

MARKETING STRATEGY FOR CRISPY MUSHROOMS FROM WHITE OYSTER MUSHROOM CULTIVATION IN WARINGSARI VILLAGE, BANJAR CITY (CASE STUDY ON REGINDA JAMUR UMKM)

Nur Faiqoh Izzati and Watemin¹

Department of Agribusiness, Universitas Muhammadiyah Purwokerto, Indonesia

Abstract. The cultivation of white oyster mushrooms (*Pleurotus ostreatus*) is growing rapidly in Indonesia along with the increasing demand for healthy and nutritious food products. One form of processed white oyster mushrooms is crispy mushrooms, which have a wide market potential. This study aims to analyze the factors that influence the marketing of crispy mushrooms, understand the role of marketing in increasing competitiveness, and formulate the right marketing strategy to increase sales at UMKM Reginda Jamur Crispy, Waringinsari Village, Banjar City. This study uses a field study method with observation, interviews, and documentation. The results of the study indicate that product quality, price, promotion, and branding factors are very influential in marketing. Recommended marketing strategies include digital marketing, promotion through social media, and offering product packages at attractive prices. The implementation of this strategy is expected to increase the competitiveness and sales of crispy mushroom products in local and regional markets.

Keywords: Marketing Strategy, Crispy Mushrooms, UMKM, Digital Marketing, Branding

1. Introduction

White oyster mushroom is an agricultural commodity with high economic value and has great potential in the food industry. Its high nutritional content and low calorie nature make it an option for consumers who prioritize a healthy diet. Processed products such as crispy mushrooms are increasingly popular because they offer a savory taste and crunchy texture that appeals to various market segments. Processed products derived from oyster mushrooms have good prospects (Andriani et al., 2019; Budasih et al., 2014).

In Waringinsari Village, Banjar City, UMKM Reginda Jamur Crispy has developed a crispy mushroom production business based on local white oyster mushroom cultivation. This business not only contributes in creating employment but also in supporting the village economy. Despite its great potential, challenges in marketing are still faced, especially in improving competitiveness amidst the many similar products in the market.

Demand for healthy food products is increasing. White oyster mushrooms are known to be highly nutritious and easy to cultivate. Reginda Jamur Crispy UMKM take advantage of this potential by developing crispy mushrooms, a savory and crunchy processed product. However, intense market competition demands the implementation of the right marketing strategy. Competition in the oyster mushroom business can come from fellow oyster mushroom processed products or from other processed products (Panda et al., 2021).

In marketing, various factors such as product quality, price, distribution, and promotion play an important role. Reginda Jamur Crispy UMKM need to develop more effective marketing strategies, including utilizing digital technology to expand market reach. With the right marketing approach through the 7P marketing mix used by the business owner, it can increase sales and strengthen its position in local and national markets with a wider reach.

The purpose of this research is to analyze the marketing strategies that have been implemented in marketing crispy mushroom products by business owners and formulate appropriate marketing strategies to increase the competitiveness and market reach of crispy mushroom products based on the results of local cultivation.

2. Research method

This research uses a field study method that includes observation, interviews, and documentation. The data collected consisted of primary data (results of interviews and direct observations at UMKM Reginda Jamur Crispy) and secondary data from literature and previous research. The data analysis technique used is qualitative descriptive analysis to understand marketing patterns through the 7P marketing strategy and the challenges faced by UMKM. This research was conducted during January-February 2025 through survey at UMKM Reginda Jamur Crispy.

The primary data used by the author in this study comes from the results of interviews directly with the business owner of Reginda Jamur Crispy in Waringinsari Village, Langensari District, Banjar City. The method used to collect primary data is through the interview or observation method. Secondary data is data obtained from other parties, not from the original source. Data is collected indirectly by intermediary media.

The qualitative method with a descriptive analysis approach used by the author in this research as expressed by Suparlan (1997), is a qualitative method that emphasizes the socially constructed nature of reality, the close relationship between the author and the sources, objects, and subjects in this research.

3. Results and discussion

Reginda Jamur Crispy UMKM was established in 2013, when the owner of the UMKM, Mrs. lin Purnamasari, continued her mother's business, namely selling processed mushroom products, one of which is crispy mushrooms. Reginda Jamur Crispy is located in Sukanegara Hamlet, Warimginsari Village, Langensari

¹ Corresponding author: watemyn@ump.ac.id

District, Banjar City. Reginda Jamur Crispy is a business that develops in the field of snacks, especially processed mushroom products from the cultivation of white oyster mushrooms to increase added value.

