

Strengthening Marketing Strategies To Support The Jadoel Lembah Si Cangkring Market To Become A Traditional Culinary Tourism Destination

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Abstract.

During the Covid 19 pandemic, it had a huge impact on all business sectors, including the Jadoel Valley Si Cangkring Market with its main business being traditional culinary tourism destinations. The Covid 19 pandemic also had an impact on decreasing sales turnover because few customers came. However, the opportunity and opportunity for Jadoel Valley Si Cangkring Market to develop business in the tourism sector is still open. This is because there are still a lack of tourist destinations that offer traditional products which can be the main attraction at Jadoel Market. Some of the products offered include: kricak porridge, megono rice, gudeg pecel, jadah tempeh, cucur, gatot, tiwul, wajik, to wiwit rice with shredded chicken as a side dish. Meanwhile, in the drinks section, wedang bajigur, dawet, bandrek, ice jadoel, brewed coffee, sekoteng, wedang uwuh and ginger and lemongrass palm sugar are available. The development of the Jadoel Lembah Si Cangkring Market in the last two years shows that the market or consumer reach is still limited to the community around Tempel sub-district and people who exercise by bicycle (goweser). Apart from that, traders are also still inadequate in serving consumers and are less able to read business opportunities which causes a lack of product innovation offered at each stall. Jadoel Lembah Si Cangkring Market has run promotions both online and offline, but tends to use offline marketing, namely Word of Mouth Marketing (WOMM), because it has limitations in mastering IT in online promotions. As for the results of the training that has been carried out, conclusions can be drawn: Si Cangkring Valley adopts good promotional methods, how to maintain consistency in developing tourist villages, how to maintain cohesion between managers, financial management, and much more. Si Cangkring Valley has great potential to be used as a traditional culinary tourism destination by using a marketing funnel. Lembah Si Cangkring can strengthen its marketing strategy with seven principles, abbreviated as DIGITAL. The principle in question is The Seven Laws which is an acronym for the 7 letters DIGITAL, namely: Differentiate products or services; simplify Ideas; Use creativity; Identify the position of customers or buyers in digital media; Keep what you promised; Align digital marketing strategy with organizational strategy; See what the market demand.

Keyword: Marketing Strategies, Lembah Si Cangkring and Traditional Culinary.

1. INTRODUCTION

In 2018, the residents of Jambeyan wanted to utilize abandoned land which was still in the form of paddy fields, unkempt village treasury land and lots of wild plants, then after receiving permission to manage it, it became a place to eat with the Jadoel Market Concept in Jambeyan. In 2020, residents started opening stalls to sell, but there were still few visitors because the road access to Jadoel Market was not easy. Apart from that, residents who live around the location still have low interest in selling. However, there is one seller who consistently opens stalls selling traditional food in the form of krecek porridge, duck rice and megono rice. As time went by, the stall began to attract a lot of visitors, especially cyclists on the Banyurejo-Bligo route. Seeing this, many residents became interested in selling and opening stalls at that location. Finally, residents began to realize the potential for profit to make a living, so some residents decided to selling.

On January 1st 2021, Jadoel Lembah Si Cangkring Market was officially opened, located in Jambeyan Hamlet, Banyurejo Village, Tempel. Jadoel Market is a pioneer in opening stalls selling

traditional food menus. Apart from that, Jadoel Market also has several areas of activity, namely: Outbound, camping services, event organizers, and a food court in the form of Jadoel Lembah Si Cangkring Market, angkringan, and several variations of drinks.

Currently, there are 15 traders selling at Jadoel Valley Si Cangkring Market. Some of the products offered include: kricak porridge, megono, gudeg pecel, jadah tempe, cucur, gatot, tiwul, wajik, to wiwit rice with shredded chicken as a side dish. Meanwhile, in the drinks section, wedang bajigur, dawet, bandrek, ice jadoel, brewed coffee, sekoteng, wedang uwuh and ginger and lemongrass palm sugar are available. The prices of the products sold are also very affordable, by bringing IDR 20,000 you can buy food and drinks. Visitors can come every Saturday and Sunday as well as national holidays, open from the morning at 07.00 WIB-12.00 WIB. No retribution. Visitors who come simply pay for parking freely.

