
Marketing Strategy for Cowhide Crackers in Cakranegara District, Mataram City

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Abstract

Marketing strategy is one way to win sustainable competitive advantage for companies that produce goods or services. The strategy that has received a lot of attention from the cowhide cracker business is product strategy and promotional strategy. Cowhide crackers in Cakranegara District is a cowhide cracker industry that produces cowhide crackers by providing very interesting flavors and shapes or sizes of cowhide crackers. The aim is to determine the influence of product strategy and promotional strategy, both simultaneously and partially, on demand for Cowhide Crackers products in Cakranegara District, Mataram City. The method used in this research is the Discreptive Method with survey techniques. From the population of SMEs in the cowhide cracker industry in Cakranegara District, 30 traders were taken as respondents. The data obtained was processed in the form of a Likert Scale and analyzed using Multiple Regression Analysis using SPSS (Statistical Package for the Social Sciences) Version 20. Based on the results and analysis of research results, it can be concluded that: 1) Respondents' perceptions of demand for cowhide cracker products are classified as medium criteria (81 - 113) with an average demand of 101.60 per person in a six month period. The distribution of respondents based on the demand score criteria is: Low demand as much as 8 (26.7%), medium demand 7 people (23.3%) and high demand 15 people (50%). While respondents' perception of the performance of Marketing Strategy and Product Strategy is classified as High, 2) The multiple linear regression model (Multiple Linear Regression) between Product Strategy and Promotion Strategy on Product Demand is: $Y = 7.496 + 0.313X_1 + 0.062X_2$, where: Y = Product Demand, X_1 = Product Strategy and X_2 = Promotion Strategy, 3) Based on Test F (Anova) can be concluded that $F_{count} (3.55) > F_{table} (3.34)$, and the significance level of 0.043 is smaller than 0.05. This means that H_0 is rejected and H_1 is accepted, thus Product Strategy (X_1) and Promotion Strategy (X_2) simultaneously have a significant effect on Demand for Cowhide Crackers (Y), 4) Further test (Post Test) with t test (partial influence test) shows that: Product Strategy has a significant effect on Product Demand, while Promotion Strategy has no significant effect on Product Demand. This is indicated by the significance value of Product Strategy Anova being smaller than 0.05, namely 0.034. Meanwhile, the Anova significance value of Promotion Strategy is greater than 0.05, namely 0.684, 5) Coefficient of Determination) between Product Strategy and Promotion Strategy on Product Demand is 0.208. This means that Product Strategy and Promotion Strategy simultaneously have an influence of 20.8% on the Demand for Cowhide Crackers (Y), while other variables that are not included in this research variable have an influence of 79.2%. (R^2).

Keywords: *Marketing Strategy, Skin Crackers*

INTRODUCTION

The development of agro-industry as a further subsector of the agricultural sector will increase added value and in turn will increase farmers' income, expand employment opportunities and improve rural development in general. Thus, agro-industry development is an effort to empower the people's economy in Indonesia (Sumodiningrat, 2001). According to Wiwik (2003), the ability of agribusiness actors to process agricultural products, one of which is by-products from livestock businesses, is required through the development of agribusiness and agro-industry in the livestock subsector. Based on the livestock potential that developing countries like Indonesia have and want to move towards becoming an industrial country, the development strategy that must be implemented is a habit that builds links between the agricultural sector and the industrial sector. The most appropriate link is the processing of agricultural products, especially livestock, through the development of agroindustry. This linkage is one of the characteristics of developing countries that have experienced a

transformation from agriculture to industrial agriculture. The manifestation of this linkage is the agricultural sector as an upstream industry that supplies raw materials and the agricultural industrial sector as a downstream industry that increases added value to a competitive product (Usman, MD 2009)

Based on the results of initial observations carried out by researchers, it was found that a number of small and medium-sized SMEs in the cracker industry in Cakranegara Subdistrict have three areas that are centers for the cowhide cracker industry, namely the Seganteng Karang Bangket neighborhood, the Seganteng Gubuk Pande neighborhood, the Seganteng Karang Monjok neighborhood where the leather cracker business is the majority of community efforts to improve economy, and even provide job opportunities.

