

MARKETING STRATEGY FOR “KAMPUNG WISATA BUNGA” ORNAMENTAL PLANTS BASED ON LOCAL POTENTIAL

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ABSTRACT

Gresik Regency is one of the regencies in East Java, which has quite some tourist sites which are also frequently visited by local tourists, as well as from foreign countries, including Sunan Giri and Malik Ibrahim Religious tours. Although Gresik City is famous for its industrial city, on the other hand, in the southern region, it is located in Miru Hamlet and Pendem Hamlet which is located in Banyu Urip Village, Kedamean District, which has the largest ornamental plants and has wide-open export market potential. The objectives of this study are (1) Mapping of Marketing Models (Product, Price, Promotion Place) which has been carried out by ornamental plant SMEs, based on local potential in Banyu Urip Village. (2) Develop a Marketing Strategy Model for Ornamental Plants, for Business Actors "Floral Tourism Village" based on local potential, Banyu Urip Village, Kab. Gresik. The research method used is qualitative, nominal data type, data analysis using SWOT analysis. The results of the study found that based on the table analysis of internal factors and external factors, the strength (S) factor had a score of 2.20 and the weakness (W) had a score of 0.65. While the opportunity factor (O) has a score of 1.72 and the threat factor (T) has a score of 1.33. So that the IFAS score is 2.84 and the EFAS score is 3.05. So the strategies used are (1) Aggressive Strategy, (2) Diversification Strategy, (3) Turnaround Strategy, (4) Defensive Strategy.

Keywords : SWOT Strategy, Flower Tourism Village, Local Potential

PRELIMINARY

Tourism potential can be seen as the largest industry when viewed from its contribution to per capita income and regional income, employment and tourism activities can introduce the potential of natural resources owned by an area. So that tourism becomes one of the mainstay sectors of several countries in the world, including Indonesia. All provinces in Indonesia have tourist areas that are quite attractive and there are even some provinces whose tourism potential is well known throughout the world. In East Java Province, all regencies and cities have their own tourism advantages which are developed based on their local wisdom.

Gresik Regency is one of the regencies in East Java, which used to be very well known as an industrial city because of the "Semen Gresik" industry, but here are also quite a number of tourist sites which are also frequently visited by local tourists, as well as from abroad, including Sunan Giri Religious tourism. and Malik Ibrahim. Although Gresik City is famous for its industrial city, on the other hand, in the southern region, it is located in Miru Hamlet and Pendem Hamlet which is located

in Banyu Urip Village, Kedamean District, which has the largest ornamental plants, and has wide-open export market potential. The location of this village is very strategic, being a center for ornamental plants with various types of plants including: Antorium, Chrysanthemum Orchids, Ferns, Cacti, Bonsai, and others.

Based on the narrative of the Banyu Urip Village Head, ornamental plant cultivation in Banyu Urip Village involves several heads of families (KK) through the Neighborhood Association (RT). Even the crooked land in this village is utilized by the Village Apparatus as land for cultivation and selling ornamental plants. Various types of ornamental plants here are in demand by the market and supply throughout Indonesia, involving retailers as well as those marketed directly in their place of residence. Previously, most of the residents of Banyu Urip became factory workers, but since the 1999 TH monetary crisis, many companies closed and they were laid off, many people in Banyuurip Village changed professions to become ornamental plant cultivation farmers, and were supported by sugarcane land owners who shifted their functions. sugarcane fields into ornamental plant nurseries.

The price of ornamental plants in this area varies, depending on the type, there are Rp. 2,000 to 500,000 per pot. Currently the cultivation of ornamental plants in this area is very prospective because the market demand / mobile traders is increasing, especially during the Covid 19 pandemic, with the WFH (work at home) policy, many people may be bored, among them they are busy cultivating ornamental plants at home. In this area, it is not only a center for ornamental plant cultivation, but also for selling organic fertilizers, pots made of sand/plastic and various other types as a complement to the ornamental plant business, even some ornamental plant traders are also designers, and plant garden makers. decorations that are quite well known in other areas such as Surabaya, Sidoarjo, even to Jakarta, many hotels use their services.

