



Modernization of Marketing Through Product Attributes and Promotions as An Effort to Preserve Tradisional Minangkabau Spices: Ecotourism

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Received: October 14, 2023

Revised: November 25, 2023

Accepted: December 25, 2023

Published: December 31, 2023

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DOI: [10.29303/jppipa.v9iSpecialIssue.6715](https://doi.org/10.29303/jppipa.v9iSpecialIssue.6715)

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Abstract: In an increasingly advanced era of globalization, technological developments sophisticated and slowly entering people's lives creates many conveniences. One of them is development, the internet which plays an important role nowadays covers various fields including the world of entertainment, the world of education, and the world of marketing. one of them is marketing through product attributes and promotions as an effort to preserve traditional Minangkabau spices: Ecotourism. This study aims to analyze the implementation of traditional product marketing with a modern marketing approach so that it is not left behind compared to other products coupled with the entry of imported products. UD. Boembu mandeh is a business that produces traditional Minangkabau spices inherited from our ancestors. This research is the result of field study activities carried out using qualitative methods based on observation, interviews and documentation of the research object. The results of this study indicate that the existence of traditional products must still adopt a modern marketing model for the products offered, especially in this study related to product attributes and product sales media by utilizing marketplace electronics commerce and social media.

Keywords: Modern Marketing; Product Attributes; Promotion; Traditional Product; Minangkabau

Introduction

Marketing is a very important aspect in product survival efforts (Product Life Cycle). Starting from the product being introduced (Introduction), experiencing growth (Growth), experiencing maturity (Mature) and ultimately experiencing a setback (Decline) in terms of sales, number of markets, profits and production levels (Wei & Long, 2021). So, that sustainable marketing efforts are considered to play a very important role in ensuring that products can continue to be accepted by the market by continuously following the flow of consumer behavior and tastes (Haider et al., 2022). Traditional products, for example, are products that quickly decline, this happens because product

marketing aspects are not given much attention, such as packaging design, promotional efforts, especially those related to product attributes (Tanveer et al., 2021).

Product attributes as supporting media for product promotional activities are a much more important indicator nowadays as forming interest and attraction for consumers in order to create interest for consumers to buy a product, this can be in the form of branding, packaging, labeling, complementary services, guarantees and the price of the product includes traditional products (Evanita & Trinanda, 2018). If we look at it from a traditional product packaging perspective, we don't really pay attention to how the packaging is made and designed, and apart from how

How to Cite:

Putri, A. D., & Rino. (2023). Modernization of Marketing Through Product Attributes and Promotions as An Effort to Preserve Tradisional Minangkabau Spices: Ecotourism. *Jurnal Penelitian Pendidikan IPA*, 9 (SpecialIssue), 752-758.
<https://doi.org/10.29303/jppipa.v9iSpecialIssue.6715>

the packaging protects the product, it is also included as a product promotional medium.

The phenomenon is that traditional products often do not pay attention to the value of the packaging, where the product is only wrapped in clear plastic or even banana leaves, so that the content, composition, certification and information that is important to consumers about the product is not conveyed (Schifferstein et al., 2021). These aspects are some of the weaknesses of some traditional products so that the products are not very attractive to consumers and quickly become outdated.

Other aspects that are often weaknesses of traditional products according to (Josephine Ozioma & Antoinette Nwamaka Chinwe, 2019) are as follows :

Table 1. Weaknesses of Traditional Products

Product	Limited products and no innovation Simple packaging
Promotion	Stores and sales are still traditional Limited competence in using modern promotional media Don't have effective promotional media
Production	Too focused on production, not development The equipment used is still traditional Inadequate production location and environment

These aspects are considered to be things that will result in traditional products being left behind in general which have not yet undergone modernization, so the role of marketing modernization of traditional products is highly expected so that traditional regional products are not left behind and continue to exist and are in demand and accepted by consumer (Enthoven & Van Den Broeck, 2021), with the main orientation being to fulfill consumers' expectations and desires regarding the products offered (Na et al., 2019). The government and various stakeholders are currently trying to start developing traditional products by MSMEs with the hope that these MSME products, like traditional products, can compete in the market and be accepted by a wider market.

