

MARKETING STRATEGY OF SUMBAWA FOREST HONEY IN SUMBAWA REGENCY

Strategi Pemasaran Madu Hutan Sumbawa di Kabupaten Sumbawa

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ABSTRACT

A Marketing strategy is necessitated in developing original products from the region. Sumbawa forest honey is an original product from West Nusa Tenggara, Indonesia. The marketing problems involve fluctuating price and the availability of other honey product as competitors. This study aims to examine the main priorities of the Sumbawa Forest honey marketing strategy. The data analysis using A'WOT, a combination of SWOT and AHP analysis. SWOT analysis was employed to identify strengths, weaknesses, opportunities, and threats in marketing of Sumbawa forest honey. AHP (Analytical Hierarchy Process) analysis was performed to determine priority on alternative of marketing strategy of Sumbawa forest honey. The finding of this research showed that SO (Strengtheness-Opportunities) strategy was the top priority strategies in marketing of Sumbawa forest honey with value 0.580. The three main priorities for this alternative strategy are packaging Sumbawa forest honey hygienically and attractively with a weight value of 0.343, maintaining the quality and purity of Sumbawa forest honey with a value weight of 0.275, and partners with financial institutions with a value of 0.125.

Keyword: AHP, marketing strategy, sumbawa forest honey, SWOT

ABSTRAK

Strategi pemasaran diperlukan dalam pengembangan produk-produk asli dari daerah. Madu hutan Sumbawa adalah produk asli dari Nusa Tenggara Barat, Indonesia. Kendala pemasarannya adalah harga yang fluktuatif dan ketersediaan produk madu lain

sebagai pesaing. Tujuan dari penelitian ini adalah untuk mengidentifikasi prioritas utama strategi pemasaran madu ini. Analisis data menggunakan A'WOT. Analisis ini merupakan kombinasi dari analisis SWOT dan AHP. Analisis SWOT digunakan untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman dalam pemasaran madu hutan Sumbawa. Analisis AHP (Analitical Hierarchy Process) dilakukan untuk menentukan prioritas alternatif strategi pemasaran madu hutan Sumbawa. Hasil penelitian menunjukkan bahwa strategi SO (Strengteness-Opportunities) merupakan strategi prioritas utama dalam pemasaran madu hutan Sumbawa dengan nilai sebesar 0,580. Tiga prioritas teratas pada alternatif strategi SO ini ialah pengemasan madu hutan Sumbawa secara higienis dan menarik dengan bobot nilai sebesar 0,343, menjaga kualitas dan kemurnian madu hutan Sumbawa dengan bobot nilai sebesar 0,275, dan bermitra dengan lembaga keuangan dengan bobot nilai sebesar 0,125.

Kata Kunci: *AHP, madu hutan sumbawa, strategi pemasaran, SWOT*

INTRODUCTION

Honey is a natural liquid that generally has a sweet taste. The forest honey business required hygienic and sustainable production, with a certain water content that meets market requirements (Maryani et al., 2013). Honey is one of the sources of income for the people in Sumbawa Regency that comes from the forest, in addition to other products such as wild horse milk, coffee, and candlenut seeds which are the local mainstay. Honeybees are one of the potential forest resources to be developed by humans (Setiawan et al., 2016). Honeybees play an important role in pollinating various types of plants (Mensah et al., 2017). The type of honey bee in Sumbawa Regency is the *Apis Dorsata* honey bee. *Apis Dorsata* is a type of forest bee that could not be cultivated until now. *Apis Dorsata* bees live in dense forests as wild honey bees and have never been successfully bred in stup.

The demand for Sumbawa forest honey around the Sumbawa Islands is very high. The request for outside the Sumbawa area is also considerable. That makes many entrepreneurs for Sumbawa forest honey have emerged. But now, apart from forest honey, many other cultivated kinds of that honey are on the market. These kinds of honied are also easier to obtain for consumers. Sumbawa forest honey requires appropriate marketing strategies to increase its sales value. The orientation of the implementation of business marketing is the creation and management of marketing actions, such as environmental observation, assessment of consumer needs and expectations, and the design of goals and objectives based on the organization; the last is to design a marketing strategy (Kobylanski & Szulc, 2011).

One of the selling businesses of Sumbawa forest honey in Sumbawa Regency is an organization called JMHS. JMHS is a network of Sumbawa Forest Honey. JMHS is an organization founded in 2007. JMHS was established due to the increasing need and demand for forest honey. JMHS is one of the

organization's members of the JMHI (Indonesian Forest Honey Network). JMHS has 1011 members from 26 villages spread across the Sumbawa Regency area. (Julmansyah, 2014).