Marketing strategies are carried out by implementing various combinations of marketing mix, namely products, prices, promotions and place. Of the four marketing mix strategies, not all of them are implemented by the owner of the cowhide cracker business in Cakranegara District, Mataram City when selling the cowhide cracker products he produces. The strategy that has received a lot of attention from the cowhide cracker business is product strategy and promotional strategy. Cowhide crackers in Cakranegara District is a cowhide cracker industry that produces cowhide crackers by providing very interesting flavors and shapes or sizes of cowhide crackers. Several cowhide cracker business owners in Cakranegara District are implementing promotional strategies to attract potential consumers and increase sales, such as by posting products on social media. So product strategies and promotional strategies have quite an important contribution to the income of the people in the Seganteng Karang Bangket, Seganteng Gubuk Pande and Seganteng Karang Monjok environments. Therefore, based on the description above, the researcher conducted research with the title "Marketing Strategy for Cowhide Crackers in Cakranegara District, Mataram City".

METHOD

The method used in this research is the descriptive method with research techniques, namely survey techniques. According to Sujarweni (2015), Survey Research is research conducted to collect information by compiling a list of questions (questionnaire).

This research was carried out in the Seganteng Environment, Cakranegara District, Mataram City. The selection of the research location was carried out using purposive sampling considering that the location was a production center for cowhide crackers. The cracker production centers in the Seganteng region are in three areas, namely: the Seganteng Karang Monjok neighborhood, the Seganteng Gubuk Pande neighborhood and the Seganteng Karang Bangket neighborhood.

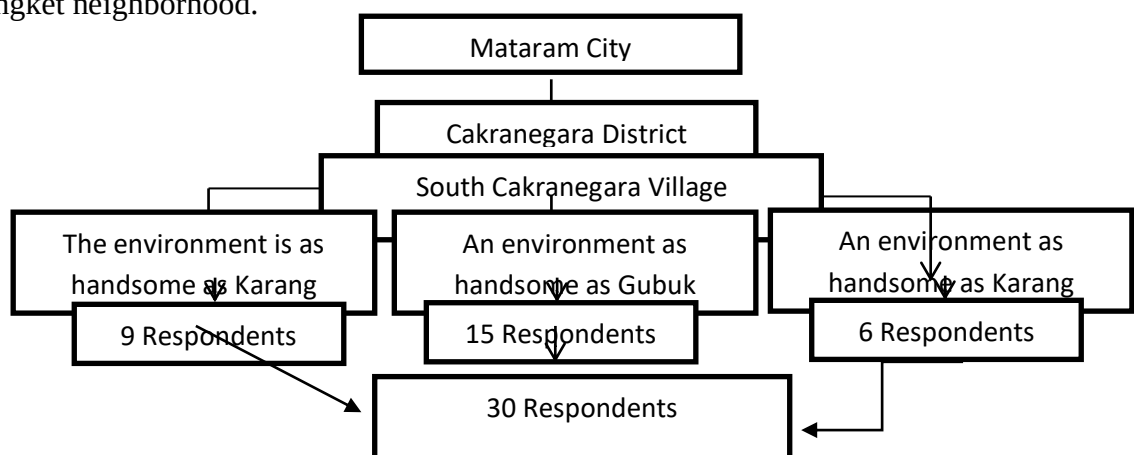


Figure: Chart of determining research locations and determining respondents

In the realm of data analysis, our primary focus revolves around the dependent variable, which is product demand. To quantify this, we measure the quantity of products purchased by

consumers in weight units (kg) over the course of the past six months, spanning from January to July. To establish the criteria for assessing the demand specifically for cowhide crackers, we make use of class interval values, and their calculation is based on the formula $IK = b/n$, where IK represents the class interval (also known as the class length). In this equation, " b " denotes the data range, which is essentially the highest demand level minus the lowest demand level ($X_2 - X_1$). Here, " X_1 " represents the lowest demand level, " X_2 " signifies the highest demand level, and " n " denotes the number of criteria.

Now, shifting our focus to the independent variables, namely, product strategy and promotion strategy for cowhide crackers, we employ a descriptive method for their assessment. This involves gathering data from respondents using a 1-3 Likert Scale and then presenting the resulting data in a tabular format. Furthermore, to gauge the influence of these product and promotional strategies on the demand for cowhide crackers, we utilize multiple linear regression analysis.

To determine the criteria for the average score related to each variable concerning product strategy and promotional strategy, we utilize interval class criteria as outlined in Table 3.2. These criteria are derived through the formula $IK = b/n$, where " IK " signifies the class interval, " b " represents the data range (the highest score minus the lowest score, i.e., $X_2 - X_1$), " X_1 " corresponds to the lowest score, " X_2 " signifies the highest score, and " n " denotes the number of criteria.

