvenir shops or larger institutions. Income analysis shows total production costs of IDR 2,362,500 and revenue of IDR 4,500,000 from selling 4,500 snack units, resulting in a net income of IDR 2,137,500. The R/C Ratio value of 1.90 indicates that for every IDR 1 spent, the return is IDR 1.90, making this business profitable and feasible for further development.

**Keywords:** *income, local food, marketing mix, production*

### ABSTRAK

Penelitian ini bertujuan untuk mengkaji proses produksi, manajemen bauran pemasaran, dan pendapatan yang diperoleh dari pengolahan makanan ringan lokal oleh Kelompok Tani Nusa Hijau di Desa Oesao, Kecamatan Kupang Timur, Kabupaten Kupang. Produk olahan yang dihasilkan antara lain kue nogasari berbahan pisang dan kue ubi isi gula lempeng berbahan singkong. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif, didukung oleh analisis kuantitatif untuk menghitung pendapatan usaha. Hasil penelitian menunjukkan bahwa proses produksi dilakukan secara tradisional dengan menggunakan bahan baku lokal dan peralatan sederhana skala rumah tangga, serta melibatkan partisipasi aktif anggota kelompok. Strategi bauran pemasaran meliputi: (1) Produk: memiliki cita rasa khas, aman dikonsumsi, dan tanpa bahan pengawet, namun masih kurang inovasi dalam kemasan dan variasi produk; (2) Harga: ditetapkan sebesar Rp1.000 per unit, berdasarkan daya beli masyarakat setempat dan biaya produksi sederhana; (3) Promosi: masih terbatas pada promosi dari mulut ke mulut dan media sosial pribadi seperti WhatsApp dan Facebook; (4) Distribusi: dilakukan langsung dari tempat produksi dan melalui pesanan lokal, belum ada kerja sama dengan toko oleh-oleh atau lembaga yang lebih besar. Analisis pendapatan menunjukkan total biaya produksi sebesar Rp2.362.500 dan penerimaan sebesar Rp4.500.000 dari penjualan 4.500 unit kue, sehingga menghasilkan pendapatan bersih Rp2.137.500. Nilai R/C Ratio sebesar 1,90 menunjukkan bahwa

setiap pengeluaran Rp1 akan menghasilkan penerimaan Rp1,90, sehingga usaha ini menguntungkan dan layak untuk dikembangkan lebih lanjut.

Kata Kunci: Pendapatan, pangan local, bauran pemasaran, produksi

## INTRODUCTION

Agricultural development is an integral part of national economic development, where economic growth is the main structural orientation of society. Rural areas are often overlooked in determining agricultural economic policies aimed at increasing production and productivity for both consumption and as raw materials for home industries or agro-industries. (Syahyuti, 2006). The objectives of agricultural development are to meet food and nutritional needs and increase community income. This can be achieved through a commitment to developing the agricultural sector with an agribusiness system that is expected to improve the quantity, productivity, quality, marketing, and efficiency of agricultural businesses, whether managed independently or in partnership. (Mubyarto, 1989).

Food is the most basic need of a nation. According to data from the Central Statistics Agency (BPS), Indonesia imported 33 million tonnes of food with a value of Rp 45 trillion in January-June 2011. Half of these food imports were staple foods such as rice, wheat, salt and vegetables. This shows that food is very much needed by a nation (BPS, 2011).

Local food is an important part of community life, especially in areas rich in natural resources such as Kupang, East Nusa Tenggara (Ministry of Agriculture, 2020). Local food not only plays a role in meeting the nutritional needs of the community but also has economic value that can improve the welfare of farmers and small businesses (FAO, 2019). One group that is active in the production and marketing of local food in Kupang Regency is the Nusa Hijau Farmer Group in Oesao Village, East Kupang District. This group processes various agricultural products, such as naga sari cakes and sweet potato cakes filled with sugar.

The marketing mix is one of the important aspects in business management, especially in the local food industry (Kotler & Keller, 2016). The marketing mix includes four main elements, namely product, price, place, and promotion (Stanton et al., 2018). Proper management of the marketing mix can help increase product competitiveness in the market and expand consumer reach (Armstrong & Kotler, 2020). In the context of the Nusa Hijau Farmer Group, the marketing mix strategy needs to be improved so that local processed food products, such as naga sari cakes and sweet potato cakes filled with sugar, can be better known to the wider community and have better competitiveness compared to similar products (BPS Kupang, 2022).

