



## Strawberry pick tourism marketing strategy in Pancasari Village, Sukasada, Buleleng

Febianti<sup>1</sup>, Made Widya Paramitha<sup>2</sup>

<sup>1,2,3</sup>Institut Pariwisata dan Bisnis Internasional, Denpasar, Indonesia

### ARTICLE INFO

#### Article history:

Received Nov 15, 2022

Revised Nov 30, 2022

Accepted Des 17, 2022

#### Keywords:

Marketing Strategy

Marketing Mix

Strawberry Picking

Pancasari

### ABSTRACT

This study shows recommendations on how a marketing strategy could be implemented to object research Pancasari Village which is located in Buleleng Regency, is very potential for farming and agriculture. One of the most popular commodity is strawberry. Along with fast tourism development in Bedugul district, strawberry picking attracts more tourists to come. However, there are some evaluations and developments that should be taken into consideration, especially in terms of marketing mix (7P), including product, place, promotion, price, physical evidence, process and people. Hence, it is also needed to evaluate segmenting, targeting and positioning. This study uses qualitative descriptive SWOT analysis and observation with in-depth interviews. Results of the study.

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



### Corresponding Author:

Febianti,

Perhotelan,

Institut Pariwisata Dan Bisnis Internasional,

Jl. Kecak No.12, Tonja, Kec. Denpasar Utara, Kota Denpasar, Bali 80239, Indonesia,

Email: [febianti@ipb-intl.ac.id](mailto:febianti@ipb-intl.ac.id)

## INTRODUCTION

Marketing plays an important role in the success of a business. In the midst of a difficult economy during the Covid-19 Pandemic (Barokah et al., 2020) (Rosyada & Wigiawati, 2020), constraints in the marketing department become a very tough challenge for business actors in almost all fields. Bali is no exception, where most of the community's economic level depends on the tourism industry. In the midst of this difficult situation, the decline in turnover in the tourism sector has encouraged business actors to increase efficiency, one of which is by reducing employees. All tourist activities that were previously carried out offline, since the pandemic has shifted to virtual (Arafah, 2020). Until now, the development of virtual tourism trends and digital marketing is growing rapidly (Komalasari et al., 2020) (et al., 2021) (Barokah et al., 2020). The agro-tourism business is no exception, since during the pandemic, the trend for outdoor tourism has been growing (Widiartiningtyas & Pradana, 2021) (Hariyadi et al., 2021). This is of course also in line with the government's call to always keep a distance, especially when outside the home (Neng Frida, 2020) (Istiatin et al., 2021) (Sadat et al., 2021). One type of tourism that is developing during this pandemic is agro-tourism picking strawberries, in the village area of Pancasari, Sukasada, Buleleng, Bali.

According to Regional Regulation 16/2009 concerning the Bali RTRWP, Pancasari Village is an area of the Bedugul - Pancasari Special Tourist Attraction Area (KDTWK). Pancasari Village is

one of the villages located in the Bedugul area, very synonymous with Strawberry agro-tourism (Sari et al., 2018) (Hasari et al., 2018). There are several strawberry agro-tourism businesses in this area, namely Hidden Strawberry Garden, Pani Purna Strawberry, Wiwanda Agrow, Asta Wilangun, and many more. The suitable environment and climate make strawberry gardens in this region develop very well. Not only Strawberry, vegetable and flower plants are also growing very well in Pancasari village.

During the pandemic, many people are still hesitant to travel. The choice of tourism in the open is one alternative that is classified as safer. Outdoor activities such as cycling, mountain climbing, visiting coffee plantations, and mountain tours are becoming more popular. The Bedugul-Pancasari area which has cool air and beautiful lake views is also the choice of Balinese people who are bored with the city atmosphere. Bedugul is also known by domestic tourists as a choice of tourist attractions in Bali besides beach tourism. Similar to the choice of wine plantation tours, coffee plantations, and orange plantations, strawberry plantation tours also have the potential to become leading tourism in Bedugul-Pancasari. In addition to providing jobs and absorbing local workforce.

## RESEARCH METHOD

This research is the result of observations and interviews of 5 strawberry picking businesses located in Pancasari village, Bedugul area, Bali, namely Asta Wilangun, Leon's Strawberry, Pani Purna Strawberry, Hidden Strawberry Garden, and Wiwanda Agrow, using purposive sampling technique.