For instance, with the highest score set at 3 and the lowest score at 1, we calculate the class interval (IK) as $(3 - 1) / 3$, resulting in a class interval value of 0.67.

RESULTS AND DISCUSSION

Respondents' Perceptions of Demand for Cowhide Crackers

The definition of demand is the amount of an item that is willing and able to be purchased at various possible prices during a certain period of time assuming other things remain the same *ceteris paribus* (Gilarso, 2001 in Arief Budiarto, 2013).

Table 3: Respondents' Demand for Cowhide Cracker Products

No	Criteria	Total	Percentage (%)
1	Low (48 – 80)	8	26.7
2	Medium (81 – 113)	7	23.3
3	Height (114 – 144)	15	50
Total		30	100

Source: Primary Data Processed in 2023

Based on Table 4.4, it is known that the demand for cowhide crackers (Y) with low criteria was 8 respondents or 26.7%, with medium criteria there were 7 respondents or 23.3%, and with high criteria there were 15 respondents or 50%. Based on the data above, it can be seen that the majority of respondents have requested cowhide crackers which are classified as high criteria, namely 50%.

Respondents' Perceptions of Marketing Strategy

Product Strategy

The product strategy elements used in the marketing strategy for Cowhide Crackers which are used as parameters in this research are product diversity, product quality, product design, product size and brand name. The research results are presented in Table 4 below:

Table 4: Respondents' Perceptions of Product Strategy Performance

No	Variable	Average Score	Criteria
1	Product Diversity	2.63	Tall
2	Product quality	2.47	Tall
3	Product Design	2.4	Tall
4	Brand Name	2.5	Tall

5	Product Size	2.5	Tall
	Product Strategy Performance	2.5	Tall

Source: Primary Data Processed 2023

In Table 4, it can be seen that the response perception criteria for the performance of Product Strategy parameters in making requests are classified as high because the average score for each parameter is in the class interval with high criteria (2.36 – 3.00).

Promotion Strategy

The promotional strategy elements used in the marketing strategy for Cowhide Crackers which are used as parameters in this research are Advertising, Sales Promotion and Direct Marketing. The research results are presented in the table below:

Table 5: Respondents' Perceptions of Promotional Strategy Performance

No	Variable	Average Score	Criteria
1	Advertising	2.43	Tall
2	Sales promotion	2.63	Tall
3	Direct Marketing	2.53	Tall
	Promotional Strategy Performance	2.53	Tall

Source: Primary Data Processed 2023

In Table 5, it can be seen that the response perception criteria for the performance of Promotion Strategy parameters in making requests are classified as high because the average score for each parameter is in the class interval with high criteria (2.36 – 3.00).

Hypothesis Testing

Mathematical Model

The regression model or equation between Product Strategy (X1) and Promotion Strategy (X2) on Product Demand (Y) is based on the SPSS output as follows:

Table 6: Constant/Intercept Value (α) and Regression Coefficient (β_i) Based on SPSS Output

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	7,496	40,252
1 PRODUCT STRATEGY	,313	,140
PROMOTIONAL STRATEGY	,062	,152

Source: SPSS Data Output, 2023

So the Regression Model between Product Strategy (X1) and Promotion Strategy (X2) on Product Demand (Y)

$$Y = 7.496 + 0.313X_1 + 0.062X_2$$

Information: Y = Product Demand, X1= Product Strategy and X2= Promotion Strategy.

Based on Table 6 and the Multiple Linear Regression Model above, it can be explained that:

1. Constant (α)(Intershep) = 7,496 is the value of the dependent variable (Y), so that all independent variables (X_i) have a value of 0 (zero), which is 7,496
2. The regression coefficient value for the Product Strategy variable (b_1) is positive, namely 0.313 with a sig value of 0.034 (< 0.05). This means that for every one unit increase in Product Strategy, the demand for Cowhide Crackers increases by 0.313.
3. The regression coefficient value of the Promotion Strategy variable (b_2) is positive, namely 0.062. This means that for every one unit increase in Promotion Strategy, the demand for Cowhide Crackers increases by 0.062.

