

Marketing Strategy By Rice Craps As A Culinary Tourism In Digital Era In Economic Development Creative Based Local Wisdom

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Abstract: - *Currently the backbone of the economy of developed countries is in creative societies. This is because the creative community will spark various ideas in the economic development of the community. The important role of this generation is to encourage change in each era, moving towards constructive and becoming a moral force that will oversee every nation's journey in its development. Muslim Millennia generation of creative ideas and innovation are expected to be able to provide solutions to the nation's problems, namely poverty and unemployment. Until now, poverty unemployment, massive exploitation of nature which ultimately led to inequality both in terms of social and economic growth is still a classic problem that requires a solution. Rice crust has contributed to moving the home industry business sector and marketing services. And is a revitalization of the value of local wisdom of the Indonesian people in the context of the creative economy.*

Keywords: *marketing strategy, rice crust, culinary tourism, digital era, creative economy and local wisdom*

Preliminary

Rice crust is a traditional food that is now popular among Indonesian people. On the island of Java the rice crust is called peek. Rice crust comes from rice cooked in a pot using coals or the like. The remaining sticky rice at the base of the pot is the crust. The remaining rice crust is removed from the pot slowly and then dried in the sun in a tray of woven bamboo or the like, so that the crust is completely dry sun dried.

After the crust is dry enough, the frying process can be done by providing enough cooking oil in the pan and frying it until crispy. Then removed drained while sprinkling with fine salt without providing flavoring, developing or other preservatives. Rice crust lasts for a maximum of a month for consumption.

Quite simple in the process of making rice crust which is one of the culinary tours which is very popular with upper and lower economic communities. This shows people's love for Indonesian traditional food amid the spread of various culinary snacks that adopt from Western tastes, such as a variety of burgers, omlets, pizza, sausages, nuggets and various types of junk food (fast food).

And this shows a high local wisdom in the people who long for the love of the taste of their own special food and the aesthetic value contained in this is a culture of society that can not be eliminated in loving culinary in the country.

Literature review

Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain the viability of the company and the development of its business and make a profit. The success or failure in achieving the goals depends on the ability and skill in the field of marketing. In achieving the objectives there needs to be a marketing strategy that is a plan

owned by a company as a guide for marketing activities in order to achieve the goals set by the company (Basu Swastha & Irawan, 1990).

Marketing according to Swasta (2000) is expressed as an overall system of business activities aimed at planning, pricing, promoting and distributing goods or services that can satisfy the needs of both existing and potential buyers. As a marketing concept that is widely developed in marketing a destination, the 4P component as an integrated part in it, explained by Kotler (1997) as a concept consisting of: 1. Product is a combination of "goods and services" offered by the company to the target. 2. Price is the amount of money a customer needs to pay to get the expected product. 3. Promotion is an activity that communicates product excellence and persuades target customers to buy it. 4. Place includes the company's activities to make products available to targeted consumers. In determining marketing is inseparable from the price policy. Price is an amount of money that pays the utilities / utilities needed to get a number of combinations of goods or services exchanged in order to obtain ownership rights (Lubis, Akrim Ashal, 2015)

One area of consumer research that places importance on open behavior analysis is sales promotion. As a marketing event the focus is on actions whose aim is to have a direct impact on the behavior of a company's customers, such as merchandising and promotion of consumers (J. Paul and Jerry, 2014).

The importance of starting marketing and strategic planning, it must be followed by management and monitoring the greater forces in the marketing environment, if you want to maintain products and marketing practices in accordance with the times. In the long history of business management in marketing devoted most of his attention to managing money (money), materials (materials), machines (machines) and humans (man). (Philip and A.B. Susanto, 2002: 156).

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In (Dimas, et.al, 2015) The Marketing Strategy has three systematic procedural steps, namely:

1. Market Segmentation Strategy

Namely the process of dividing the market into different groups of buyers based on needs, characteristics, or behavior.

2. Target Market Determination Strategies

Namely the selection of large or broad segments in accordance with the ability of a company to enter the segment.

3. Target Market Determination Strategies

Positioning the market (positioning) is a strategy to seize the position of the minds of consumers, so this strategy involves how to build trust, confidence, and competence for customers.

Creative Economy and Local Wisdom

The idea that was born from human creativity based on the use of science and technology and cultural heritage is an approach in economic development, it can also be called a creative economy. So that it can provide an improved process of expertise, intellectual and creativity and even someone, so as to produce a product that can be marketed.

Local wisdom (local wisdom) in the discipline of anthropology is also known as local genius. Local genius is a term that was first introduced by Quaritch Wales (Ayatrohaedi, 1986). Local wisdom is derived from two words, namely wisdom (wisdom) and local (local) in general, local wisdom (local wisdom) can be understood as local ideas (local) that are wise, full of wisdom, and clear wisdom. tana md an dii kuti o ngh ng ng go ta mas ara katn yes. Kearsi is a fan of the city as a main advantage of the culture of the local community and geographical conditions in a broad sense. Local wisdom is a product of the past culture that deserves to be constantly held on for life. Although local value, but the value contained in it is considered to be very universal (Ayatrohaedi, 1986: 40-41).

The creative economy cannot be seen only in the economic context, but also the cultural dimension. Creative ideas that emerge are cultural products. Therefore, cultural strategy will determine the direction of creative economic development. Developing a creative economy based on culture and local wisdom is an alternative solution to stimulate the development of a creative economy to be independent and be able to develop businesses, especially in the regions. In general, each region has potential products that can be raised and developed. The uniqueness or uniqueness of local products is what should be the point and then added the element of creativity with a touch of technology (Siti and Muhfiatun, 2017: 68).

Discussion and Conclusions

The presence of rice crust in this digital age cannot be underestimated. Because sales turnover is increasing day by day. This was confirmed by the statement of the street vendors in Medan, especially along Jalan AH Nasution, Medan Johor District and also along Jalan Adi Sucipto, Medan Polonia District. can supply an average of 40 packs to street vendors. With prices ranging from Rp. 5,000 up to Rp. 7,500, per package.

This is an application that has been indirectly carried out by the community in implementing effective marketing strategies. Increased sales turnover from time to time reflects the good marketing management and product quality that continues to be updated by distributing sales sales to street vendors, without waiting for the production of these goods in the long term.

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In this case the marketing strategy is one way to win a sustainable competitive advantage both for companies that produce goods or services. The marketing strategy can be seen as one of the bases used in preparing the overall company plan.

Especially in this digital era, to restore the image of loving local products in the culinary level of Indonesia must be ready to compete with the number of imported products that offer international tastes that are packaged in messages that are present in the mass media and new media.

Local wisdom in restoring the nation's culture must start from the people of Indonesia themselves, especially the entrepreneurs or SMEs (Small and Medium Enterprises) as the backbone of the nation's economy. And this can be started from a home industry that can be run by people in any economic class, and it is hoped that consumers will prefer local products rather than preserving products from abroad that are not yet clear of the halal nature or the quality of food presented, both in terms of health and others. -other.

So the writer can draw conclusions globally that the marketing strategy of rice crust in the context of a creative economy based on local wisdom, is very significant in supporting

and sustaining the economy of the Indonesian people which has been lulled by imported products with various styles that plague a wide market share in a beloved country this.

With the concept of local wisdom in the creative economy provides a motivation to continue working and innovating with the expertise of each human resource that is packaged with a good marketing strategy, and is expected to the instructors or agents of change from the discipline of economics, both in theory and practice can contribute their knowledge to the local community, especially the practice of SMEs in their respective regions.

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