## RESULTS AND DISCUSSIONS

### Marketing Mix Analysis

According to Kotler and Armstrong in (Komari et al., 2020), in marketing there are 4 P's, namely product, place, price, promotion, later developed by Booms & Bitner and known as 7 P's, with 3 additional components namely process, physical evidence, and people.

### Product

At first, the owner of the garden in Pancasari village only sold strawberries as a fruit commodity. At harvest time, the strawberries are sold to suppliers, which are then distributed to markets, supermarkets and restaurants. Along with the development of tourism in the Bedugul-Pancasari region, the strawberry garden has begun to be visited by many tourists who want to pick strawberries directly.

*Core product* of this type of tourism is strawberry picking tourism, where tourists are given the flexibility to choose the strawberry they want to pick. In several places, such as Pani Purna Strawberry and Wiwanda Agrow, they offer packages of picking strawberries along with strawberry juice. There are also fresh strawberries that are sold separately from picking strawberries. This is to serve customers who only want to buy strawberries, but don't want to pick them themselves. In Pancasari village, the types of strawberries cultivated are the Sachinoka, Rosalinda, and Jaguar varieties. If there is an excess harvest, the strawberries can be frozen, then they can be processed into juice. In addition, Hidden Strawberry Garden sells several processed strawberry products, namely dried fruit and strawberry cookies.

### Place

*Place* here is a place where products and businesses can be reached by consumers (Anjani et al., 2019). As a form of agro-tourism, strawberry gardens are often found in the Pancasari area, Bedugul area, Buleleng Regency, Bali. According to some sources, this is due to climate, temperature with an appropriate height for commodity strawberries. At the time of the pandemic, visitors to

strawberry garden tours were still in demand because of the open environment and the possibility of keeping their distance from each other.

In terms of selling supporting products, processed strawberry producers already sell their products through social media and online marketplaces. Meanwhile, several producers also cooperate with souvenir shops in selling processed strawberry products. The social media used are Instagram and Facebook, while the marketplaces that have been implemented are Tokopedia and Shopee.

### **Promotions**

Promotions that are carried out are more about cutting ticket prices and forming banners on major roads. Some places already use google maps and google reviews as a marker. For strawberry picking businesses that have marketed their products online, marketplace endorsement and promotion services have been carried out. Some of the obstacles experienced by this strawberry picking business are related to knowledge of the use of social media marketing.

### **Price**

The average price of admission offered is IDR 10,000 to IDR 25,000. With this entry ticket, visitors can enter the strawberry garden area and get a glass of strawberry juice. But not all places require visitors to buy an entrance ticket. In some places, no entry fee is charged, but a fee will be charged based on the weight of the strawberries that have been picked. The price range for this strawberry is IDR 50,000 to IDR. 55,000 per kilogram of strawberries.

As a processed strawberry product, the selling price for dried strawberries is IDR 30,000 per 30 grams, strawberry cookies IDR 17,500, and strawberry crackers IDR 12,000 on the Strawberry Corps marketplace.

### **Physical Evidence**

Some strawberry farms have "packaged" their tour packages properly, meaning there is a logo, name, brand, and a clear flow of tourists. But there are still many that are still in the form of gardens, tanpa informative signs to explain types and variants of strawberries, education about strawberries, how to pick, and others. Some of these strawberry picking businesses are already equipped with supporting facilities and infrastructure such as parking, toilets, hand washing areas, and convenient road access for tourists in the strawberry garden. For sales through social media, the product display color elements are more likely to be dominated by red, which is the color of fresh strawberries.

### **People**

The people who work in the strawberry garden, in general, are local farmers, direct owners and also the family of the local owners. At first, they were vegetable and fruit farmers. Then because the development of this strawberry is quite cheap with a promising price, many farmers in Pancasari village plant strawberries, then offer strawberry picking tours in their garden. Every strawberry picking business visited by researchers requires at least 4 people to plant, care for and manage the strawberry garden. For gardens on wider land, it requires more energy to manage the strawberry garden.