In the village of Banyuurip, there is an association of flower farmers with around 700 members, one of whom is Mr. Huda as the chairman of the association, which has started its business since the 1980s. This Banyu Urip village is very feasible to be developed into a “Kampung Wisata Bunga”. According to Puspayoga (2017) tourist destinations are increasingly visited if all parties participate in maintaining local wisdom, here the role of SMEs is very necessary. Besides UKM Flower farmers, as a tourist destination for Kampung Bunga, of course it needs to be supported by other SMEs, which is indicated by the presence of regional specialties, handicrafts, and other tourist attractions. In Banyu Urip Village, there is a Café which is quite spacious, from the use of the village's crooked land, which was developed into a restaurant that provides food and drink as well as complementary consumption for visitors to ornamental plants in this area. provided for visiting consumers.

Based on the conditions above, it is necessary to develop these SME actors through the development of marketing strategies, in order to improve their welfare, for that we from the University of 17 August 1945 Surabaya need to provide solutions by conducting one of the research activities: Marketing Strategy for Ornamental Plants "Kampung Wisata Bunga" Based on local potential in Banyuurip Village, Kec. Kedamean, Gresik Regency.

THEORETICAL FRAMEWORK

Definition of Marketing Strategy

According to Kotler, marketing strategy is a marketing logic in which companies hope to create value for customers and achieve profitable relationships with customers. Marketing strategy is a plan that lays out the company's expectations of the impact of various marketing activities or programs on

the demand for products or product lines in certain target markets. Companies can use two or more marketing programs simultaneously, because each type of program such as advertising, sales promotion, personal selling, customer service, or product development has a different effect on demand. Therefore, a mechanism is needed that can coordinate marketing programs so that the programs are in line and synergistically integrated. (Kotler and Armstrong, 2012, p.72).

Meanwhile, according to Tjiptono: Marketing strategy or marketing strategy is a fundamental and fundamental tool designed to achieve the goals of the company by developing superior and sustainable competitiveness. This is intended to be able to provide the best service for the targets of the business. (Tjiptono, Fandy. 2015 Marketing strategy edition 4).

While an effective marketing strategy is an activity carried out by a company in order to get a more profit through the creation of value for products and services. This marketing activity is closely related to the role of consumers. (Kotler, Philip and Keller, Kevin, (2009)

According to Sofjan Assauri, marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on activities to be carried out in order to achieve the marketing objectives of a company. In other words, marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, in each company's response to the ever-changing competitive environment and circumstances (Sofjan Assauri, 2011). , pp. 168-169.)

From this understanding, it can be concluded that marketing strategy is very important for companies to achieve excellence both in overcoming competition or in getting consumers so that the success of a company can be achieved. Because a company is said to be successful if its main goals are achieved. At MSEs selling ornamental plants in Banyuurip, the marketing strategy is very important to attract consumers as well as visitors to the “Kampung Wisata Bunga”.

Marketing Mix Strategy

According to Kotler and Armstrong, Marketing Mix is a set of marketing variables, which are used by companies to pursue the desired sales targets. The 4P marketing mix strategy is as follows. Product: The product can be in any form made by the producer or the seller himself. In this case the product is not always in the form of physical goods, it can also be in the form of services, or digital products (designs, games, applications). This means that what a businessman will sell is a product. According to William J. Stanton, Products are goods or services that can fulfill or satisfy the desires of buyers. That is, in this marketing mix strategy, a product must depend on the needs or desires of potential buyers.

The price in question is the amount of money that must be paid by the user or consumer/client to get the product offered. In other words, someone will buy our goods if the sacrifices incurred (ie money and time) are in accordance with the benefits he wants to get from the production of goods or services offered by the company. So the focus of marketers on this point is how to make customers or potential buyers feel that their spending is in accordance with what they get, or consumers are satisfied.

Distribution Channel (Place): The right distribution channel also determines the success or failure of the marketing strategy. Therefore, distribution channels occupy a crucial position in the marketing mix. The definition of this distribution channel itself is a variety of activities or any efforts made by the company to make its products or services easily obtained or available in the hands of

consumers and customers. Because the purpose of distribution is to provide goods and services that are needed and desired by consumers at the right time and place, the ease of access and availability of products at the right outlets must also be considered by every company.

Promotion (Promotion) The promotion in question is an effort of persuasion (induction or encouragement) to invite consumers and prospective consumers to buy (or use) products or services produced by a company. There are several elements that your company can optimize regarding promotions. Here are some of these elements: Salesperson (Salesperson are people who offer products or services offered by your company to the target market or people).