In 2015, the Reginda Mushroom Crispy business obtained licensing and certification from the Banjar Patroman City Health Office. With the P-IRT number 204327901027323, besides that the Reginda Mushroom Crispy business is an UMKM that already has a halal label from MUI and has conducted a product durability lab test. When it first participated in the exhibition, Reginda Crispy Mushrooms still used packaging that was only with ordinary plastic tied with a rope. With the development of UMKM Reginda Jamur Crispy, the packaging was replaced with more attractive packaging, namely using a standing pouch.

The products sold by Reginda Jamur Crispy are crispy mushrooms and crispy bitter melon. This product has several different flavors and sizes. The flavors of crispy mushroom products include original, balado, barbeque, cheese, sweet corn with sizes ranging from 20g, 45g, 60g, 70g, 150g, 250g, 500g and 1kg. UMKM Reginda Jamur not only focuses on processing crispy mushrooms but there are other processed products, one of which is crispy bitter melon made from the main raw material of bitter melon which has many benefits such as carantin, hydroxytryptamine, glucurbitasin glycoside, vitamins A, B, and C.

These UMKM utilize the 7P strategy (Product, Price, Place, Promotion, People, Process, Physical Evidence). Products are packaged with full printing packaging; prices are adjusted for all market segments; distribution is done offline and online; and promotions are done through social media and exhibitions. In addition, the involvement of business owners in direct promotion as well as partnerships with local stores strengthens distribution. The following is the 7P marketing mix strategy implemented by the Reginda Jamur Crispy UMKM:

a. Product

The products sold by UMKM Reginda Mushroom Crispy are crispy mushrooms made from white oyster mushrooms cultivated by themselves. Product quality is one of the main factors considered in marketing. These crispy mushrooms have distinctive characteristics, namely savory taste and crispy texture, and without preservatives. Reginda Mushroom Crispy MSMEs also provide various flavors of crispy mushroom products to meet wider market tastes, such as original, spicy, balado, cheese, sweet corn, and BBQ flavors. The advantage of this crispy mushroom product lies in the raw materials used, namely fresh and high quality white oyster mushrooms and the existence of product differentiation that can attract the attention of various consumer groups. Based on previous research, it is stated that the application of product strategies helps ensure that the crispy mushrooms offered have quality taste, crispness, and attractive appearance. According to (Riri Yuliyani et al., 2022), the application of marketing mix strategies in the product aspect is one of the strong reasons for attracting consumer attention so that consumers are able to make repeat purchases of products that have been purchased.

b. Price

Reginda Mushroom Crispy UMKM offer affordable prices for products with high quality, in order to attract consumers from various groups, ranging from students to adults. In addition, this UMKM also provides discounts on purchases of a certain amount to attract customers who buy in larger quantities. With a relatively affordable price, Reginda Jamur Crispy can fulfill the middle to lower market, but still maintain the quality and product image that has been built. Therefore, Reginda Jamur Crispy UMKM have succeeded in offering products at a price that suits their target market, without sacrificing quality. The price of crispy mushroom and crispy pariah products starts from Rp15,000/pack with full printing packaging. Competitive pricing, while still providing a profit margin, is important to reach various market segments. Prices must also be adjusted to the quality and perceived value of the product in the eyes of consumers because the right price can attract more buyers and increase competitiveness. In addition, price is the variable that has the most influence on consumer motivation to buy. Price variations related to product quality and retail prices (Mayori et al., 2023).

c. Place

Reginda Jamur Crispy UMKM distribute their products by selling them directly to consumers in the nearest shops or stalls around Waringinsari Village and Banjar City. In addition, they also utilize platforms such as e-commerce to market products online to expand their market reach and make it easier for consumers who are outside the area to buy crispy mushroom products. The selection of the right distribution channel is an important factor in product marketing. These UMKM are able to utilize offline distribution through local shops and use online media as an effective alternative to reach a wider market, both within and outside the region. Crispy mushroom products are marketed offline, namely in the eastern priangan region. Sales of crispy mushroom reginda products are carried out through several promotional platforms that can be processed directly to maintain the visibility of mushroom reginda products in a wide audience. Based on previous research, it has been explained that location selection is the most expensive investment value, because the location can be said to determine whether or not visitors are busy. A strategic, comfortable and easy to reach location will be a special attraction for customers (Astuti et al., 2023).