Boembu Mandeh, for example, is a trading business with its address at Pasar Banto, Bukittinggi which sells and markets various traditional Minangkabau herbs and spices as well as other supporting cooking ingredients as a form of traditional regional products which helps encourage and strive for this in order to continue preserving food spices. typical of ancestors or ancestors. If in general in the market we buy traditional Minangkabau spices such as spices without being wrapped in proper packaging, Boembu Mandeh has modernized this even though basically it is not as good

as the packaging for household cooking spices produced by factories.

Meanwhile, in general, traditional regional products are usually sold in traditional markets or offered to buyers using traditional marketing concepts (Prastyawan & Isbandono, 2018). Basically, traditional marketing activities are carried out only for short-term business interests, while modern marketing which has adopted the use of technology and social networks is more intended for long-term business or business development (Dwivedi et al., 2021). This research aims to produce ideas related to efforts that can be made by traditional product businesses to increase the value of traditional products according to consumer tastes and behavior by following market changes, in terms of product marketing activities.

Method

This research is the result of field study activities which observed natural behavior and conditions using a methodological approach (Busetto et al., 2020). The object of this research is Usaha Damai (UD) Mandeh, a business that sells various typical Minangkabau spice products with the Boembu Mandeh Brand which is located at Banto Market, Bukittinggi. The informant for this research is the owner of this UD named Anisa Safitri. Data was collected by observing field study objects, interviews and documentation. The data analysis method in this research was carried out using a qualitative method approach and tested using data source triangulation techniques. The aim of the analysis process is to produce conclusions, namely through the stages of reducing the data, providing a data display and drawing conclusions.

Table 2. UD Boembu Mandeh key informants

Informant	Supporting Informant	Information
Owner	-	Design strategies to strengthen marketing activities and modern marketing of products as well as analyze market challenges and opportunities

Result and Discussion

Minangkabau is one of the largest matrilineal lineages in the world which has a unique cultural diversity ranging from arts, customs, history to typical Minangkabau regional food with spices and herbs

(Mardatillah, 2020). Boembu Mandeh is a Peace Business unit (UD) that offers consumers traditional Minangkabau spices. Boembue Mandeh was founded in 2002. Boembue Mandeh was founded because it wanted to preserve spices from its ancestors, with the help of a family whose hobby was cooking. The raw materials for Boembu Mandeh products are natural ingredients supplied from the slopes of Mount Merapi, Alahan Panjang and Solok.

As a business with superior products, namely regional cooking spices, currently Boembue Mandeh has produced 14 types of instant spices as superior products, some of which are Multipurpose Seasoning, Rendang Seasoning, Grilled Fish, Padang Satay Seasoning, Seasoned Chicken, Spicy Asam, Cancang Seasoning, Bumbu Soto Padang is marketed internationally, such as Malay countries (Malaysia, Singapore and Brunei Darussalam). The development of the Boembu Mandeh business has experienced and followed changes in modern marketing modes, including products that have experienced development and innovation as an effort to ensure that Boembu Mandeh, which produces traditional spices as a legacy of their ancestors, continues to exist and be accepted by consumers. current modernization.

The results of interviews with informants stated that various marketing transformations carried out can be presented in the following table.

Table 3. Marketing Modes of Boembu Mandeh's Peace Business (UD)

Traditional Marketing Modes of the Past	Today's Modern Marketing Modes
Displaying Products in Showcases	Have paid attention to the product attributes
Sales to Markets	Utilization of social media
Word of mouth introduction efforts	Marketplace Utilization
Not yet properly packaged	Today's Modern Marketing Modes

Source: Informan 2023

Currently, the marketing of Boembu products is more planned as an effort to take advantage of existing opportunities and to win competition in the market. This effort is more of a modern marketing approach which can be presented as follows:

Logo Design

Logos have enabled individual identification of a product, where the results of previous research show that business owners need to consider brand logos as a more effective and powerful tool in managing customer

relationships with brands than previously thought (Farida & Setiawan, 2022).



