

Marketing and Financial Strategies Organic Golla Mamea Processing Business in Mosso Village, Balanipa District, Polewali Mandar Regency

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Abstract. Geographically, Mosso Village is one of the villages in Balanipa District, Polewali Mandar Regency, West Sulawesi Province. This village of Mosso is overgrown by palm trees in addition to other agricultural products. So that the people of Mosso village generally have a livelihood as farmers or brown sugar craftsmen. Brown sugar in the local language is called "Golla Mamea". This program focuses on the marketing strategy of processing palm sugar into a product in the form of organic mamea golla which can be used for various purposes such as a mixture of food ingredients as well as souvenirs when local tourists visit the Mandar area. The purpose of this program is to help the society of Mosso Village in their marketing and financial management aspects. The method used training on marketing management (product, price, promotion, place), financial record and cultivation of sugar palm plants. This program was implemented in August 2020 because the situation was still in the state of the Covid-19 outbreak, so the training was conducted based on health protocol rules. After implementing this stimulus community partnership program, products were obtained with more attractive packaging, increase in partner knowledge of the marketing management, importance of financial record

Keywords: marketing, financial, polewali, golla

1 Introduction

Polewali Mandar is one of the five regencies in West Sulawesi Province. This regency is largely inhabited by Mandar ethnic group. Polewali Mandar Regency is considered to have its own characteristics, which can be found through custom, language, tourist attraction, culinary and so on. These characteristics are born naturally in accordance with environmental conditions (Nurhidayah et al., 2020).

Balanipa District is one of the districts in Polewali Mandar Regency. Balanipa District has an area of 37.42 km² or equal to 1.85% compared to the area of Polewali Mandar Regency. It has a population of 25,678 people and 5,541 households in 11 villages (BPS, 2016). Mosso Village is one of the villages in the Balanipa District. Mosso Village, which is located at an altitude, has long been known as a village that produces printed brown sugar, which is better known as *Golla Mamea* as a typical of West Sulawesi, particularly for the people of Balanipa District with a distinctive sweet taste of brown sugar without using any preservatives. In this

village, there are three hamlets that produce brown sugar, including Pangalloang, Mosso and Naung Landi hamlets.

Palm trees are a type of palm plant that produces fruit, sap and starch or flour in the stems and has the potential to be developed to meet consumption needs (Makkarennu, Rum, & Ridwan, 2018). All of these palm products can be utilized and have high economic value (Lubis, 2017). However, the community mostly processes palm oil production in the form of sap which is processed as an ingredient for palm sugar and this product has a very wide market share. Almost all parts of the palm tree are useful and can be used for various needs of the community, starting from the physical part (roots, stems, leaves, fibers, etc.) as well as their production (sap, starch/flour and fruit). Fresh palm sap is also mainly used as a raw material for processing palm sugar. The sap that is processed immediately after being taken from the tree produces 104.8 grams of sugar per liter of sap or 10.48% of the production (Lempang, 2012).

Brown sugar production is carried out because of the natural conditions in the village of Mosso which are overgrown with palm trees, so that the community takes the initiative to process it into products that have a selling value. With the efforts made by the community, Mosso Village is better known as a center for producing brown sugar. The processed sugar from Mosso Village is classified as organic sugar which is 100% natural and free of any preservatives. *Golla mamea* which is better known as the general term brown sugar is one of the products produced by the Mosso village community from the agricultural crops of sugar palm which is widely grown and owned by the people of the Mosso village. The majority of residents in Mosso village work as farmers as well as make homemade brown sugar and usually they make it almost every day.

From the observations of the service team, it can be seen that even though the people of Mosso village have been producing *golla mamea* for a long time, this condition has not been able to increase the income of the people who produce *golla mamea*, even though this activity has been cultivated for years from generation to generation. This condition is caused by fluctuations in the price of printed sugar, which ranges from Rp. 8,000 - Rp. 10,000/fruit depending on the size of the brown sugar. Partners in this PKMS are the Melati Farming Women Group (hereinafter referred to as KWT) in Mosso Village which has produced *golla mamea* in printed form using coconut shell molds as a typical form of the local area. On the other hand, the marketing strategy is also less applied, especially in terms of product packaging, the product does not have a brand or label, the resulting form is monotonous, the promotion system is still traditional and the financial aspects still do not provide business financial reports.

