

DEVELOPMENT OF VEGETABLE SALES ACTIVITIES THROUGH DIGITAL TECHNOLOGY IN THE PASAR RAKYAT GIANYAR

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ABSTRACT

Indonesia is an agricultural country that has a fairly large territory with diverse resources. In utilizing these resources, activities are carried out, one of which is in the agricultural sector, thereby producing food, energy sources and other things for the community. Gianyar Regency is one of nine regencies/cities in Bali Province. The livelihood of the people in the Gianyar Regency area is mostly farming

One of the developments in vegetable sales activities at the Pasar Rakyat Gianyar can be done through social media technology, so that production results can be absorbed more optimally, but an effective social media marketing strategy must be adjusted to target consumers and the products needed by consumers. Judging from the vegetable marketing planning vegetables at the Gianyar People's Market: (a) The products sold, especially vegetables, are very diverse and in fresh condition when sold to consumers, but there are also many traders selling similar goods so there is still a lot of competition in selling similar products (b) Prices offered to consumers is also different depending on the type of consumer who buys retail or wholesale, so that consumers who buy in bulk get cheaper prices. (c) In simple terms, the place for vegetable sales activities at the Pasar Rakyat Gianyar is strategic and easy to reach for consumers because it is located in the middle of the city. Traders usually sell in the parking basement and on the 2nd floor of the market, with strategic selling places consumers can choose and make purchase transactions easily (d) The promotions carried out are still lacking because they only rely on buyers coming in person, but some traders are already using digital technology to place orders via WhatsApp.

From the conclusions above, the following suggestions can be drawn. More vegetable products are being sold, so consumers are interested in shopping, especially cafes or restaurants that require organic raw materials. Prices are maintained for consumers who buy in bulk so that consumers do not switch to other traders. Distribution is carried out widely, not only in the surrounding area. Promotion through the use of digital technology to be carried out to develop sales.

Keywords: Digital Technology, Vegetables

1. INTRODUCTION

Indonesia is an agricultural country that has a fairly large territory with diverse resources. In utilizing these resources, activities are carried out, one of which is in the agricultural sector, thereby producing food, energy sources and other things for the community. The agricultural sector is an important sector for survival. Agriculture is an important sector that absorbs labor and provides income for most rural households in Indonesia. (Dewi, 2021). The need for food, one of which is vegetables, is increasing, vegetable consumption is in second place after grains. Consuming vegetables is very important for human needs because they contain various nutrients that can prevent several diseases. (Julianto 2021)

Gianyar Regency is one of nine regencies/cities in Bali Province. The livelihood of the people in the Gianyar Regency area is mostly farming. According to 2018 Gianyar Regency GRDP data, the agricultural sector is still the sector that contributes the largest GRDP, namely 17.17% in 2010 and 13.81% in 2018. Even though it has experienced a quantitative decline, the agricultural sector still contributes GDP above 10%. It can be assumed that the wheels of the economy in the Gianyar Regency area are driven by synergy between the agricultural sector, the tourism sector and socio-cultural aspects which attract tourists but it cannot be denied in detail, the agricultural sector is

becoming a sector that is increasingly being sacrificed, especially in efforts to improve supporting facilities & infrastructure tourism.

One of the developments in vegetable sales activities at the Pasar Rakyat Gianyar can be done through social media technology, so that production results can be absorbed more optimally, but an effective social media marketing strategy must be tailored to the target consumers and the products needed by consumers. In reality, this market still uses a simple sales method, namely consumers visit the seller's location directly. The consumers who usually come are households and large party buyers such as food stalls, cafes and restaurants, besides that the prices are also different from one consumer to another.

2. RESEARCH METODOLOGY

The research was conducted at the Gianyar People's Market, Gianyar Regency. In this research the author uses empirical research methods. The type of research used in this research is empirical research or in other words research that focuses on examining a phenomenon or situation of the research object in detail by collecting the facts that occur and developing existing concepts. The data obtained is then processed and then analyzed qualitatively, namely describing the data in a quality manner in the form of sentences that are orderly, coherent, logical, overlapping and effective, making it easier to interpret the data and understand the results of the analysis. In preparing this journal, the nature of the research used is descriptive in nature which aims to describe, record, analyze and interpret conditions that are currently occurring or existing. The population is a large group of research generalization targets. The population used was vegetable traders at the Gianyar People's Market, Gianyar Regency, who were determined purposively, numbering 20 people. In this study the entire population was used as research respondents so that the number of respondents was 20 people

3. RELATED RESEARCH

3.1 Marketing Planning

Planning is the most important thing in running a business, with careful planning it can bring optimal profit results. The marketing mix strategy uses 4P, namely product, price, place and promotion

3.1.1 Product

There are several kinds of products sold at the Gianyar People's Market, such as vegetables, clothing, household items and ceremonial equipment. The dominant products that are much sought after are household food needs such as vegetables. There are quite a variety of vegetable products and most of them are fresh when sold to consumers and there are also many traders who sell similar products. The vegetables sold are usually sent from Klungkung Regency and resold by traders.

3.1.2 Price

The prices set by each trader vary according to the target consumers who make purchases. The prices offered to consumers who buy retail are usually different compared to consumers who buy in large quantities

3.1.3 Place

In simple terms, sales distribution is still direct to consumers who come to the market, and there is no use of platforms such as Gojek and Grab which can be ordered directly via communication tools without having to visit the market.

3.1.4 Promotion

Promotion must be carried out in the development of a business. Business development through direct marketing, personal selling and through social media. Direct marketing is carried out by contacting via cell phone and social media such as WhatsApp and providing information

about the products offered and the company to potential buyers. Personal selling is carried out by offering and promoting products directly by bringing vegetable samples to introduce the product directly.

4. CONCLUSION AND SUGGESTION

4.1 CONCLUSION

The conclusions that can be drawn are as follows.

Judging from the marketing planning for vegetables at the Gianyar People's Market: (a) The products sold, especially vegetables, are very diverse and in fresh condition when sold to consumers, however, there are also many traders who sell similar goods so there is still a lot of competition in selling similar products. (b) The prices offered to consumers also differ depending on the type of consumer who buys retail or wholesale, so that consumers who buy in bulk get cheaper prices. (c) Affordable places are easy for consumers to find. (d) The promotions carried out are still lacking because they only rely on buyers coming in person, but some traders are already using digital technology by placing orders via WhatsApp .

4.2 SUGGESTION

From the conclusions above, the following suggestions can be drawn

1. More vegetable products are being sold, so consumers are interested in shopping, especially cafes or restaurants that require organic raw materials.
2. Prices are maintained for consumers who buy in bulk so that consumers do not switch to other traders
3. The place for selling vegetable products should be made into one place and not scattered between the basement floor and the second floor so that consumers can easily find producers
4. Promotion through the use of digital technology should be carried out so that consumers are helped in fulfilling their needs

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