Jadoel Market is managed by the Jadoel Valley Si Cangkring Market Area Management including local hamlet residents who collaborate with the Jambeyan Farmer Women's Group, Youth Elements, and the sub-district government along with institutions in the sub-district. The Jadoel Market management consists of patron, chairman, deputy chairman, secretary, treasurer, development section, promotion section, electricity and water section, creative section, economic trade section, cleanliness section, up to the security/parking.

The development of the Jadoel Bulak Market in the Si Cangkring Valley has not been optimal due to several problems in the marketing sector. Problems include: lack of ability to carry out online promotions, so that the market reach of the Jadoel Lembah Si Cangkring market is currently still limited. The main market now is mainly local people and cyclists or people who ride bicycles on Saturdays and Sundays. Environmental conditions around the Si Cangkring Valley have not yet been optimally repaired and maintained, so activities do not support marketing. Apart from that, the food products offered are less varied, so there is a need to innovate other traditional food products to attract customer interest.

II. METHODS

The community service team conducted a comparative study with partners to increase the insight of Jadoel Lembah Si Cangkring market administrators in running a business. A comparative study was carried out at Ledok Sambi, which is one of the outbound tourist attractions and restaurants in Sleman, Yogyakarta. The Comparative Study was conducted on July 22, 2023, attended by 30 participants.

The next program is online training regarding excellent service and online promotions for traders and administrators of Lembah Si Cangkring. It is hoped that this online ihan online training can improve the services of Si Cangkring Valley traders and increase consumer satisfaction. The online training material was delivered by resource persons Mr Mohd Fadhil Harfiez bin Abdul Muttalib from Universiti Pendidikan Sultan Idris (UPSI) Malaysia and Mr Busthanul Arifin SE MM from Mercu Buana University Yogyakarta which was carried out offline. The activity was held on Saturday, July 29, 2023, attended by 30 members of the Jadoel Lembah Si Cangkring market. After the training was carried out, the service team provided digital marketing assistance by appointing five young member representatives to provide assistance in carrying out promotions using online media.

III. DISCUSSION RESULT

Community service activities began with conducting a comparative study to Ledok Sambi, which is one of the tourist attractions and restaurants that utilizes existing natural resources. This comparative study was conducted on Saturday, July 22 2023, with 30 members from Jadoel Lembah Si Cangkring Market participating. In this comparative study, resource persons from Ledok Sambi conveyed about the management of tourist villages and restoration. Also presented were the promotional strategies carried out by the Ledok Sambi team. Ledoksambi Ecopark Tourism Destination, the promotional media used are website, Facebook and door to door. Currently, it has started to expand to Instagram and several promotional assistance through accounts that have a big influence in attracting visitors. As more and more visitors arrive, the management and local community continue to improve services, increasing the quantity of activities that can be carried out at the Ledoksambi Ecopark Tourist Destination. This activity has been running for years and has succeeded in increasing income from the Ledoksambi Ecopark Tourism Destination.

According to the assistant from UMBY, the reason for choosing the Ledoksambi Ecopark Tourism Destination was because it had the same goal, namely introducing the potential of the village to the wider community, as well as opening up employment opportunities for the surrounding community. According to Mr. Eko, as the administrator of the Sicangkring Valley Tourism Village, he gained a lot of insight while participating in comparative study activities, such as: how to promote well, how to maintain consistency in developing a tourist village, how to maintain unity between managers, financial management, and many more. The UMBY FE research team provides support for the development of DIY tourism through coaching villages that have the potential and are willing to become tourist villages such as the Sicangkring Valley Tourism Village. It is hoped that this comparative study can motivate the managers of the Sicangkring Valley Tourism Village to learn from the Ledoksambi Ecopark Tourism Destination so that it can develop and become a tourist village that is of interest to local and foreign tourists.