Micro Business

Micro Enterprises as referred to according to Law no. 20 of 2008 is a productive business owned by an individual and/or an individual business entity that meets the criteria for Micro Business as follows: (1) Has a net worth of at most Rp. 50,000,000.00 (fifty million rupiah) excluding land and buildings for business premises; or (2) Have annual sales of a maximum of Rp.300,000,000.00 (three hundred million rupiah).

Small Business

Small Business as referred to according to Law no. 20 of 2008 is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part of either directly or indirectly from Medium Enterprises or Large Enterprises that meet the criteria : (1) Have a net worth of more than Rp. 50,000,000.00 (fifty million rupiah) up to a maximum of Rp. 500,000,000.00 (five hundred million rupiah) excluding land and building for business; or (2) Have annual sales of more than Rp. 300,000,000.00 (three hundred million rupiah) up to a maximum of Rp. 2,500,000,000.00 (two billion five hundred million rupiah).

SWOT Analysis

The definition of SWOT analysis is a strategic technique in evaluating strengths, weaknesses, opportunities and threats that this can be applied to activities including business and business, education, projects or even yourself.

SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats in a project or a business speculation. SWOT analysis can be applied by analyzing and sorting out various things that affect the four factors, then applying it in a SWOT matrix image, where the application is how strengths are able to take advantage of existing opportunities, how to overcome weaknesses (weaknesses) that prevent the advantages (advantages) of existing opportunities (opportunities), then how the strengths (strengths) are able to deal with existing threats (threats), and finally how to overcome the weaknesses (weaknesses) that are able to make threats (threats) become or create a new threat, faced by the company, namely new regulations from local governments that do not support the company.

RESEARCH METHODS

This section contains the research design or design, research objectives (population, sample, informants or research subjects), instrument development techniques and data collection methods,

measurement and definition of variables and data analysis techniques and presented in paragraphs, minimizing bullets and numbering. , complete and solid.

This research is qualitative and analyzed qualitatively. In this study, a sample method of several potential SMEs of ornamental plants in Banyuurip Village, Kedamean District, Gresik Regency will be carried out. Sources of data obtained from questionnaires, interviews and documentation. The data analysis technique used the SWOT method. The SWOT method is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats in a project or a business speculation. These four factors make up the acronym SWOT (strengths, weaknesses, opportunities, and threats). SWOT would be better discussed using a table made on a large paper, so that it can be well analyzed the relationship of each aspect. This involves determining the specific objectives of the business or project speculation and identifying internal and external factors that support and do not achieve these goals. .

SWOT analysis can be applied by analyzing and sorting out various things that affect the four factors, then applying it in a SWOT matrix image, where the application is how strengths are able to take advantage of existing opportunities, how to overcome weaknesses (weaknesses) that prevent the advantages (advantages) of existing opportunities (opportunities), then how the strengths (strengths) are able to deal with existing threats (threats), and finally how to overcome the weaknesses (weaknesses) that are able to make threats (threats) become real or create a new threat.

RESULTS AND DISCUSSION

Brief Description of Banyuurip Village

Banyuurip village has 4 hamlets, namely, Miru, Pendem, Wonosari and Banyuurip with more than 2000 households. Initially, the livelihoods of the residents were farmers and some of the younger generation worked as factory workers. Since the monetary crisis around 1998, many factory workers have been laid off. From there, many layoff victims have switched professions to become flower farmers (selling and cultivating ornamental flowers). Since then, the economy in Banyuurip village has been getting better. So that the number of flower farmers is always increasing, the variety of flower plants is also increasing and the number of visitors is increasing. Looking at the data available at the village office, as a percentage, around 80% of the population work as ornamental flower growers. The rest of the other professions include those who are over 50 years old, farmers in the fields, planting rice, corn and others.

Local Potential of Ornamental Plants

The location of Banyuurip village is very strategic, being a center for ornamental plants with various types of plants including: Antorium, Chrysanthemum Orchids, Ferns, Cacti, Bonsai, and others. The price of ornamental plants in this area varies, depending on the type, there are Rp. 2,000 to 500,000 per pot.

Respondent Description

Respondents in the “Kampung Wisata Bunga” in Banyuurip Village were 86 men or 86% and the number of female respondents was 14 people or 14%. respondents at the “Kampung Wisata Bunga” in Banyuurip Village were the highest at the high school education level of 64%, or 64 people, the elementary education level of 19% or 19 people, the junior high school education level of 14%,

or 14 people and the tertiary education level of 3% or 3 people at the S1 level. Respondents who have employees in running their business are only 13 people or 13% while those who do not have employees are 87 people or 87%.