Simultaneous Test (F Test)

The F test was carried out to determine the effect of the independent variables, namely promotional strategy (X1) and product strategy (X2) together (simultaneously) on the dependent variable (Y), namely demand for cowhide crackers with $\alpha = 5\%$ (0.05) and $F_{table} =$

$F(k; nk) = F(2; 30-2) = 3.34$ The results of the F test using the SPSS version 22 program can be seen in the following table:

Table 7: SPSS Data Processing Results

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4722.125	2	2361.063	3,551	.043b
	Residual	17953.075	27	664,929		
	Total	22675.2	29			

a. Dependent Variable: REQUEST

b. Predictors: (Constant), PROMOTION STRATEGY, PRODUCT STRATEGY

Based on the table above, it can be concluded that $F_{count} > F_{table}$, namely $3.551 > 3.34$, and the significance level is 0.043, which is $0.043 < 0.05$, which means H_0 is rejected and H_1 is accepted. So Product Strategy (X_1) and Promotion Strategy (X_2) together have a significant influence on the Demand for Cowhide Crackers (Y).

Partial Test (T Test)

The t test was carried out to determine the influence of each (partial) independent variable, namely promotional strategy and product strategy on demand for cowhide crackers. With $\alpha = 5\%$ (0.05) and $t_{table} = t(\alpha/2; nk-1) = t(0.025; 27) = 2.05$. The results of the t test using the SPSS version 22 program can be seen in the following table:

Table 8: SPSS Data Processing Results

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,496	40,252		,186	,854
	PRODUCT STRATEGY	,313	,140	,419	2,230	,034
	PROMOTIONAL STRATEGY	,062	,152	,077	,412	,684

Dependent Variable: Product Demand

Based on the table above, it can be concluded as follows:

1. Based on the table above, it can be seen that the Product Strategy variable shows a t count of 2.230 so that $t_{count} > t_{table}$ (2.05) and the significance value (0.034) < 0.05 means that H_0 is rejected and H_1 is accepted. This means that Product Strategy partially has a significant effect on the Demand for Cowhide Crackers,
2. Based on the table above, it can be seen that the Promotion Strategy variable shows a t count of 0.412 so that $t_{count} < t_{table}$ (2.05) and the significance value (0.684) > 0.05 means that H_0 is accepted and H_1 is rejected. This means that the partial Promotion Strategy has no significant effect on the Demand for Cowhide Crackers.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) from the results of multiple linear regression shows how much the dependent variable, namely the demand for broom skin crackers, is influenced by the independent variables product strategy and promotional strategy. The results of the coefficient of determination test (R^2) can be seen in the following table:

Table 9: SPSS Data Processing Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456a	.208	.150	25.78621

a. Predictors: (Constant), PROMOTION STRATEGY, PRODUCT STRATEGY

In Table 4.10 it can be seen that the coefficient of determination (R^2) is 0.208. This means that the variables Product Strategy and Promotion Strategy simultaneously (together)

influence the variable Demand for Cowhide Crackers (Y) by 20.8%, while the remaining 79.2% is influenced by other variables which are not included in the research variables. (R^2).

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, several key conclusions can be drawn. First, the F-test (ANOVA) analysis indicates that Fcount (3.55) surpasses the critical value Ftable (3.34), and the significance level of 0.043 is smaller than the standard threshold of 0.05. This signifies the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_1), suggesting that both Product Strategy (X1) and Promotion Strategy (X2) jointly exert a significant influence on the Demand for Cowhide Crackers (Y).

Further scrutiny through post-testing using t-tests, which assess partial influence, reveals that Product Strategy has a noteworthy impact on Product Demand, while Promotion Strategy does not significantly affect Product Demand. This is evident in the significance values of the Product Strategy Anova (0.034) and Promotion Strategy Anova (0.684).

The coefficient of determination (R^2) between Product Strategy and Promotion Strategy on Product Demand is 0.208, indicating that these two factors collectively contribute to 20.8% of the variance in the Demand for Cowhide Crackers (Y). The remaining 79.2% of the variance is influenced by other variables not addressed in this study.

Based on the results, analysis, and conclusions drawn from this research, several recommendations can be put forth:

1. Product Demand for Cowhide Crackers is currently classified as moderate, despite high ratings for both Product Strategy and Promotion Strategy. This suggests a need for product innovation, particularly in terms of taste and packaging variations, as well as the expansion of marketing networks to increase demand.
2. A strategic evaluation of promotional techniques is necessary, with a focus on aligning them with the specific needs of the target market segment. Tailoring promotions to the preferences and characteristics of the target audience can enhance their effectiveness.
3. To further advance this research, it is suggested that other researchers interested in studying the same issue investigate the influence of Price Strategy and Product Distribution Strategy (Marketing Network) on Product Demand for Cowhide Crackers. Exploring these additional factors can provide a more comprehensive understanding of the factors affecting product demand in this context.

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