Figure 1. Boembu Mandeh logo

UD. Boembu Mandeh brands its products with various product lines under the name Boembu Mandeh. The designed logo or brand looks like in Figure 1. Long before this product did not have a logo or brand, so this was seen as an effort by the business owner to be able to offer traditional products that were comparable to other national cooking spice products. The informant stated "Since our efforts to design the logo, we are more confident in introducing products, including consumers more easily recognizing products from Boembu Mandeh.

The importance of having a brand with a symbol is that it plays a more effective role in providing self-identity of a product (Martin & Sherry, 2017). Businesses will also be more successful in communicating functional benefits than a logo that is just name-based. Previous research states that the aesthetic appeal of a logo or brand significantly strengthens customer commitment to the brand, this shows the positive effect of visual appeal on consumers (Septianto & Paramita, 2021).

Packaging Design

Strategic use of packaging can increase sales and market share of certain products, and even reduce promotional costs because more customers are interested in their products (Shukla et al., 2022). So, that MSMEs are considered to be able to make efforts to design packaging for the products they offer that is in accordance with industry and marketing standards (Surya et al., 2021). Apart from being intended to protect the main product, packaging is also considered a powerful promotional tool for the product in order to create an attraction for consumers. Figure 2 is a display of the packaging for various product lines.



Figure 2. Packaging

Boembu Mandeh Products

This is seen as Boembu Mandeh's effort to continue to offer products that are suitable for consumers and to be able to create product appeal through designed packaging, as well as so that they are not left behind by existing cooking spice products produced by large industrial companies. The informant stated: We realize that packaging is an important element in the product, after understanding the environment and following training and visits, we understand that the element of packaging is not just packaging but involves design, color and even added value created by the packaging (Boz et al., 2020).

Basically, MSMEs must pay attention to the market environment and packaging, this is related to the use value of packaging, and make packaging design decisions that meet the interests of society and customers and company goals (Bhatti et al., 2023). The aim in question is to carry out buying and selling transactions with customers as the main source of business assets, apart from purchasing the main benefits of the product but also considering decisions regarding product packaging.

Presentation of product labels

Currently, Boembu Mandeh products are equipped with various product labels such as composition, halal certification, BPOM certification, expiration date and production code. The packaging essentially highlights Special attention is paid to the statements: nutritional characteristics, product substances causing allergies or intolerance; geographical indications and food origin; quality seal; drug claims, organic food claims, and signs that are excessive, confusing and misleading (Kaczorowska et al., 2021). For more details, labels function as a medium for increasing sales, encouraging greater promotions, protecting consumers, protecting against bad competition, In line with economic goals (Appel et al., 2020).

The informant explained: Our product labeling on the packaging follows government directions and also

looks at national products that are superior in marketing, besides that the aim is to build consumer trust because it has been certified complete with product specification information.



Figure 3. Product Labeling and Certification

This labeling describes product specifications and product details as well as product guarantees from the relevant certification body, which can basically be divided into two parts, namely the label on the front (front) which contains important information needed by the public and information on the back. The front label includes the trademark, product name, product type, halal logo, net weight, and registration (Rimbawan et al., 2023), which is basically important information and needs to be known. by consumers, especially regarding the legality of the product.

Labels have a very important role in marketing communications. Labels impact consumer trust in food manufacturers, processors and distributors. However, consumers and regulators interpret food labels differently, and labels can still be considered misleading by some consumers (Ikonen et al., 2020). So it is considered that labels need to be realistic in accordance with what the product should be.