Dragon fruit cake and sweet potato cake with sugar filling are two types of traditional snacks made from local ingredients and have the potential for further development. Dragon fruit cake is made from rice flour with banana filling wrapped in banana leaves, while sweet potato cake with sugar filling is made from sweet potatoes filled with sugar, creating a distinctive natural sweet taste. Both types of snacks have advantages in terms of taste, texture, and nutritional content, making them potential flagship products that support local food security (Ministry of Agriculture, 2020).

However, in managing the marketing of these products, the Nusa Hijau Farmers Group still faces several challenges, including a lack of promotional budget, limited market access, and suboptimal use of digital media in marketing. In addition, competition with increasingly diverse modern snacks and instant foods is also a factor that needs to be considered in the marketing strategy for these local products. Therefore, an in-depth study is needed on the appropriate marketing mix strategy to increase the sales and sustainability of local food-based snack businesses.

## RESEARCH METHODOLOGY

This study uses a qualitative descriptive approach, which aims to explain in detail and depth how farmer groups manage the marketing of local food products made from bananas and sweet potatoes. The research was conducted at the Nusa Hijau Farmers' Group, located in Oesao Village, East Kupang District, Kupang Regency. This location was deliberately chosen because this group is active in producing and marketing local foods. The research was conducted in July 2025.

Sampling was conducted using a census method, meaning that all 15 members of the group were included as respondents. This method was used because the number of respondents was less than 100, so it was possible to study them all.

Data was collected through direct observation, in-depth interviews with respondents, and the collection of documents or photographs of activities.

- Primary data (main data) was obtained directly from interviews with members of the farmer group.
- Secondary data (additional data) was obtained from relevant books, reports, or documents.

The things analysed in this study are:

- Marketing mix, which is about:
  1. Product → consists of nogasari cakes and sweet potato cakes filled with sugar.
  2. Price → determined based on production costs and the community's purchasing power.
  3. Place → relates to how the product reaches the buyer, either directly or indirectly.
  4. Promotion → carried out in simple ways, such as through social media and word of mouth.
- The production process, namely how to make cakes from bananas and sweet potatoes.
- Business income, namely how much profit is earned from cake sales..

Business income is calculated using the following formula:

- $TR$  (Total Revenue) = Selling price ( $P$ )  $\times$  Number of products sold ( $Q$ )
- $TC$  (Total Cost) = Fixed Cost ( $FC$ ) + Variable Cost ( $VC$ )
- $\pi$  (Profit) =  $TR - TC$
- $R/C$  Ratio =  $TR \div TC$

To assess whether this venture is feasible or not, the following is used  $R/C$  Ratio:

- If  $R/C > 1$ , then the venture is profitable (feasible)
- If  $R/C = 1$ , then the venture breaks even
- If  $R/C < 1$ , then the venture is unprofitable (unfeasible)

## RESULTS AND DISCUSSION

### Respondent Characteristics

Based on the research results, the characteristics of the respondents show that 86.67% are of productive age (15–64 years), while the rest are above productive age. In terms of education, 86.67% have a high school education or equivalent, 6.67% have a bachelor's degree, and only 6.67% are junior high school graduates. The gender composition consists of 66.67% males and 33.33% females. These data indicate that the group members have sufficient work potential and a fairly good level of understanding of food processing and marketing activities, although they still need assistance in technical and managerial aspects.

### Local Food Product Processing

#### Preparation and Processing of Nagasari Cake (Banana-based)

##### a. Identification and Selection of Raw Materials

The bananas used are grown by members of the group themselves or purchased from local farmers around Oesao Village. The types of bananas selected are plantains, kepok bananas, and tanduk bananas. The bananas are selected based on freshness, ripeness (half-ripe), and physical condition, ensuring they are free from pests, excess sap, or bruiser.

**b. Harvesting and Transport**

Harvesting is done manually using ladders and machetes. The harvested bananas are transported by motorbike or open-bed truck to the production site. Care is taken during transport to ensure that the bananas are not damaged.