d. Promotion

To increase product visibility and attractiveness, Reginda Jamur Crispy UMKM conduct various promotional activities, both through social media (Instagram, Facebook) and direct promotion through bazaars or food exhibitions. They also provide discounts or purchase promos to attract new consumers and maintain the loyalty of existing customers. In addition, these UMKM are also active in word of mouth, which is expected to introduce their products to a wider range of consumers. Attractive product packaging is also part of the promotional strategy to create a positive impression for consumers. Promotion strategy

is a very effective way to introduce products to consumers. The use of social media can reach a wider audience at a more efficient cost. Involvement in food fairs or exhibitions also increases direct product exposure to potential customers. On the other hand, discount promos serve to attract new buyers and increase short-term sales. Based on previous research, it has been explained that promotion is one of the marketing strategies that plays an active role in a business and product promotion needs to be improved so that the market can be further expanded so that more consumers are captured and maximize the benefits obtained (Fitriana et al., 2023).

e. People

The number of workers in the Reginda Jamur Crispy UMKM is 6 people. There are 3 people in the white oyster mushroom cultivation section, 2 people in the production section, and 1 person in the marketing and sales of crispy mushroom products. UMKM Reginda Jamur Crispy has a team that is trained in the production process and friendly customer service. The interaction between employees and consumers is instrumental in creating a positive shopping experience and encouraging customer loyalty. Good service, polite, and responsive to consumer needs can enhance the customer experience and give a good impression of the product. According to Christine (2017) people in the 7P marketing mix are human resources (HR) as actors and business drivers, starting from the highest position of director to the lowest staff and HR is a crucial asset in running a business. Lewis in Richard Varey (2002), states that: "Hospitality firms generally view marketing as an external activity. But everything a customer experiences has marketing impact, so the best marketing strategies begin inside the operation." In his article, he emphasized that before taking an external approach, companies need to look at the marketing approach carried out within the company (internal marketing).

f. Process

The process of making crispy mushrooms includes several stages, starting from the cultivation of white oyster mushrooms carried out by KTH Reginda Jamur, the harvesting process, processing, frying, to attractive packaging. Each stage of production must be done carefully to ensure the quality of the crispy mushrooms is maintained. Efficient and standardized processes are essential in maintaining product quality. The implementation of a strict quality control system from raw materials to finished product will help create consistency in taste and quality. With good supervision in every production process, the products produced will be more accepted by the market and gain the trust of consumers (Oktavia Nuraini & Widayanti, 2023). In the scope of marketing, the process is the implementation of a business procedure in creating to distributing the products produced so that consumers can reach and own them. The process chosen by the owner of Reginda Jamur Crispy UMKM or employees greatly affects product efficiency, cost flexibility and product quality, so that professional action is needed, namely directed, precise, complete and clear in providing information in accordance with existing processes regarding the processed product (Astuti et al., 2023).

g. Physical Evidence

The physical evidence owned by Reginda Jamur Crispy UMKM is attractive and informative product packaging. The packaging is designed with an eye-catching design and includes important information regarding raw materials, expiration dates, and product nutritional information. In addition, the clean and tidy appearance of the shop and production facilities are also physical evidence of the quality of this business. Attractive and informative packaging gives a positive first impression to consumers and is one of the important elements in the marketing strategy. By showing good physical evidence, Reginda Jamur Crispy UMKM can build an image of professionalism and the quality of the products offered. This impression greatly influences consumer purchasing decisions and increases trust in the product. In his article, (Astuti et al., 2023) explains that the use and determination of packaging is very concerned, because it is used to keep the product safe and its quality is maintained, besides that, it is also to attract consumer interest in marketed products. The physical evidence of the products sold matches the image on the packaging so that it will not disappoint consumers. Physical evidence plays an alternative role in attracting customer interest visually which can be seen by consumers directly such as the selection of color paint that is characteristic of outlets, packaging appearance, communication quality, comfortable environment plays an important role in convincing consumers to buy the products offered.

4. Conclusion and recommendation

Based on the results of research on the marketing strategy of crispy mushrooms from the cultivation of white oyster mushrooms in Waringinsari Village, Banjar City, it can be concluded that the market potential for crispy mushroom products is quite large, especially with the utilization of healthy and nutritious local products. This product has its own appeal because the production process uses quality materials and environmentally friendly processing. The crispy mushroom products produced by Reginda Jamur Crispy have advantages in the form of good quality, unique taste, and a production process based on fresh local raw materials. The marketing strategy implemented includes the use of social media, direct marketing to consumers, and utilization of local distribution networks. In addition, competitive pricing and consistent product quality also play a role in increasing product competitiveness in the local market. Based on the research, the author suggests that to strengthen branding, UMKM can create a more attractive packaging design and add evocative storytelling elements about the product, so as to increase consumer attractiveness. In addition, digital media optimization is also an important strategy, for example by utilizing content-based marketing through product creation process videos or customer testimonials that can build market trust and interest. On the other hand, product innovation also needs to be improved, such as by adding new flavors and developing derivative products from crispy mushrooms to expand the market segment.

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