Marketing on Marketplace

Marketplace is an inter-organizational information system where buyers and sellers in the market communicate information about prices, products and are able to complete transactions through electronic communication channels (Ismagilova et al., 2020). By marketing products using a marketplace, it makes it easier for a business to reach consumers and access information will be easier. UD. Boembu is still in marketing efforts for its various products and is also involved in using marketplaces, especially electronic commerce, this is considered very appropriate, especially now that consumers are happy with online

buying and selling transactions using marketplaces such as electronic commerce.



Figure 4. Boembu Mandeh product marketing marketplace

UD. Boembu Mandeh markets his products using a marketplace using the services of the Shopee and Tokopedia platforms. This is an indication of consumer buying habits and many small businesses use marketplaces to market their products, so this really helps businesses increase online sales and increase market share. The informant explained: We are currently trying to increase transactions through the marketplace, even though progress is currently visible, we are still trying to ensure that this increases from time to time. This will also make it easier for consumers to access products and simplify the buying and selling process for us as sellers.

Basically, MSMEs carry out electronic commerce (e-commerce) using the marketplace to create new ways of creating added value, services and new business models. This is intended to develop an e-commerce strategy aimed at expanding business internationally, and increasing effectiveness and establishing electronic partnerships with large companies that are customers or suppliers or with broad industry associations (Audretsch et al., 2023). So that in the future it will be possible for Boembu Mandeh products to be purchased by consumers anywhere just by making transactions through the marketplace (Kim, 2020).

Use of social media

Marketing strategies and tools have undergone tremendous changes since the inception of social media. Consumers no longer have to rely on traditional media to obtain information about a product before making a purchase because social media can effectively and easily utilize that information. The existence of social media is currently used not only as a place to exchange information, post photos, or exchange comments with each other (Kapoor et al., 2018). Meanwhile, business people use it to market their products. Social activities have been brought from the real world to the virtual

world thanks to social networking sites (Jamil et al., 2022), including buying and selling activities. As a result, businesses consider social media platforms as a vital tool to succeed in the online market (Li et al., 2021)

UD. Boembu Mandeh has also adapted to these conditions, taking advantage of social media as a marketing platform for the traditional seasoning products it produces. The social media platforms used are Facebook and Instagram. According to the informant: We assess that each marketing mode used certainly has its own market. Like Facebook and Instagram, of course the characteristics of Instagram and Facebook users are different, so consumers who don't have Instagram can access Facebook to buy products or just be curious, and vice versa.



Figure 5. Social Media as a product marketing platform

Different social media platforms provide different services so that consumers will use social media according to their characteristics (Hanaysha, 2022). This effort is a step to be able to pursue the market on all sides, in the sense that UD. Boembu Mandeh can enter a wider market coverage by utilizing various existing product marketing instruments which are also used by consumers as a medium to purchase the desired products.

Conclusion

Traditional product entrepreneurs should be able to change product marketing patterns so that they can continue to exist as products that consumers are interested in, so that the product or business is not left behind in terms of marketing which will reduce consumer interest. This needs to be considered as a solution so as not to be left behind by the various modern products that have emerged with planned product marketing. UD. Boembu Mandeh has responded to this by paying more attention to the marketing aspects of the products offered with various product lines of traditional Minagkabau spices inherited from their ancestors, especially packaging and product

sales media. UD. Boembu Mandeh strives for this, especially regarding packaging, namely by paying attention to the logo, packaging design and product labels which explain the product specifications in detail. Regarding the sales media for traditional spices, they have adopted marketplace and social media platforms which are currently widely used as media for purchasing needed products. This effort is immediately able to increase the attractiveness for consumers to buy various UD products Boembu.

Acknowledgments

Thank you to all parties who have supported the implementation of this research. Hopefully this research can be useful.

Author Contribution

Conceptualization, A. D. P., R.; methodology, A. D. P.; validation, R.; formal analysis, A. D. P.; investigation, R.; resources, A. D. P and R; data curation, A. D. P.: writing – original draft preparation., R.; writing – review and editing, A. D. P.: visualization, R. All authors have read and approved the published version of the manuscript.

Funding

This research was independently funded by researchers.

Conflicts of Interest

The authors declare no conflict of interest.

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