Marketing strategies to expand market share require educated marketing personnel, observing demand outside the city, establishing good relationships with customers and distributors, and maintaining existing quality and cost (Prayitno, 2015). Today's consumers are selective, efficient at the time, and rational in building purchasing decisions (Shandy, 2020). Marketing of Sumbawa forest honey is needed to increase business and to introduce forest honey more broadly. Marketing strategies include increasing product sales, promotion, distribution activities, providing customer care, and upgrading variants of products (Suherman et al., 2017). A marketing strategy is an effort to find a profitable marketing position in an industry. The orientation of the conduct of business marketing is to create and manage marketing actions, such as observation of the environment, assessment of consumer needs and expectations, and design of goals and objectives based on the organization; and the last is to design a marketing strategy (Kobylanski & Szulc, 2011).

The marketing strategy consists of five interrelated elements the following (Budasih et al., 2014):

1. Market selection is choosing the market to serve by segmenting the most likely target markets.
2. Product planning includes specific products sold, trademarks, packaging, size, service, and return guarantee.
3. Pricing is determining the price that can reflect the quantitative value of the product to the customer.
4. The distribution system is the wholesale and retail trade channel through which the product reaches the final consumer who buys and uses it.
5. Marketing communication includes advertising, promotion, sales, direct marketing, and public relations.

Marketing management is an effort to plan, implement (which consists of activities organizing, directing, and coordinating), and oversee or control marketing activities in an organization to achieve organizational goals efficiently and effectively (Shinta, 2011). Marketing Sumbawa forest honey requires the right strategy that could achieve its goals. The research aim is to invent the right marketing strategy for Sumbawa forest honey by JMHS (Sumbawa Forest Honey Networking).

RESEARCH METHOD

The method of determining the sample is the purposive sampling method. The purposive sampling technique is sampling with specific criteria as a determinant (Sugiyono, 2008). The selection of JMHS (Sumbawa Forest Honey Networking)-assisted villages is 11 villages with about 26 assisted JMHS

villages. The 11 selected villages represent four districts with the highest forest honey production, that about 10,000 to 60,000 kg per year. These villages include Batudulang 1 Village, Kelungkung 1 Village, Kelungkung 2 Village, Punik Village, Boal Village, Jotang Bawah Village, Lantung Sepukur 1 Village, Lantung Sepukur 2 Village, Lantung Sepukur 3 Village, Sempe B Village, and Desa Kuangmo. Sample JMHS took 11 people from each village, with details is one chief and ten members. The total is 110 samples.

The data collection method (Fadilla, 2021) was performed by interviewing related parties, documentation, and FGD (Focus Group Discussion) with policymakers in determining alternative marketing strategies for Sumbawa forest honey. The data analysis used is A'WOT, a combination of AHP and SWOT analysis (Taru et al., 2023). The first step in this research is to look for external and internal factors using a SWOT matrix.

SWOT analysis is to identify external and internal factors in a business, namely strengths, weaknesses, opportunities, and threats (Dinata et al., 2021). SWOT analysis consists of internal factors and external factors. The internal factors consist of strengths and weaknesses, and the external factors consist of opportunities and threats (Görener et al., 2012). Internal factors analysis uses the IFAS/Internal Strategic Factors Analysis Summary matrix, while external factor analysis uses the EFAS/External Strategic Factors Analysis Summary matrix (Amalia & Ningsih, 2021).

A SWOT matrix makes based on the IFAS and EFAS. The matrix can be seen in Figure 1.

IFAS EFAS	Strengths (S) 5-10 strength factor	Weaknesses (W) 5-10 weakness factors
Opportunities (O) 5-10 odds factor	SO strategy Creating strategies that use strengths to take advantage of opportunities	WO strategy Creating strategies that minimize weaknesses to take advantage of opportunities
Threats (T) 5-10 threat factors	ST Strategy Create strategies that use strengths to overcome threats	WT Strategy Creating strategies that minimize weaknesses and avoid threats

Figure 1.
SWOT Matrix (Rangkuti, 2016)

After the SWOT matrix have fulfilled the next step is to enter these factors using the AHP (Analytical Hierarchy Process) analysis tool.

AHP is based approach to creating decisions (Görener et al., 2012). After the SWOT formulation is obtained, strategies are formulated in problem-solving

from SWOT to get the most important strategic priorities. This strategy priority formulation is analyzed using AHP (Maisari et al., 2022).

Determinate the level of alternative strategies.

In each alternative strategy, respondents were asked to compare alternatives between Sumbawa forest honey marketing strategies, namely; SO alternative strategy, WO alternative strategy, WT alternative strategy, and ST alternative strategy. The strategic priorities then be determined using AHP (Figure 2).

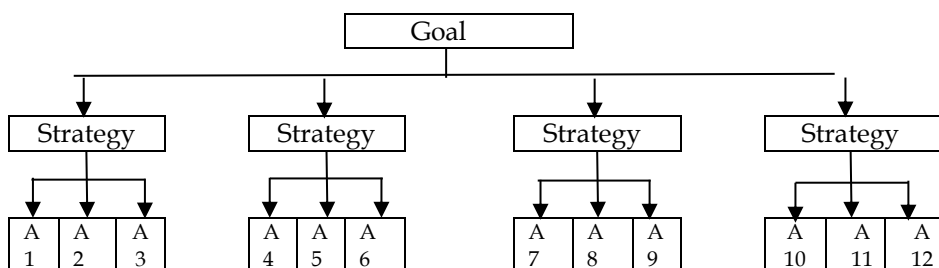


Figure 2.