Training on service excellence was held on July 29, 2023 at Jadoel Valley Si Cangkring Market. This activity was carried out online and offline with online training delivered by the resource person, Mr. Dr. Mohd Fadhil Harfiez bin Abdul Muttalib from Sultan Idris Education University (UPSI) Malaysia and Mr Busthanul Arifin SE MM from Mercu Buana University Yogyakarta which was carried out offline. Dr. Mohd Fadhil said that to market, to promote products in the Si Cangkring Valley, you can package your products more attractively, for example by packaging your products into several sizes, focus on local products by giving a touch of naming local products with contemporary names, rural atmosphere that is rarely found, such as using the river. as a food destination in the Si Cangkring Valley, creating Instagrammable photo spots and inviting certain communities such as the cycling community to experience the beautiful village atmosphere as their resting place. Apart from this, Dr. Mohd Fadhil also said that one way to make promotion of Lembah Si Cangkring easier is to use the Marketing Funnel method. Marketing funnels can guide and make it easier for traders in the Si Cangkring Valley to expand the marketing of their products so that profits can increase. This method begins by introducing Lembah Si Cangkring products to the surrounding community so that people are aware (awareness) of the existence of local food in the Si Cangkring Valley. Then the next stage is consideration, where at this stage the public starts looking for more information about Lembah Si Cangkring products. After the public receives information about Lembah Si Cangkring products, it is hoped that they will be able to purchase (purchase) products in Lembah Si Cangkring with excellent service until

consumers repurchase the Lembah Si Cangkring products. Next, Dr. Mohd Fadhil recommends that traders in Lembah Si Cangkring ask for testimonials (advocacy) from consumers in Lembah Si Cangkring. These testimonials can be used to review the food being sold and as marketing material on social media.

Second training on online marketing strategies with resource person Mr. Busthanul Arifin, SE.MM. The material presented was digital marketing with a lecture about an introduction to marketing through websites, social media and marketplaces accompanied by examples. Online marketing can increase marketing reach that offline marketing cannot or is difficult to reach (Febriyantoro & Arisandi, 2018), can save promotional costs (Fahdia, et al, 2022), and be a good means of connecting with consumers. (Pranoto, 2019 in Fahdia et al, 2022). Social media. In the marketing strategy on social media, it is stated that digital marketing has seven principles, abbreviated as DIGITAL. The principle in question is The Seven Laws which is an acronym for the 7 letters DIGITAL, namely: Differentiate products or services; simplify Ideas; Use creativity; Identify the position of customers or buyers in digital media; Keep what you promised; Align digital marketing strategy with organizational strategy; Look at what the market wants (Sanjaya & Tarigan, 2009 in Febriyantoro 2018). However, this is still only introduced by the service team as insight and knowledge about digital marketing. For non-technical social media content or strategies, special training is required, which is an advanced stage after partners can technically use digital marketing.

Marketing is an important thing and really needs to be paid attention to when starting a business. With a maximum marketing strategy, the business can be known by many people. "Currently there are many easy ways to promote, namely by using Facebook ads, Instagram ads, or promotions via TikTok," said Dr. Mohd Fadhil Harfiez bin Abdul Muttalib.

Promotion needs to be carried out continuously with promotional materials (for example: photos or videos) that are good and interesting. "There needs to be posters and photos of the main and most special food menus to be put up on every stand at Jadoel Market so that customers are interested in stopping by," added Dr. Mohd Fadhil Harfiez bin Abdul Muttalib as the first speaker.

Jadoel Market apart from prioritizing its elegance also prioritizes cheap and cheerful prices, this has created a dilemma for Mr Eko Putra Susilo regarding determining the appropriate price. According to Dr. Mohd Fadhil Harfiez bin Abdul Muttalib, there needs to be a change in the portion served. "Traders can reduce portions that are usually large to small, apart from that, managers must be more active in carrying out promotions so that the quantity (of people who come) to Jadoel Market becomes even greater, so that the principle of low prices with high quantity can be a solution in this case. provide more benefits for Jadoel Market," said Dr. Mohd Fadhil Harfiez bin Abdul Muttalib.