IFAS Analysis (Strengths and Weaknesses)

The IFAS matrix is used to find out how big the role of internal factors is in the Tourism Village in Banyuurip Village. The IFAS matrix shows the condition of the Tourism Village in Banyuurip Village in the form of strengths and weaknesses that exist in the village based on indicators contained in the strengths and weaknesses that exist in the center location and the association of farmers and ornamental plant traders in Banyuurip village. In compiling a list of questions using indicators in accordance with the initial survey that we carried out in accordance with the concept of marketing strategy by looking at the marketing mix concept which includes 4 P activities, namely Products in this case related to ornamental plant products and their supporters, Price (prices associated with plant prices) Promotion (promotion) which is carried out by promotions carried out by members of the association of farmers and ornamental plant traders, and Place (distribution) and marketing themes for ornamental plant products in Banyuurip village, Kedamean District, Gresik Regency. The concept is distributed to the SWOT elements as follows:

Table 1. IFAS Matrix Table

NO	INTERNAL FACTORS	AMOUNT	RATING	WEIGHT	SCORE
	OPPURTUNITIES				
1	There are many types of ornamental plants planted	362	3,62	0,0635645	0,230104
2	Plant quality is very good	342	3,42	0,0600527	0,20538
3	The colors of ornamental plants are quite a lot and are good	346	3,46	0,0607551	0,210212
4	The price of ornamental plants according to the quality, type and shape of the plant	365	3,65	0,0640913	0,233933
5	The price of ornamental plants according to the quality, type and shape of the plant	364	3,64	0,0639157	0,232653
6	Provide discounts on purchases in certain quantities	352	3,52	0,0618086	0,217566
7	Promoting through advertisements with brochures	318	3,18	0,0558385	0,177566
8	Doing online promotions or social media	337	3,37	0,0591747	0,199419
9	Promotion is enough by word of mouth	234	2,34	0,0410887	0,096147
10	The location of the plant sale is very strategic, easily accessible to consumers	318	3,18	0,0558385	0,177566
11	In addition to plants, the facilities owned to support the marketing of ornamental plants are quite a lot (creating a garden, accompanied by transportation, helping with planting / potted plants)	353	0,53	0,0619842	0,218804
JUMLAH					2,2
WEAKNESS					
1	There are not many types of ornamental plants that are sold	175	1,75	0,0307287	0,053775
2	The types of plants sold are difficult to plant elsewhere or difficult to grow	172	1,72	0,0302019	0,051947
3	Only market plants or do not provide other facilities (plant pots, plant making services, plant fertilizers)	163	1,63	0,0286216	0,046653
4	The price of the plant is quite expensive compared to its competitors	173	1,73	0,0303775	0,052553
5	The price of the plant does not match the quality or type of plant	166	1,66	0,0291484	0,048386

6	Do not give discounts to consumers who buy in large quantities	189	1,89	0,033187	0,062723
7	Lack of sales information	184	1,84	0,032309	0,059449
8	Do not do online sales or promotions via social media	205	2,05	0,0359965	0,073793
9	The lack of workers who serve consumers	211	2,11	0,03705	0,078176
10	The place or sales stand is less strategic and less attractive	171	1,71	0,0300263	0,051345
11	The place of sale is difficult for consumers to reach	195	1,95	0,0342406	0,066769
AMOUNT					0,65
TOTAL		5695	0,9	2,84	

Source: primary data processed

Strengths and weaknesses are calculated based on the rating and weight of each. The total score in the table above which is worth 2.84 is obtained from the sum of the item weights x rating factor strengths and weaknesses factors that are used as a reference point for internal conditions in the Tourism Village in Banyuurrip Village. In the table, it can be seen that the main strength of the Tourism Village in Banyuurrip Village is the price of ornamental plants according to the quality, type and shape of the plant with a score of 0.2339. As for the main weakness, namely the lack of workers who serve consumers with a score of 0.078. This is in accordance with the list of questions and looking at the conditions in the field, the highest strength lies in the suitability of plant prices with the quality and types of ornamental plants. This ornamental plant in Banyuurrip village is very cheap based on the type of plant compared to the price of the same plant in other places. While the lowest score lies in the availability of labor or employees who help business actors, farmers and flower traders, this can be seen from the description of respondents from 100 respondents who there are as many as 87 who do not have employees or labor so that all business activities are still carried out by the owner. , and only 13 people who have employees, at the time of the survey it was seen that consumers making purchases had to queue long and long because there were no employees serving to pick up plants and receive payments, so it took a long time to make transactions.