AHP Hierarchy Factor (Sudantoko, 2010)

Figure 2. illustrates the AHP factor, namely formulating strategies, which formularize into several alternatives (A1-A12). The alternative strategies was analyzed using an "expert choice 11".

RESULT AND DISCUSSION

Marketing Grand Strategy for Sumbawa Forest Honey

Some of the farmer groups assisted by JMHS (Networking Sumbawa Forest Honey Marketing) are Hutan Lestari, Sinar Ai Putih, Lembah Hijau, Usaha Baru, Sumber Alam, Muda Mandiri, Jaran Pusang, Wana Kembang Sari, Ai Buluh, Batu Pasak, Ai Riung, Trepka Kaleang, Cahaya Madu, Madu Abadi, and Ai Mata. The honey was collected at the farmer group from honey hunters before being taken by the JMHS manager. Then, the forest honey processing at the JMHS management site in Batudulang Village, Batulanteh District. The processing by JMHS managers includes storage, sorting, packaging, and labeling/branding. The members of JMHS are between 21 and 65 years old. Most are aged 25 to 30 years. Young or productive age most influences the performance of honey hunters. Collecting and selling forest honey is not the main job of the respondents. Most of the respondents are farmers. However, honey harvesting in the forest has been carried out for generations, when the honey harvest season arrives.

Marketing of Sumbawa forest honey of JMHS must use the right strategies. Strategies are formulated with the right formula so as could be implemented properly. The marketing strategy for Sumbawa forest honey was analyzed using A'WOT, a combination of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and AHP (Analytical Hierarchy Process) analysis. The results of the formulation of internal and external factors were analyzed with SWOT to then look for alternative priority strategies marketing using AHP analysis.

The formulation of strength contains what strengths of Sumbawa forest honey. Its strengths include Sumbawa forest honey is abundant in the forests of the Sumbawa Regency area; the name Sumbawa forest honey is familiar to the large community; Sumbawa forest honey is beneficial for health; Sumbawa forest honey is a typical souvenir from Sumbawa; and there are derivative products from Sumbawa forest honey that can be developed and marketed.

Weaknesses formulation analyzes the weaknesses of Sumbawa forest honey. The drawbacks are: Sumbawa forest honey still depends on nature, honey quality (water content is still high, above SNI 22%), sustainable harvest skills still limited (honey hunters use hand squeeze), marketing capital limited forest honey, and lack of promotion.

Opportunity formulation finds out what strategies of opportunities can implement. The opportunity strategies are: Partnering with competent institutions; consumers many devotees, both local Sumbawa consumers, as well as foreign consumers Sumbawa area; a large marketing area; information through the media online; easy and smooth transportation.

The formulation of threats identifies what threats exist, for ways to prevent and control them. These threats are forest burning, rampant illegal gold mining activities (honey hunters change professions), lots of honey competitors, prices of Sumbawa forest honey fluctuating, and promotions from other products more intense.

SO strategy is formed from the formulation of strengths and opportunities. The formulation of weaknesses and threats are a design of the WT strategy. The framing of exhaustion and chance is for the strategy of WO. The formulation of strengths and threats is the ST strategy.

The result of the formulas of internal (IFAS) and external (EFAS) factors from Sumbawa forest honey is in the SWOT matrix (Figure 3).