**c. Sorting and Washing**

Upon arrival at the production site, the bananas are sorted manually by group members, mainly experienced women. Bananas that are overripe, rotten, or have excessive sap are discarded. Suitable bananas are then washed one by one using clean water to remove dust and dirt.

**d. Peeling and Cutting**

Peel the bananas using a small knife, then cut them lengthwise into four pieces. Adjust the pieces so that they can be wrapped in the dough and banana leaves. Store the cut bananas in a clean, hygienic container until ready to use.

**e. Preparing the dough**

The dough ingredients include:

- Rice flour
- Tapioca flour
- Coconut milk
- Granulated sugar
- Salt

All ingredients are mixed in a large bowl. Coconut milk is added slowly while stirring, then cooked over low heat until the dough thickens and is easy to shape.

**f. Wrapping and Steaming**

The bananas are wrapped in the dough, then wrapped in banana leaves that have been softened to make them pliable. Each package is steamed for 20–30 minutes in a steamer. Once cooked, the cakes are cooled and ready to be served or sold..

**Persiapan dan Pengolahan Kue Ubi Isi Gula Lempeng (Berbasis Ubi)**

**a. Sweet Potato Harvesting and Sorting**

Sweet potatoes are harvested from the gardens of group members. Harvesting is done manually using pickaxes or hoes. Afterwards, the sweet potatoes are cleaned of soil and sorted. Only medium-sized sweet potatoes that are not rotten, hard, or infested with pests are used.

**b. Washing and Peeling**

The sorted sweet potatoes are washed thoroughly using running water and a brush. The skin is peeled with a knife and then washed again to remove any remaining sap.

**c. Cutting and Blending**

The sweet potatoes are cut into small pieces so that they can be easily blended using a blender or grinder. The blended sweet potatoes are collected in a large basin. At this stage, a little granulated sugar is added to enhance the flavour.

**d. Preparing the Sugar Cubes**

The sugar cubes are cut into small pieces or grated so that they can be easily added to the mixture. The sugar must be dry and clean so that it does not melt before frying.

#### e. Shaping and Frying

The sweet potato dough is flattened in the hand, then filled with pieces of sugar and rounded. After that, the cake is fried in hot oil until golden brown. The cooked cake is removed and drained..

### Marketing Management Mix (4P)

#### 1. Product

The product has advantages in terms of taste, natural ingredients, and traditional value. However, there are noticeable shortcomings in terms of packaging innovation, labelling, and branding. There is no strong commercial product name, and the packaging design is still minimal. This makes it difficult to penetrate a wider market. There is no halal label, distribution permit, or nutritional information, which should be a concern in the development of the food business at this time.

#### 2. Price

The price is set at Rp 1,000 per piece. This decision is based on internal agreement and takes into account the purchasing power of the local community. However, it is not yet based on detailed cost calculations and optimal profit margins. The pricing strategy does not yet utilise discount systems, bundling, or market segmentation based on consumer economic capacity.

#### 3. Promotion

Product promotion is still very limited. The methods used include:

- Word of mouth: from satisfied consumers to other potential buyers.
- Personal social media: such as WhatsApp and Facebook group members.
- No brochures, banners, or printed promotional media.
- No cooperation with local events or local influencers.

This results in low product visibility and lack of brand awareness.

#### 4. Place

Product distribution is carried out directly by members to local markets or consumers. There is no collaboration with cooperatives, souvenir shops, supermarkets, or e-commerce platforms. This limits the scale of distribution and makes the business dependent on manual reach.

### Revenue Analysis and Business Feasibility

Income analysis using the method:

- Total Revenue (TR):  $\text{Price} \times \text{Number Of Products Sold} = \text{Rp } 1.000 \times 4.500 = \text{Rp } 4.500.000$
- Total Cost (TC):
  - Fixed Cost (FC): Rp 1.815.000
  - Variabel Cost (VC): Rp 547.500
  - $\text{TC} = \text{FC} + \text{VC} = \text{Rp } 2.362.500$
- Profit ( $\pi$ ):  $\text{TR} - \text{TC} = \text{Rp } 2.137.500$
- R/C Ratio:  $\text{TR} / \text{TC} = \text{Rp } 4.500.000 / \text{Rp } 2.362.500 \approx 1,90$

An R/C ratio of 1.90 indicates that every Rp 1 spent generates Rp 1.90 in revenue. This means that the business is economically viable and provides significant profits, even though it is still small in scale.