### **Process**

Tourists can directly visit the strawberry garden which provides strawberry picking tours. Along the Pancasari main road, there are many signs writing strawberry picking tours. Tourists can come right away every day, the average opening hours are 8.00 am to 17.00 pm. The best time to visit and pick strawberries is when the sun is bright and it's not raining. If it's a weekend or on a holiday, tourists should contact in advance to ask about the availability of strawberries in the garden. When

the strawberries have been harvested, usually the business actor will suggest picking them in the garden next to them.

When tourists come, tourists can buy entrance tickets in advance. Entrance ticket to the strawberry garden includes strawberry juice. However, there are also strawberry picking tours that do not require an entry ticket, but will be charged as much as the strawberries picked. It is highly recommended for tourists, especially children, to take care of the strawberry plants and pick according to techniques that can be asked of farmers/business actors. Strawberry plants are very susceptible to damage when picked by force, exposed to water/rain, or stressed. Related to this, it is very necessary to have education from business voters before tourists are allowed to pick strawberries in the garden.

**Table 1.** SWOT matrix

IFAS	<i>Strengths</i> (strength) :	<i>Weaknesses</i> (weakness) :
	<ol style="list-style-type: none"> <li>1. Fresh and quality strawberry products</li> <li>2. Strategic location on the Bedugul - Singaraja route</li> <li>3. Has a variety of processed products</li> <li>4. It can be developed into educational tourism / agro-tourism which enriches the repertoire of Balinese tourism, apart from coffee and wine.</li> <li>5. Able to attract consumers of all ages</li> </ol>	<ol style="list-style-type: none"> <li>1. Strawberry fruit is easily damaged by weather constraints</li> <li>2. Strawberry seeds can only grow well in a suitable climate</li> <li>3. It takes at least 3 days to be picked again</li> <li>4. Lack of understanding of business actors regarding digital marketing.</li> <li>5. Lack of awareness of consumer education about the procedure for picking strawberries</li> </ol>
EFAS	SO strategy	WO strategy
<p><i>Opportunities</i>(Opportunity) :</p> <ol style="list-style-type: none"> <li>1. Outdoor tourism has developed more since the pandemic</li> <li>2. Even though the airport was closed during the pandemic, the Bedugul area is still busy with local and domestic tourists</li> <li>3. Absorb workers affected by layoffs during the pandemic</li> <li>4. Consumer purchasing power has increased</li> <li>5. Increasing public understanding of healthy food sources</li> </ol>	<ol style="list-style-type: none"> <li>1. Developing other strawberry processed product variants, such as jam, pancakes, and others.</li> <li>2. Develop strawberry educational tours supported by facilities and infrastructure, as well as supporting human resources</li> <li>3. Working closely with travel agents in making strawberry picking tour packages</li> <li>4. Provide quality service training and guidance for local workforce.</li> </ol>	<ol style="list-style-type: none"> <li>1. Adding information boards containing the name of the variety and how to pick strawberries</li> <li>2. Develop digital marketing</li> <li>3. Marketing processed strawberry products more optimally</li> <li>4. Absorb local workers to reduce unemployment in the surrounding area.</li> </ol>
<p>Threats (challenges):</p> <ol style="list-style-type: none"> <li>1. There is a buildup of tourists on holidays and weekends, but it is quiet on weekdays.</li> </ol>	ST Strategy	WT Strategy
	<ol style="list-style-type: none"> <li>1. Develop virtual tours as an effort to attract tourists who are still limited in distance</li> <li>2. Developing strawberry educational videos so</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluate the advantages of the product so that it can compete with competitors.</li> </ol>

2. There is a traffic jam in the Bedugul area on weekends.	that they can become learning tools in schools	2. Make price promotions on weekdays / during low season.
3. Child consumers tend to need more attention to prevent crop damage	3. Develop regional tourism, where tourists do not only pick strawberries, but also glamping, lakes and cultural tourism.	3. Provide education to tourists before picking strawberries.
4. There are competitors for picking strawberry tourism outside the Bedugul - Pancasari area.		4. Service quality needs to be improved.
5. The Bedugul-Pancasari area is a hilly and foggy route at certain periods.		