<div>IFAS</div> <div>EFAS</div>	<p><i>Strengths (S)</i></p> <ol style="list-style-type: none"> 1. Sumbawa forest honey is widely found in forest of Sumbawa regency. 2. Sumbawa forest honey is well known. 3. Sumbawa forest honey is beneficial for health. 4. Sumbawa forest honey is a typical gift from Sumbawa. 5. Development of derivative products from Sumbawa forest honey . 	<p><i>Weaknesses (W)</i></p> <ol style="list-style-type: none"> 1. Sumbawa forest honey is still depend on nature. 2. Quality of honey (water content is still high, above SNI 22%). 3. Forest honey marketing capital is limited. 4. Lack of promotion.
<p><i>Opportunities (O)</i></p> <ol style="list-style-type: none"> 1. Partnership with competent institutions. 2. Many consumers are interested, Sumbawa local consumers and outside Sumbawa regions. 3. Extensive marketing area. 4. Information through online media. 5. Easy & smooth distribution. 	<p><i>SO strategy (Strenghteness-Opportunities)</i></p> <ol style="list-style-type: none"> 1. Hygienic and attractive packaging of forest honey. (S2,S4,O1,O2) 2. Maintaining the quality and purity of Sumbawa forest honey. (S1,S2,S3,O2) 3. Opening branches or outlets selling Sumbawa forest honey outside the Sumbawa area . (S2,O3,O4,O5) 4. Opening delivery services to consumers (online sales). (S4,O3,O4,O5) 	<p><i>WO strategy (Weaknesess-Opportunities)</i></p> <ol style="list-style-type: none"> 1. Partner with credit institutions, to get capital loans. (W4,W5,O1,O2) 2. Partnering with competent institutions in providing training on sustainable harvesting systems (drain systems), so that the quality of Sumbawa forest honey can comply with SNI, with a moisture content of not more than 22%). (W1,W2,W3,O1)
<p><i>Threats (T)</i></p> <ol style="list-style-type: none"> 1. Forest burning. 2. There are many competitors for other honey products. 3. The price of Sumbawa forest honey fluctuates. 4. Promotion of other honey products, more intense. 	<p><i>ST Strategy (Strenghteness-Threats)</i></p> <ol style="list-style-type: none"> 1. Development and marketing of products derived from Sumbawa forest honey. (S5,T3) 2. Maintaining a good price for Sumbawa forest honey, by maintaining quality, purity, and by using hygienic and attractive packaging. (S2,S4,T3,T4,T5) 	<p><i>WT Strategy (Weaknesess-Threats)</i></p> <ol style="list-style-type: none"> 1. Partnering with competent institutions in providing counseling about forests. (W1,W3,T1,T2) 2. Promotion of Sumbawa forest honey through online media, as well as expos/ exhibitions. (W5,T3,T5)

Figure 3.
SWOT Matrix Sumbawa Forest Honey

The SWOT matrix of Sumbawa forest honey in Figure 3 shows alternative strategies for SO, ST, WO, and WT.

1. SO (Strengtheness-Opportunities) Strategy

The SO strategy is strategic for utilizing strengths to take advantage of opportunities owned by the Sumbawa forest honey business. There are four of these strategies, namely: Hygienic and attractive packaging of forest honey, maintaining the quality and purity of Sumbawa forest honey, opening branches or outlets selling Sumbawa forest honey outside the Sumbawa area, and opening delivery services to consumers (regular sales online).

The strategy for Sumbawa forest honey in hygienic and attractive packaging is strategic for increasing marketing from the formulation of strengths number 2 and 4 (S2, S4), also opportunities number 1 and 2 (O1, O2). The strategies to maintain the quality and purity of honey is a strategy for increasing the marketing of the formulation of strengths number 1, 2, 3, (S1, S2, S3) and opportunity number 2 (O2). The strategy for opening branches or outlets selling Sumbawa forest honey outside the Sumbawa area is a strategic marketing improvement from the formulation of strength number 2 (S2) and opportunities number 3, 4, and 5 (O3, O4, O5). The strategy of opening delivery services to consumers (sales online) is a marketing improvement strategy from the formulation of strengths number 4 (S4) and opportunities number 3, 4, and 5 (O3, O4, O5).

2. ST (Strengtheness-Threats) Strategy

ST strategy is the utilization of strengthened strategies to overcome threats from outside. These strategies are to expand and marketing of Sumbawa forest honey derivative products. This strategy formularizes from the formulation of strength number 5 (S5) and threat number 3 (T3). Maintain great price for the Sumbawa forest honey strategy preserving quality and purity and using hygienic and attractive packaging is a strategic formulation of strengths number 2 and 4 (S2, S4), with threats number 3, 4, and 5 (T3, T4, T5).

3. WO (Weaknesess-Opportunities) Strategy

WO strategy is a strategy for exploiting opportunities and to minimize weaknesses. These strategies, namely: Partnering with credit institutions to obtain capital loans. This strategy formulates from weaknesses items 4 and 5 (W4, W5), then opportunities items 1 and 2 (O1, O2). The second alternative strategy is to partner with competent institutions in providing training on sustainable harvesting systems (drain systems) so that the quality of Sumbawa forest honey can comply with SNI, with a moisture content of no more than 22%). Criteria strategically formulated from weaknesses point 1, 2, and 3 (W1, W2, W3), then opportunity number 1 (O1).

4. WT (Weaknesess-Threats) Strategy

WT strategy is a strategy to minimize weaknesses and avoid threats. This strategy is: Partner with competent institutions in providing counseling about the harmful effects of forest fires. This strategy is a formulation of weaknesses number 1 and 3 (W1, W3) with threats items 1 and 2 (T1, T2). The forward strategy is the promotion of Sumbawa forest honey through online media, as well as expos/exhibitions. This strategy is a formulation of weaknesses number 5 (W5) and threats number 3 and 5 (T3, T5).

The formulated strategy was then analyzed for strengths, weaknesses, opportunities, and threats using a SWOT diagram to inquire which quadrant this Sumbawa forest honey stand. Rangkuti (2016) states that the SWOT analysis divides into four main quadrants with different strategies for each quadrant.