Apart from carrying out promotions, Jadoel Market managers also need to make adjustments to consumer desires and widen segments. By adding new menus specifically for children, teenagers and adults. In this way, customers who come to stop by are not only parents. "Managers also need to provide a playground for children, so that children are comfortable when entering Jadoel Valley Si Cangkring Market and several aesthetic photo spots so that teenagers are interested in coming to Jadoel Market," suggested Dr. Mohd Fadhil Harfiez bin Abdul Muttalib. Strong planning regarding marketing strategies needs to be carried out, such as mapping the existing advantages and opportunities of the Jadoel Market, as explained by Dr. Mohd Fadhil.

"Harfiez bin Abdul Muttalib previously and continues to prioritize excellence and add several facilities that can attract customers," said Busthanul Arifin, SE., MM. as second speaker. Another promotion suggested by the second speaker was to invite Yogyakarta influencers to come to Jadoel Market, then make a review regarding the place and food available, then upload it to their social media, that way the influencer's followers will know about the existence of Jadoel Valley Market. Cangkring. "We will never know which

endeavor, and how many endeavors will explode, the most important thing is to increase the number of probabilities we try, by measuring and evaluating continuously," added Busthanul Arifin, SE., MM.

Thus, there is great hope that the online training on strengthening marketing strategies and excellent service which was carried out on July 29 2023 can provide positive insight for Jadoel Market in Lembah Si Cangkring Tourism Village in terms of online marketing so that it has adequate Human Resources (HR). Qualified and skilled abilities related to online marketing.

The following is documentation of training that has been carried out online and offline:.



Fig 1. Delivery of marketing materials online

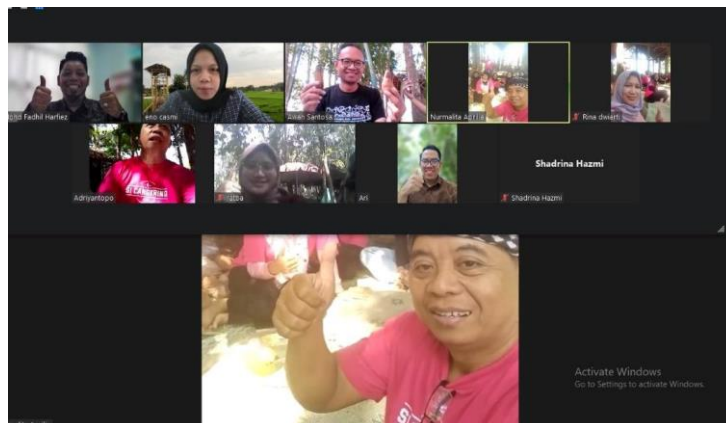


Fig 2. Online marketing discussions



Fig 3. Delivery of marketing materials offline



Fig 4. Documentation of offline marketing training with Si Cangkring Valley traders

IV. CONCLUSION

Training activities to strengthen marketing strategies to support the Jadoel Valley Si Cangkring market to become a traditional culinary tourism destination ran smoothly and was completed well. All training participants are enthusiastic and enthusiastic about learning to strengthen marketing strategies and make the Jadoel Valley Si Cangkring market a traditional culinary tourism destination. There are several conclusions that can be drawn from the implementation of community service in the training that has been carried out, namely:

1. Si Cangkring Valley adopts good promotional methods, how to maintain consistency in developing tourist villages, how to maintain cohesiveness between managers, financial management, and much more.
2. Si Cangkring Valley has great potential to be used as a traditional culinary tourism destination by using a marketing funnel.
3. Lembah Si Cangkring can strengthen its marketing strategy with seven principles, abbreviated as DIGITAL. The principle in question is The Seven Laws which is an acronym for the 7 letters DIGITAL, namely: Differentiate products or services; simplify Ideas; Use creativity; Identify the position of customers or buyers in digital media; Keep what you promised; Align digital marketing strategy with organizational strategy; See what the market want.

V. ACKNOWLEDGMENTS

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