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

1. The local food processing carried out by the Nusa Hijau Farmers Group shows that nogasari cakes and sweet potato cakes filled with sugar are processed traditionally using local ingredients such as bananas and sweet potatoes. This process includes the selection of ingredients from local farmers' gardens, cleaning, processing and simple packaging. Nogasari cakes are made from a mixture of rice flour, coconut milk, and bananas, then steamed in banana leaves, while sweet potato cakes filled with brown sugar are made from mashed sweet potatoes, shaped into balls and filled with solid brown sugar, then fried until cooked. The production process is carried out independently by group members using simple, small-scale production tools..
2. The marketing mix applied by the Nusa Hijau Farmers Group covers four main aspects, namely product, price, promotion, and distribution. In terms of product, the taste and safety are good, but innovation in packaging and product labelling is still very limited. In terms of price, the products are sold at Rp 1,000 per piece, which is considered affordable for local consumers but does not take into account the business profits in detail. Product promotion is still carried out in a simple manner through word of mouth and personal social media, without a targeted digital promotion strategy. Distribution channels are still limited to direct sales in the surrounding area and manual order delivery, without cooperation with cooperatives or digital platforms.
3. Product marketing revenue shows that this business is feasible and profitable. Based on sales data of 4,500 cakes, total revenue of IDR 4,500,000 was obtained. Meanwhile, total production costs consisting of fixed costs of IDR 1,815,000 and variable costs of IDR 547,500, resulting in a total cost of Rp 2,362,500. Therefore, the net income obtained is IDR 2,137,500. The results of the R/C Ratio analysis of 1.90 indicate that every IDR 1 of costs incurred is able to generate IDR 1.90 of revenue, so this business is profitable and has the potential to be developed further..

### Recommendations

1. To improve the production process, it is recommended that the Nusa Hijau Farmers Group develop more efficient and hygienic processing methods. The use of production aids such as mixers, large-capacity steamers, or automatic sweet potato and banana peelers can speed up the production process and maintain consistent product quality. Furthermore, training in food sanitation and production standards that comply with health regulations will significantly increase consumer confidence in the products produced.
2. In terms of the marketing mix, farmer groups need to innovate in product packaging and naming. Products should be attractively packaged and labeled with information such as the product name, production date, and raw materials. This will enhance their business's professional image in the eyes of consumers. Furthermore, groups can consider product variations, such as adding flavors or packaging sizes, to reach a wider market segment.
3. Pricing strategies also need to be carefully adjusted. Although current prices are still affordable for local consumers, farmer groups need to regularly evaluate production costs and profit margins. It is recommended that groups begin implementing systematic cost recording to set prices based on accurate calculations. Bundling pricing strategies or discounts for bulk purchases can also be implemented to increase sales volume.
4. In terms of promotion, groups are strongly advised to utilize social media optimally by creating dedicated business accounts on platforms like Facebook, Instagram, and TikTok. Promotional



content can include product photos, production process videos, customer testimonials, and ordering information. Additionally, groups can participate in digital marketing training from relevant agencies or institutions to ensure more professional promotions and reach consumers beyond their local area.

5. For product distribution, groups need to collaborate with village cooperatives, souvenir shops, schools, churches, and government agencies as additional distribution channels. Online distribution can also be developed through WhatsApp Business, Facebook Marketplace, or local e-commerce platforms. If possible, groups can manage a pre-order system with regular deliveries to ensure production can be adjusted to market demand.
6. Regional governments and related agencies are advised to provide concrete support in the form of training, production equipment assistance, and marketing facilitation at local events such as traditional markets and culinary festivals. The government can also play a role in helping farmer groups obtain business permits and product certifications so they can compete in a wider market.
7. Future researchers are expected to develop more in-depth research on aspects such as the effectiveness of digital promotions on increasing sales, financial feasibility studies for business expansion, or analysis of the competitiveness of local food products at the regional level. This is important as an additional reference for the future development of local food-based micro-enterprises.

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