1. Quadrant 1, Support Progressive Strategies

Supporting the progressive strategy is a gainful situation. Companies have opportunities and strengths that can take advantage of existing opportunities. The plan of action that has to apply in this condition is to sustain an aggressive growth policy (growth-oriented strategic).

2. Quadrant 2, Support Strategy Diversification

Despite facing various threats, this company still has internal strength. The strategy has to enforce using power to take advantage of long-term opportunities through a diversification strategy (product/market).

3. Quadrant 3, Support Strategy Turn-Around

Turn-around strategy is the company faces enormous market opportunities but, on the other side, it encounters several internal constraints. Business conditions in quadrant three are similar to question marks in the BCG matrix. The focus of the strategy of this company is to minimize the company's internal problems that could seize good market opportunities.

4. Quadrant 4, Support Strategy Defensive

A defensive support strategy is a very unfavorable point for the company to face various internal threats and weaknesses.

The SWOT analysis diagram for Sumbawa forest honey can be saw in Figure 4.

Figure 4 found that the position of JMHS Sumbawa forest honey is in quadrant 1 with the x-axis: 1.204 and the y axis: 1.017. This position proves a strong and potential business. The strategy undertaken is progressive. Progressive means that the enterprise is in good condition and that very possible to continue to carry out a business expansion, increase growth and achieve optimal progress. A favorable situation is if the company has opportunities and strengths. The strategy has to apply to support an aggressive growth policy (Growth Oriented Strategy), (Arminsyurita, 2018). Quadrant 1 indicates that honey marketing opportunities are in good condition because they have great strengths and opportunities (Suherman et al., 2017). The high consumer demand for good quality honey is an opportunity for the Sumbawa forest honey business.

Sumbawa forest honey has derivative products that can develop into decorative and aromatherapy candles.

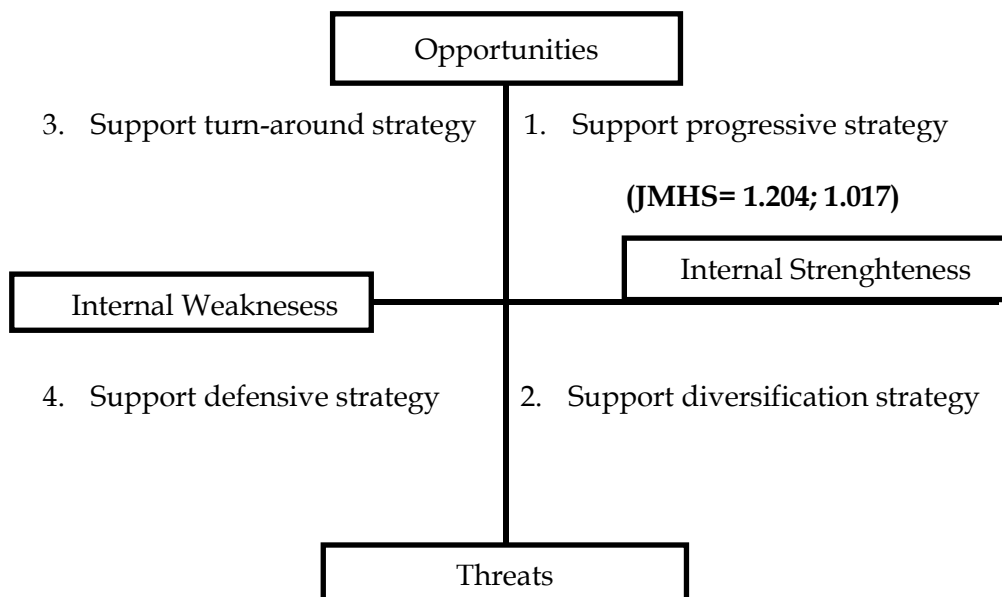


Figure 4.
SWOT Quadrant Diagram of Sumbawa Forest Honey

Priority Marketing Strategy for JMHS Sumbawa Forest Honey

The results of the decision on the priority of the marketing strategy for Sumbawa forest honey from the SO, WO, WT, and ST strategy alternatives, using AHP (Analytical Hierarchy Process) analysis. AHP is an analytical tool for searching for alternative priorities. Research from Türk & Erciş (2017) states that AHP analysis is an analysis tool that can use in making decision-based on existing selection criteria. The strategic priorities of the alternative strategies from SO, WO, WT, and ST, are analyzed with AHP. Strategy priorities can be seen in Figure 5.

Priorities with respect to:		
Goal: Marketing Strategy Sumbawa Forest Honey JMHS		
SO Strategy	.580	<div style="width: 58%;"></div>
WT Strategy	.063	<div style="width: 6.3%;"></div>
WO Strategy	.211	<div style="width: 21.1%;"></div>
ST Strategy	.146	<div style="width: 14.6%;"></div>

Inconsistency = 0,10
With 0 missing judgments.