SWOT Matrix (Rangkuti, 2016)

## CONCLUSION

Strawberry picking tourism in Pancasari is very possible to be developed into a leading tour in the Bedugul-Pancasari area. The wide expanse of strawberry gardens, as well as a supportive climate make this agro-tourism highly attractive to tourists of all ages. Product development needs to be done so that it is not monotonous and sales can continue even during the low season. The abundant yields, apart from frozen strawberries, can also be used for other processed strawberry products, such as strawberry jam, strawberry cake, strawberry chips, and even strawberry wine. The use of marketplaces, as well as social media marketing needs to be optimized. In addition, the development of human resources also needs to be done in order to be able to provide quality services. Promotion and cooperation need to be increased so that the target market is wider. The development of strawberry picking educational tourism can be done as a positioning for Pancasari village. With the growing development of healing tourism and the trend of healthy living, this strawberry picking tour is very capable of developing. Making tour packages is very possible to arrange together with other potentials in Pancasari village, namely golf, cycling, Lake Buyan glamping and cultural tourism. Educational tourism related to the procedure for picking strawberries can be taught to the public, especially children, because it requires certain techniques so as not to damage the strawberry plants. Making interactive videos and virtual tours can also be done to attract interest and get to know this type of educational tourism to the public. The development of strawberry picking educational tourism can be done as a positioning for Pancasari village. With the growing development of healing tourism and the trend of healthy living, this strawberry picking tour is very capable of developing. Making tour packages is very possible to arrange together with other potentials in Pancasari village, namely golf, cycling, Lake Buyan glamping and cultural tourism. Educational tourism related to the procedure for picking strawberries can be taught to the public, especially children, because it requires certain techniques so as not to damage the strawberry plants. Making interactive videos and virtual tours can also be done to attract interest and get to know this type of educational tourism to the public. The development of strawberry picking educational tourism can be done as a positioning for Pancasari village. With the growing development of healing tourism and the trend of healthy living, this strawberry picking tour is very capable of developing. Making tour packages is very possible to arrange together with other potentials in Pancasari village, namely golf, cycling, buyan lake glamping and cultural tourism. Educational tourism related to the procedure for picking strawberries can be taught to the public, especially children, because it requires certain techniques so as not to damage the strawberry plants. Making interactive videos and virtual tours can also be done to attract interest and get to know this type of educational tourism to the public. Making tour packages is very possible to arrange together with other potentials in Pancasari village, namely golf, cycling, Lake Buyan glamping and cultural tourism. Educational

tourism related to the procedure for picking strawberries can be taught to the public, especially children, because it requires certain techniques so as not to damage the strawberry plants. Making interactive videos and virtual tours can also be done to attract interest and get to know this type of educational tourism to the public. Making tour packages is very possible to arrange together with other potentials in Pancasari village, namely golf, cycling, Lake Buyan glamping and cultural tourism. Educational tourism related to the procedure for picking strawberries can be taught to the public, especially children, because it requires certain techniques so as not to damage the strawberry plants. Making interactive videos and virtual tours can also be done to attract interest and get to know this type of educational tourism to the public.

## ACKNOWLEDGMENTS

The researcher would like to thank all parties who have helped in the preparation of this article. The research was carried out with the help of IPBI 2022 internal grants and all owners of strawberry picking tourism businesses in the Bedugul-Pancasari area. The researcher realizes that there are still deficiencies in writing this article, for example in terms of the implementation of social media marketing or the application of more specific digital marketing. In addition, further research is also suggested to be more directed towards educational elements in this strawberry picking tour.