Therefore, Universitas Sulawesi Barat Service Team will carry out training and mentoring activities for community/female farmers related to brown sugar processing, marketing strategies (products, prices, promotions, places) and financial recording assistance for brown sugar craftsmen in the Stimulus Community Partnership Program scheme (hereinafter referred to as PKMS).

2 Method

To implement the Stimulus Community Partnership Program, several steps will be taken, namely :

- a. Coordinating with the Head of the Mosso village, Polewali Mandar Regency as the object of the service implementation and discussing the program to be implemented

- b. Conducting meetings with the chairperson and members of melati farming women group and conducting socialization on the implementation of the stimulus community partnership program in Mosso Village.
- c. Conducting training in marketing strategies. In this training, the delivery of material includes: Marketing mix which is a combination of four core variables of the company's marketing system, namely; products, prices, promotions, and distribution.
- d. Conducting financial recording training for micro, small and medium enterprises (UMKM)
- e. Conducting palm tree cultivation training so that it thrives
- f. Program assistance, monitoring and evaluation

3 Implementation Program

In implementing this PKMS program, the service team apart from the lecturers at the University of West Sulawesi also involved the students at the University of West Sulawesi to collaborate together to make community service activities a success. The implementation of programs that have been implemented to solve partner problems in PKMS, namely:

3.1 Coordinating with the Head of the Mosso Village, Polewali Mandar Regency as the Object of the Service Implementation and Discussing the Program to be Implemented.

Coordination with the Head of Mosso Village was carried out before the implementation of the activity, namely in July 2020 by bringing a cover letter from the Institute for Community Service Research and Quality Assurance, University of West Sulawesi. During the meeting, a detailed training plan was presented, including target participants. The village head welcomed the team and the kinship took place at the Mosso village hall. Documentation of coordination activities with the village head, village secretaries and other village officials is presented below



Fig. 1. Coordination with the Head of the Mosso village

3.2 Conducting Meetings with the Chairperson and Members of Melati Farming

Women Group And Conducting Socialization On The Implementation Of The Stimulus Community Partnership Program In Mosso Village. After coordinating with the village head and the permit to carry out activities was granted, the PKMS team then held a meeting with

the chairperson and members of the melati farming women group and socialized the implementation of the stimulus community partnership program in Mosso Village. This activity was carried out on July 25, 2020. Because the situation at that time was still in the state of the Covid-19 outbreak, it was still carried out based on health protocol rules such as washing hands, wearing masks and maintaining distance. At this socialization, masks were also distributed free of charge to socialization participants. The following is the documentations of PKMS socialization activities.



Fig. 2. PKMS socialization with the chairman and members of Melati KWT

3.3 Conducting Training in Marketing Strategies

Marketing strategy training activities were held on August 5, 2020 at the Mosso Village Office, attended by Mosso village officials, resource persons and members of the local community. Before the training took place, the Village Head/Village Secretary and community service team representatives first gave a speech. The training was attended by 30 participants. Marketing can provide satisfactory results if a company can carry out the marketing mix properly and is integrated, well planned, and well monitored. The marketing mix is a combination of four core variables of the company's marketing system, namely; products, prices, promotions, and distributions (Kartajaya, 2007). In this training, the material is about: Marketing mix which is a combination of four core variables of the company's marketing system, namely; products, prices, promotions, and distribution.

a) Product

According to Tjiptono (2019), a product is everything that can be offered by the producer for attention, requested, sought, purchased, used, or consumed by the relevant market. While Kotler Philip (2002) stated that a product is something that can be given to other parties to meet their wants and needs, it can also be called a combination of goods and services that a company will offer to its target market/consumer. The total product concept includes goods, packaging, brands, labels, services and warranties. The product at Melati KWT in Mosso Village is in the form of brown sugar or commonly called as printed "Golla Mamea" which is made from palm sap produced from village community gardens. The raw material for making palm sugar is still very fresh. In the service activity, the practice of making brown sugar was carried out by using coconut shell molds in a large form or in a smaller form using a printed container prepared by the team. The manufacturing process takes several hours to make sure the sugar is completely cooked. The following is the documentations of the brown sugar printing activity.