Figure 5.
AHP Results Priority Sumbawa Forest Honey of JMHS

Figure 5 shows that the SO strategy is the best marketing strategy among the others else (weighted value 0.580). SO strategics is strategic in harnessing power from Sumbawa forest honey to take advantage of the opportunity. Sumbawa forest honey has good opportunities for development because of much interest from consumers. This result is similar to (Lisma et al., 2018) research that said that a lot of demand is an opportunity for a business.

WO strategy is strategic number two with a weight value of 0.211. This strategy must minimize weaknesses and take advantage of exploiting opportunities. The ST strategy is a strategy for utilizing strengths and avoiding threats. This strategy is the third strategy with a weight value of 0.146. The fourth strategy is WT, with a weighted value of 0.63. The strategy of WT is to minimize weaknesses and avoid threats. The results of alternative priority strategies with strengths and opportunities for Sumbawa forest honey could see in Figure 6.

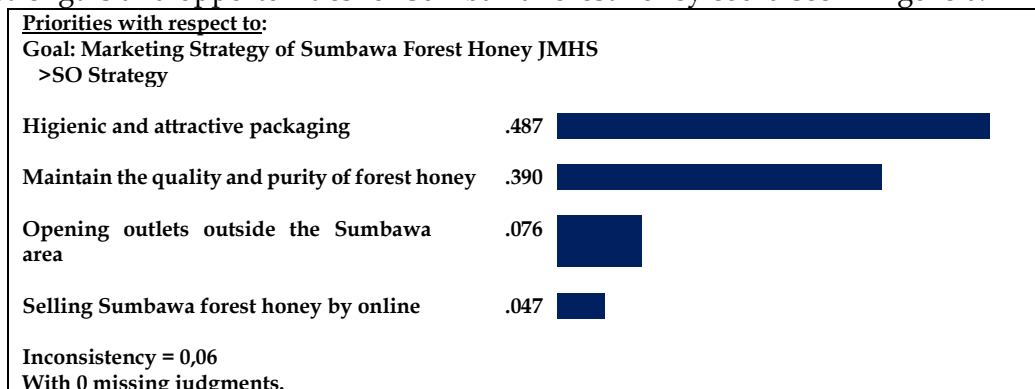


Figure 6. SO Priorities

Figure 6 shows that the highest priority value of SO strategy from JMHS is hygienic and attractive honey packaging, with a weight value 0.487. This result is similar to research from Hutagalung et al., (2012) that packaging must be safe, clean, and of good quality. Appropriateness of price, size, packaging, and quality of honey is a product marketing development (Suherman et al., 2017). The second weighted value of 0.390 is to maintain the quality and purity of forest honey. Quality is the main factor of the strength of an enterprise (Khairani et al., 2023). Opening outlets outside the Sumbawa area is the third priority from the SO alternative (weighted value of 0.076). Selling forest honey online is the last priority of the SO alternatives (weighting value of 0.047).

The results of alternative priority strategies with weaknesses and opportunities for Sumbawa forest honey could see in Figure 7.

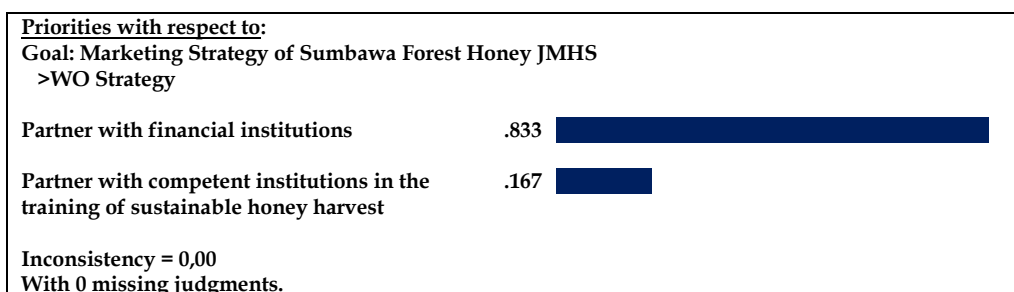


Figure 7.
WO Priorities

Figure 7 shows that WO strategy is a strategy to minimize weaknesses by taking advantage of opportunities. The top-weighted value of the alternative strategy partnering with financial institutions is 0.833. Partnering with competent institutions in sustainable honey harvesting training only gets a score of 0.167. Partnering with financial institutions has a higher value than competent institutions in sustainable honey harvesting training because this Sumbawa forest honey requires capital for business a lot.

The results of alternative priority strategies with strengths and threats for Sumbawa forest honey could see in Figure 8.