EFAS Analysis (Opportunities and Threats)

This analysis The total score in the table above which is worth 3.05 is obtained from the sum of the weights of the item rating factor opportunity x rating factor threat which is used as a reference point for external conditions in the Tourism Village in Banyuurrip Village. Based on the elements below as questions about opportunities/opportunities, and treaties/threats as follows:

Table 2. EFAS Matrix Table

NO	EXTERNAL FACTORS OPPURTUNITIES	AMOUNT	RATING	WEIGHT	SCORE
1	The types of plants offered are very many and varied	360	3,6	0,05436424	0,195711
2	Nowadays, there are so many consumers who buy and like plants or ornamental plants	362	3,62	0,05466626	0,197892
3	The plants that are sold are quite easy for consumers to grow	334	3,34	0,05043793	0,168463
4	There are opportunities to market services or other plant-supporting products (plant pots, fertilizers, gardening services, etc.)	358	3,58	0,05406222	0,193543
5	With WFH, many consumers need ornamental plants	341	3,41	0,05149502	0,175598

6	Because there are many sellers, the prices set are very competitive	305	3,05	0,04605859	0,140479
7	With the existence of social media, it is quite easy to do marketing through online	313	3,13	0,04726669	0,147945
8	Payment can be made after the goods are delivered (COD)	279	2,79	0,04213229	0,117549
9	The location where the plant is sold is quite easy to reach by consumers	341	3,41	0,05149502	0,175598
10	In addition to selling plants at home, they also carry out retail sales, selling around by motorbike	298	2,98	0,04500151	0,134105
11	Sales can be on credit with certain conditions, if in very large quantities	227	2,27	0,03427967	0,077815
AMOUNT					1,72
THREATS					
1	The supply of ornamental plants depends on supplies from other regions	296	2,96	0,04469949	0,13231
2	There is competition between sellers of ornamental plants	257	2,57	0,03881003	0,099742
3	Many types of ornamental plants are difficult to develop in other areas due to different locations or soils	258	2,58	0,03896104	0,100519
4	The number of types of plant pests that damage crops	279	2,79	0,04213229	0,117549
5	There is competition in the selling price of plants between sellers	244	2,44	0,03684687	0,089906
6	Inadequate parking space for consumers who bring vehicles	286	2,86	0,04318937	0,123522
7	There is the theft of plants that harm the seller	281	2,81	0,04243431	0,11924
8	The difficulty of the internet network for online marketing	308	3,08	0,04651163	0,143256
9	Lack of ability to use Information Technology (IT) for online marketing	301	3,01	0,04545455	0,136818
10	Lack of manpower to serve consumers	288	2,88	0,04349139	0,125255
11	It is difficult to sell delivery orders in large quantities	306	3,06	0,0462096	0,141401
AMOUNT					1,33
TOTAL		6622		0,92	3,05

The total score in the table above which is worth 3.05 is obtained from the sum of the item weights x rating factor opportunities and threat factors which are used as a reference point for external conditions in the Tourism Village in Banyuurrip Village. Based on the table, the main opportunities used are that nowadays there are a lot of consumers who buy and like plants or ornamental plants with a score of 0.178. While the main threat is the difficulty of the internet network for online marketing with a score of 0.1432.

SWOT Analysis

Based on the analysis of the table of internal factors and external factors above, it shows that the strength (S) factor has a score of 2.20 and the weakness (W) has a score of 0.65. While the opportunity factor (O) has a score of 1.72 and the threat factor (T) has a score of 1.33. So that the IFAS score is 2.84 and the EFAS score is 3.05.