Fig. 3. Simulation of the manufacture and printing of *Golla Mamea*

b) Price

According to Tjiptono (2019) Price is a component of the marketing mix that provides income for businesses. In addition, in determining the price, factors that can influence it, either directly or indirectly, must also be considered. There are several things that can directly affect raw material prices, production costs, marketing costs, and government regulations, and so on. Indirect factors are the price of similar products sold by competitors, the effect of price on the relationship between substituted products and complementary products, and discounts for distributors and consumers. In determining the price, it is better to calculate the components of production costs such as raw materials and their availability, labor costs and overhead costs. Pricing also takes into account the price of a similar product on the market. The price of Golla Mamea is in the range of IDR 8,000 to IDR 10,000 per piece, and if in packaged, the price is Rp. 13,000 per package/kg. The pricing for golla mamea in Mosso Village only considers the competition/market price aspect. And tend to ignore labor costs because they are produced in a family environment. And sometimes they do not take into account the cost of raw sap because they harvest directly from their respective gardens.

c) Promotion

In the modern marketing concept it is expected that in addition to the existence of good products, prices that are affordable to consumers and competitive, companies are also expected to be able to carry out marketing communications both with main customers and potential customers. This corporate marketing communication can be manifested in the form of promotion. Promotion is an activity carried out to communicate the benefits or uses of a product to consumers in order to convince buyers to buy the product. In Mosso village community, previous promotion was only done by word of mouth (person-to-person), so that in the marketing strategy training participants were encouraged to take advantage of technology such as Facebook, WhatsApp, and trade groups.

d) Place/publicity

Place is synonymous with distribution. According to (Tjiptono, 2019) distribution is a marketing activity that seeks to simplify and facilitate the delivery of goods and services from producers to consumers based on needs both in terms of type, quantity, price, place and time required. According to (Kotler Philip, 2002) distribution channels can be seen as a set of independent organizations involved in the process of making a product or service available for use or consumption. Marketing channels can be distinguished by level. Any intermediary who performs the task of bringing the product and bringing it closer to the end buyer constitutes one level. There are several marketing channels for consumer goods of different lengths, including zero-level channels, single-tier channels, two-tier and three-tier channels. The distribution channel used in the Golla Mamea business is a zero level channel consisting of producers selling directly to the final consumer. The one-level channel consists of one sales intermediary, in this case it is sold to farming women group (KWT) to be sold to the local market. The following is the documentations of the implementation of the marketing strategy training activity.



Fig. 4. Marketing and financial strategy training

3.4 Conducting Palm Agriculture Training

In this training, farmers could apply techniques so that the palm trees they have can thrive and can avoid pests and diseases.

3.5 Conducting Financial Recording Training

In this training, information was given about the importance of financial records for the business world, even though it is still in a simple form. According to the accounting concept, there must be a separation between the owner's assets and the assets, liabilities, capital, income and operating costs of the company. The recommended financial records for the Golla Mamea business in Mosso Village are that at least the company has records of cash inflows and cash outflows as well as records of sales and trade payables so that the profit/loss of the business is known. In accounting, this concept is also called the matching concept. This training activity is also in line with the results carried out by (Widyasari et al., 2019) on brown sugar craftsmen in West Lombok Regency.

3.6 Mentoring, Monitoring and Evaluating

After education, training and demonstrations were carried out, ongoing coaching was carried out at partner locations and monitoring was conducted to determine the success of each of these working groups. The monitoring results were used as evaluation material for further follow-up.

4 Conclusion

Community service with the stimulus community partnership program scheme was carried out to the people of Mosso Village as partners. This service was carried out in July and August 2020. The results obtained were that partners were given knowledge about marketing and financial strategies in managing small and medium enterprises on a home industry scale, partners also have an attractive label and packaging design and is also durable to store for a long time.

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