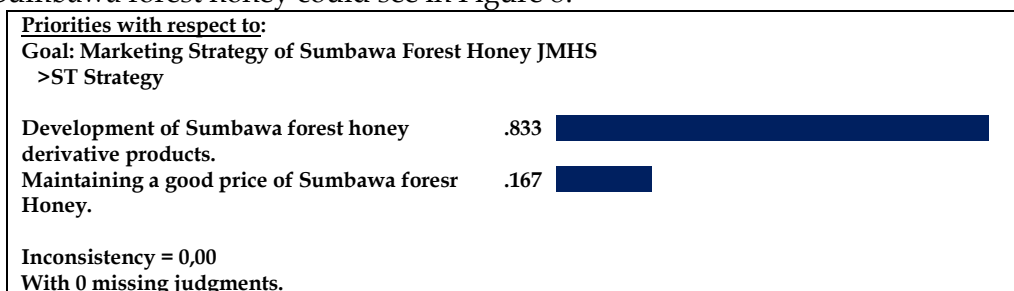


Figure 8.
ST Priorities

Figure 8 shows that the ST strategy is a strategy for utilizing strengths to overcome threats. The development of Sumbawa forest honey derivative products obtained the highest score, namely 0.833. Maintaining price of Sumbawa forest honey gets a weighted value of 0.167. The price of Sumbawa forest honey fluctuates depending on the weather. Through the rainy season, forest honey will be so hard to obtain. Sumbawa forest honey will produce a lot during the dry season.

The results of alternative priority strategies with weaknesses and threats for Sumbawa forest honey could see in Figure 9.

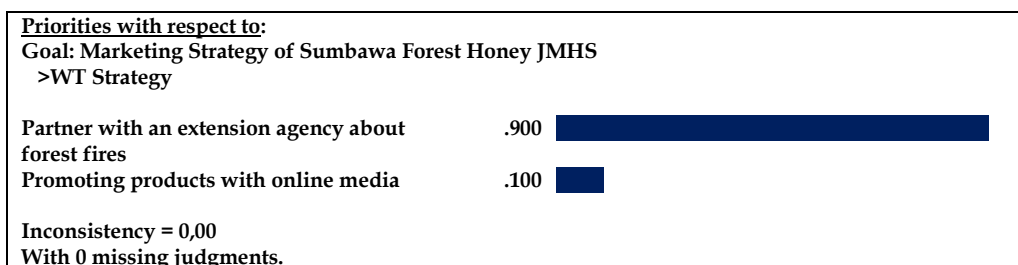


Figure 9.
 WT Priorities

Figure 9 shows that the WT strategy is a strategy to minimize weaknesses and avoid threats. Partnering with an extension agent about the dangers of forest fires has the highest value, which is 0.900. Promoting products has a lower value, which is only 0.100. Forest fires can endanger the survival of *Apis Dorsata* bees. This bee lives in the forest. The sustainability of forests has to be maintained. Whether this forest becomes defunct, then this bee will also become disappear.

Overall results from the marketing strategy of Sumbawa forest honey would be saw in Figure 10.

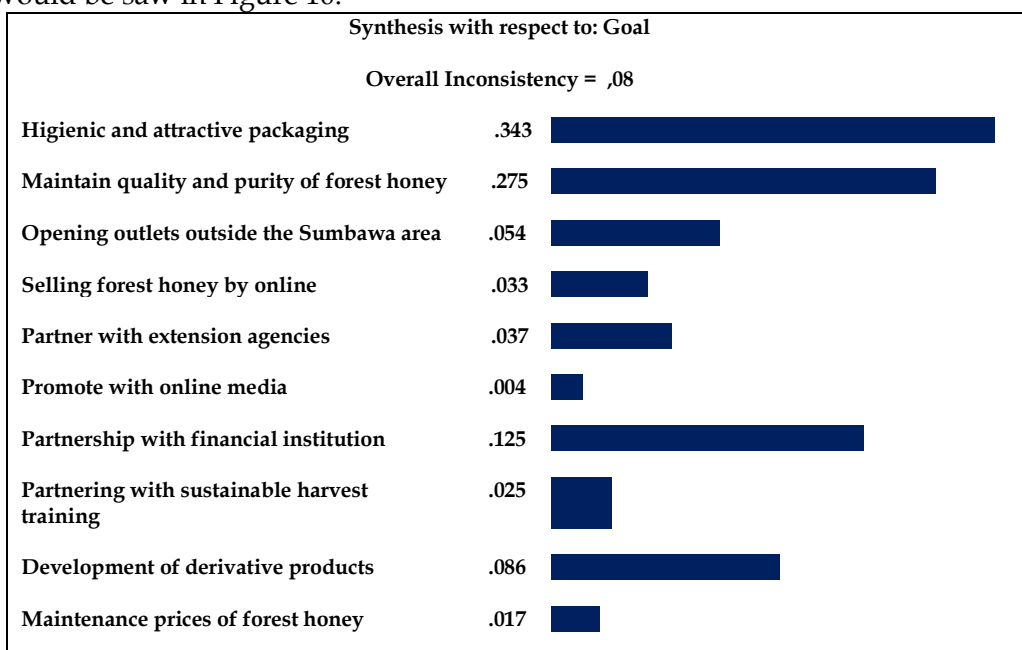


Figure 10.
 Overall Results Priority Strategy Sumbawa Forest Honey of JMHS

The results of the overall value of the priority alternative marketing strategy of Sumbawa forest honey (Figure 7) show that hygienic and attractive packaging has the highest value weight 0.343. The attractive and hygienic packaging of forest honey by JMHS will make consumers more interested. The