The total score of Internal Strategy Factor Analysis (IFAS) obtained a score of 2.84, this indicates that the Tourism Village in Banyuurrip Village has great power to face the opportunities and threats that occur. The number of EFAS scores that have been weighted and rated at 3.05 indicates that the Tourism Village in Banyuurrip Village is quite responsive or responsive to the opportunities and

threats that occur. To determine the position of the quadrant coordinates, it can be searched by calculating the difference between the total strength factor (S) and the total weakness factor (W). Then the difference between the total opportunity score (O) and the total threat score (T) is calculated as follows:

$$\text{IFAS} = \text{Total Strength Score} - \text{Total Weakness Score} = 2,20 - 0,65 = 1,55$$

$$\text{EFAS} = \text{Total Opportunity Score} - \text{Total Threat Score} = 1,72 - 1,33 = 0,40$$

The results of all these factors can then be described in the SWOT quadrant as follows:

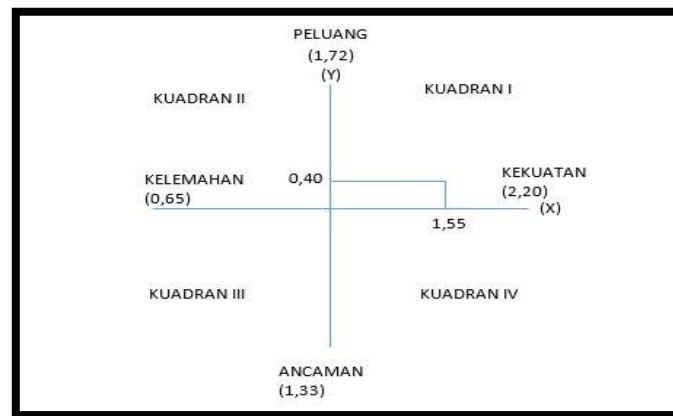


Figure 1. Quadrant Diagram of SWOT Analysis of Tourism Villages in Banyuurrip Village

After knowing the meeting point of the diagonals (X), then the position of the business unit is known in the Y quadrant which indicates that the Tourism Village in Banyuurrip Village has strengths and opportunities so that it can take advantage of existing opportunities. The strategy that can be applied in this condition is to support an aggressive growth policy (Growth oriented strategy). The calculation results from each quadrant can be described in the following table:

Table 3. Table of matrix area and strategic priorities

QUADRAN T	POSITION POINT		MATRIX AREA	RANKIN G	PRIORITY STRATEGY	STRATEGY
SO	2,2	1,72	3,79	1	GROWTH	AGGRESSIVE STRATEGY
WO	0,65	1,72	1,11	3	STABILITY	TURNAROUND STRATEGY
WT	0,65	1,33	0,86	4	CLOSING	DEFENSE STRATEGY
ST	2,2	1,33	2,92	2	COMBINATION	DIVERSIFICATION STRATEGY

From the data processing to determine the matrix area and strategic priorities in the table above, the results obtained are the largest matrix area in quadrant I with a matrix area of 3.79. Based on the combination of alternative strategies above, the marketing strategy for ornamental plants "Kampung Wisata Bunga" is based on local potential in the village of Banyuurip, Kec. Kedamean, Gresik Regency is an aggressive strategy.

The aggressive strategy is the S-O strategy, which is the strategy of using the strengths you have to take advantage of existing opportunities. All plant entrepreneurs want their business to be in a position where internal strengths can be used to take advantage of external trends and events. If a

plant MSE has a deficiency, then the plant MSE will struggle to overcome it and turn it into strength. When MSMEs are faced with a big threat, MSMEs will try to avoid it to concentrate on opportunities. By referring to this aggressive strategy, the marketing strategy of "Kampung Wisata Bunga" ornamental plants should be based on local potential in the village of Banyuurip, Kec. Kedamean, Gresik Regency, the strategy should be:

- 1) Ornamental plant farmers, must continue to strive to innovate by breeding plants by crossing or cuttings so that the variety of plants sold is more varied.
- 2) Guidance by the relevant agencies, can be improved, to provide guidance and assistance, technical training in terms of plant development in Banyuurip village considering the prospect of this business is quite good. And business actors should not hesitate, to coordinate with related agencies, to ask for guidance.
- 3) Adjusting the price of plants with the type of quality and beauty as well as the ease of growing plants.
- 4) Provide discounts on certain purchases.
- 5) The local village government provides parking for visitors, facilitated by the village government, with all its accessories.
- 6) Pemdes collaborates with business actors, to facilitate road repairs to make it easier for consumers to buy ornamental plants
- 7) The village government or local government can provide other facilities to support flower tourism activities.

Marketing Strategy Model

Based on the SWOT analysis and field surveys, it was found that so far the marketing carried out by farmers and flower sellers is still conventional, namely by waiting for buyers to come to their stands, selling products only to nearby housing (Gresik, Sidoarjo, Surabaya), and serving sales outside the city. only on subscriptions.