## References

- Anjani, H. D., Irham, I., & Waluyati, L. R. (2019). Relationship of 7P Marketing Mix and Consumers' Loyalty in Traditional Markets. *Agro Ekonomi*, 29(2), 261. <https://doi.org/10.22146/ae.36400>
- Arafah, M. (2020). POLA TRANSFORMASI PELAKU EKONOMI DI ERA TRANSISI PANDEMIK KE NEW NORMAL. *JURNAL AL-TSARWAH*, 3(2), 164–181. <https://doi.org/10.33758/mbi.v14i4.342.1>
- Barokah, S., Andina, A. N., & Anggiany, Z. (2020). Strategi Adaptif Kedai Kopi “ Coffeebreak ” Purwokerto. *Jurnal Ekonomi, Sosial & Humaniora Strategi*, 01(12), 150–160. <https://www.jurnalintelektiva.com/index.php/jurnal/article/download/230/165>
- Hariyadi, B. R., Supriadi, N., Tjaturrini, D., & Firmansyah, D. B. (2021). Motivasi Wisatawan Tentang Daya Tarik Wisata ( Dtw ) Terhadap Minat Kunjungan Kembali Di Camp Area Umbul Bengkok (Caub). *Melancong: Jurnal Perjalanan Wisata, Destinasi, Dan Hospitalitas*, 4(1), 10–31.
- Hasari, S. A., Temaja, I. G. R. M., Sudiarta, I. P., & Wirya, G. N. A. S. (2018). Efektivitas Trichoderma sp. yang ditambahkan pada kompos daun untuk pengendalian penyakit layu. *Agroekoteknologi Tropika*, 7(3), 443–445.
- Istiatin, I., Marwati, F. S., & Yani, B. A. (2021). Sosialisasi Dan Edukasi Program Penanganan Dan Pencegahan Penyebaran Covid-19 Guna Meredam Kepanikan Sosial Di Wilayah Desa Gentan. *Budimas : Jurnal Pengabdian Masyarakat*, 3(2), 260. <https://doi.org/10.29040/budimas.v3i2.2650>
- Komalasari, R., Pramesti, P., & Harto, B. (2020). Teknologi Informasi E-Tourism Sebagai Strategi Digital Marketing Pariwisata. *Altasia: Jurnal Pariwisata Indonesia*, 2(2), 163–170. <https://doi.org/10.37253/altasia.v2i2.559>
- Komari, A., Indrasari, L. D., Tripariyanto, A. Y., & Rahayuningsih, S. (2020). Analysis of SWOT Marketing Strategies and 7P Influence on Purchasing Decision. *Journal of Physics: Conference Series*, 1569(3). <https://doi.org/10.1088/1742-6596/1569/3/032002>
- Neng Frida. (2020). Analisis Strategi Mempertahankan dan Mengembangkan Bisnis di Tengah Pandemi COVID-19 Serta Mengetahui Dampak Perkembangan dan Pertumbuhan COVID-19 di Indonesia. *Jurnal Aktiva : Riset Akuntansi Dan Keuangan*, 2(2), 84–94. <https://doi.org/10.52005/aktiva.v2i3.61>
- Rangkuti, Freddy. 2016. Analisis SWOT Teknik Membeda Kasus Bisnis, Penerbit PT. Gramedia Pustaka Utama, Jakarta
- Rosyada, M., & Wigiawati, A. (2020). Strategi Survival Umkm Batik Tulis Pekalongan Di Tengah Pandemi Covid-19 (Studi Kasus Pada “Batik Pesisir” Pekalongan). *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 4(2), 189–214. <https://doi.org/10.35308/jbkan.v4i2.2424>
- Sadat, A., Wijaya, A. A. M., Lawelai, H., Asrin, Nurlinda, Saputri, M. M., Nursalin, & Yanto, L. (2021). Upaya meningkatkan pengetahuan masyarakat mengenai pencegahan covid-19 di Kota Baubau. *Community Empowerment*, 6(7), 1106–1116.
- Sari, I. G. A. D. V., Wirya, G. N. A. S., & Sudiarta, I. P. (2018). Identifikasi penyebab penyakit layu pada tanaman

- stroberi (*Fragaria* sp.) di Desa Pancasari dan potensi pengendaliannya dengan mikroba antagonis. *J. Agroekoteknologi Tropika*, 7(1), 103-112.
- Sudhana, I. G. P. F. P., Sadguna, I. G. A. J., Waisnawa, I. G. N. S., Yulianthi, A. D., & Harmini, A. A. A. N. (2021). Pengembangan Sistem Pembayaran untuk Desa Wisata Tri Eka Buana dengan Online Payment. *Bhakti Persada*, 7(1), 17-23. <https://doi.org/10.31940/bp.v7i1.2171>
- Widiartiningtyas, & Pradana, G. W. (2021). New Normal Di Desa Betet Kecamatan Ngronggot Kabupaten Nganjuk. *Publika*, 9(3), 307-322.