second is to maintain the quality and purity of Sumbawa forest honey with a weighted value of 0.275. Product quality is a necessary thing in maintaining a business (Sucipta et al., 2016). Many sellers of Sumbawa forest honey outside of JMHS sell their forest honey only in refill bottles. Apart from being unhygienic, the packaging for these refill bottles is unattractive even though the price is low. The place of pill the forest honey is in a healer room of 20 to 25 degrees Celsius (°C). Proper storage will keep the forest honey content well-maintained. Correct sorting is sorting the forest honey according to where its harvested so that the quality of moisture content, taste, and color could be excellent. Packaging is said to be proper if it uses a new bottle, not a refill bottle. Good packaging will keep honey hygienic. Appropriate labeling/branding makes honey packaging look attractive. The forest honey is then drained (separating the honey liquid from the nest). Forest honey that has been sorted and dry, set in new packaging labeled and branded. Packages with a honey brand called "Boan Aning" are sold in various sizes, namely 135 ml, 250 ml, 500 ml, and 1,000 ml.

The third priority is partnering with financial institutions with a weight value of 0.125. Partnering with financial institutions is beneficial for JMHS members. Financial institutions such as banks and cooperatives can provide loan funds for business expansion. Good cooperation can create long-term and profitable teamwork and also as a solution to problems in meeting consumer demands that come at any time (Nugroho et al., 2017). The quantity of Sumbawa forest honey produced is endeavoring to meet the needs in a sustainable method.

The furthermore of alternative strategy is the development of derivative products from Sumbawa forest honey with a weighted value of 0.86. Products derived from Sumbawa forest honey are developing into decorative and aromatherapy candles. The benefit of this derivative product could increase income for hunters and managers of Sumbawa honey from JMHS. The development and marketing of products derived from forest honey are very potential to be carried out, considering that decorative and aromatherapy candles are in great demand by consumers, especially the owners of beauty salons. Marketing of development honey-derived products can expand employment opportunities and increase income.

Alternative strategy number five is to open outlets outside the Sumbawa district with a weighted value of 0.54. This alternative strategy is similar to research from Manalu et al (2023) for business expansion. Partnering with extension institutions with a weighted value of 0.37 is the coming-after alternative. An Extension has the primary role of establishing partnerships that transfer technology to farmers so that the technology packages carried out can increase the productivity and quality of products (Rahayu et al., 2023). Several farmers said that the extension workers only provided materials according to government programs without a study of the things needed, so there was no process to increase farmers' knowledge of sustainable harvests.

Selling forest honey online with a weighted value of 0.33 is an alternative strategy number seven. Selling Sumbawa forest honey online is efficient marketing. Efficient marketing could be an advance benefit for all stakeholders involved (Asir & Asir, 2023). Partner with sustainable harvest training institutes has a weighted value of 0.25. The training institute comes from the forestry service, which teaches forest honey hunters how to harvest forest honey by sustainable harvest. Sustainable harvest, namely harvested using a drain system. Harvest honey by cutting only part of the forest honeycomb, not completely crushing it for the bees to return to the hive. The participation of forest honey hunters in training can add insight into knowing how to harvest honey in a sustainable method and can always find out information about the price of forest honey. But, honey hunters don't like the presence of training institutes or research institutes that come because it will waste time and the burden some fees charged to them.

Maintenance prices of Sumbawa forest honey a weighted value of 0.17. The price of Sumbawa forest honey from JMHS fluctuates according to the quality and quantity of honey. The price of Sumbawa forest honey at the time of the study was Rp35,000 for 130ml, Rp65,000 for a 250 ml pack, Rp110,000 for 500 ml, and Rp225,000 for 1,000 ml packaging. This result is in line with Wuwung (2013) research which states that the price of a product will increase or decrease based on the amount of production in different seasons. The price of Sumbawa forest honey is based on the average market price regarding the distance traveled and the degree of difficulty in obtaining it. Making price of Sumbawa forest honey is appointed by its quality and purity. The form of packaging, transportation costs, and other costs are also the determining of price. The last alternative strategy is a promotion with online media has a weighted value of 0.004. An advancement of Sumbawa forest honey is required to be implemented more intensively by utilizing existing media, especially online media. In Suherman et al (2017) research promotion of products was also performed to increase the honey business.

CONCLUSION & SUGGESTION

Conclusion

SO strategy is the primary strategy for Sumbawa forest honey. That strategy is to utilize existing strengths and opportunities. The results from AHP show that the highest priority alternative strategy is to package Sumbawa forest honey with an attractive and hygienically.

Suggestion

1. The marketing strategy alternatives that are determined should be able to be implemented by JMHS.
2. Improving products derived from Sumbawa forest honey become attractive products with high benefits.

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