Seeing the above conditions, it is necessary to make adjustments to marketing strategies in the current era by farmers and flower sellers. By utilizing technological developments, it is appropriate to carry out modern marketing based on the 4P strategy as below:

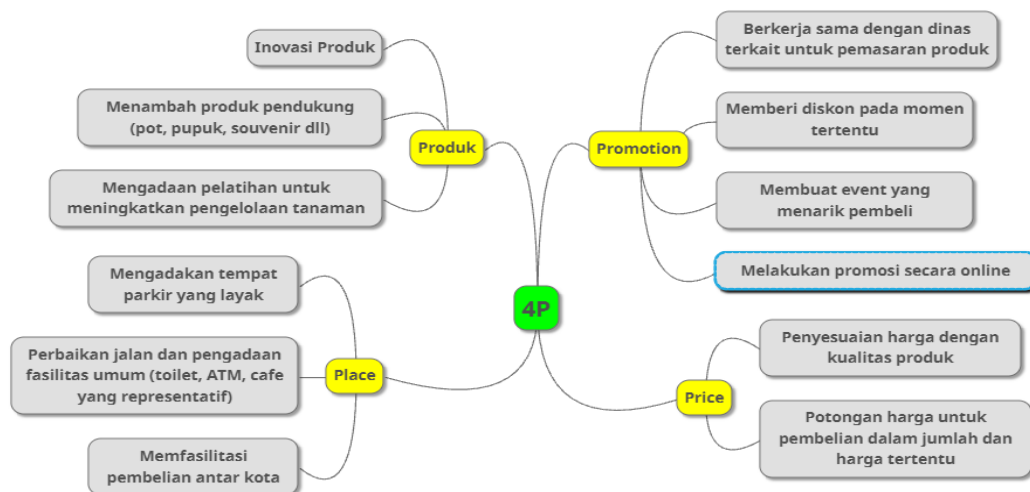


Figure 2. 1. Marketing Strategy Model

CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATIONS OF THE RESEARCH

Conclusion and Implication

Based on the presentation of the data and the results of the SWOT analysis above, in the research on the marketing strategy of ornamental plants "Kampung Wisata Bunga" based on local potential in the village of Banyuurip, Kec. Kedamean, Gresik Regency, it can be concluded that based on the analysis of the table of internal factors and external factors above, the strength (S) factor has a score of 2.20 and the weakness (W) with a score of 0.65. While the opportunity factor (O) has a score of 1.72 and the threat factor (T) has a score of 1.33. So that the IFAS score is 2.84 and the EFAS score is 3.05.

The total score of Internal Strategy Factor Analysis (IFAS) obtained a score of 2.84, this indicates that the Tourism Village in Banyuurip Village has great power to face the opportunities and threats that occur. The number of EFAS scores that have been weighted and rated at 3.05 indicates that the Tourism Village in Banyuurip Village is quite responsive or responsive to the opportunities and threats that occur.

By referring to this aggressive strategy, the marketing strategy of "Kampung Wisata Bunga" ornamental plants should be based on local potential in the village of Banyuurip, Kec. Kedamean, Gresik Regency, It is recommended that the strategy used is an aggressive strategy.

Suggestions and Research Limitations

Based on the presentation of the data and the results of the SWOT Analysis and Strategy Discussion above, in this study it can be suggested to strengthen the "Kampung Wisata Bunga" development program in Banyuurip village, it is better to look back at the regulations and policies regarding the ornamental plant business development program to be developed into a village. flower tourism based on local potential The limited human resources owned by business actors, farmers and ornamental plant traders, need to continue to be improved in the field of guidance, training and assistance, especially in the field of Business and Production Technical Skills, to develop a more diverse variety of ornamental plants.

Training for SMEs businessmen of ornamental plants to increase productivity by utilizing appropriate technology, to develop companions or educational services in the field of planting and maintaining ornamental gardens. There is a need for training and coaching activities to provide support to increase the use of information technology to take advantage of the website and other social media for promotional media, so that a flower tourism village can soon be realized. Collaborate with the community to develop supporting tourism, such as culinary, children's toys, rabbit carriages or train to surround the flower tour In collaboration with large companies in the district. Gresik through CSR measures towards industrial tourism areas. Intensely developing promotions in various ways that can be done by business actors and the government to develop "Kampung Wisata Bunga". Creating and creating events on a national and international scale that will bring in tourists. Develop a marketing network by utilizing existing networks or building new networks.

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