



Analysis of the marketing mix in the red brick business, Karanglegi Village, Trangkil District, Pati Regency

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ABSTRACT

This research is a qualitative research with the type of field research (field research) and using two types of data sources, namely primary data and secondary data. The data was obtained using interviews, observation and documentation. After the data is collected, the next step is to analyze the data using a qualitative descriptive method. The results of this study state that the product mix in the red brick business includes product quality (sturdy, not easily broken, large size). Quality products are obtained from the selection of raw materials, manual printing processes, burning completely until cooked evenly. The price mix implements a price rebate strategy by providing discounts when buying on a large scale. In setting the price, the red brick craftsmen do not carelessly, but calculate the materials and market demand. They are members of the red brick craftsmen's association so that the prices of the craftsmen are the same (agreed). The distribution mix (place) includes the distribution channel for brick craftsmen in Karanglegi Village, which is carried out directly to consumers and also through intermediary agents, wholesalers and small traders. Promotion mix (promotion) carried out by red brick craftsmen through direct selling, advertising (radio, social media). Competition among craftsmen is done fairly. The marketing area that is reached by the Karanglegi brick craftsmen is the Pati Regency area, outside Pati Regency. The market segment for bricks in Karanglegi Village is the lower middle class, the upper middle class.

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1. INTRODUCTION

Marketing is one of the important factors for achieving success for the company. Companies with a lot of sales must have great and planned marketing. Marketing is also an important factor in meeting the needs of existing buyers and potential buyers, for that marketing activities must give satisfaction to consumers. Companies in fulfilling consumer wants and needs must develop product, price, distribution, promotion policies that are in accordance with their target consumers.

Business people need to understand their competitors. What are offered by competitors to customers, at what price level, and what advantages do competitors provide compared to our business. The presence of competitors will encourage business actors to further improve their quality from time to time so that they can be accepted and attract customers' interest. Red brick is one of the main components in building construction. This material is usually used to make building walls and other

construction components. an important role in the robustness of the construction of the buildings that are made. In Indonesia the most widely used are bricks made of clay. Although now there are white bricks and cement bricks, the use of red bricks still dominates.

Pati Regency has three brick business centers, namely red bricks from Karanglegi Village, Trangkil District, red bricks from Kembang Village, Dukuhseti District, and red bricks from Baturejo Village, Sukolilo District. 60% of the building is in Pati Regency and its surroundings. Meanwhile, the remaining 40% is controlled by brick craftsmen in Kembang Village, Dukuhseti District and Baturejo Village, Sukolilo District. The brick business in Karanglegi Village was originally a side business for farmers to seek other income from the agricultural sector. However,

The brick business in Karanglegi Village has been going on for more than five decades. This business is a hereditary business. According to the natives of the research area, the brick business in Karanglegi Village began around the early 1950s. Initially brick making in the study area was only for personal use, namely to build their own houses or other family members. owned by residents in Karanglegi Village further reduce their opportunities to obtain employment. The condition of the area also affects the type of work of the population.

The bricks produced by Karanglegi are known to have good quality, in terms of strength, size, and good molding, so that buyers from various Pati regions, even Kudus and Jepara, buy bricks from Karanglegi. This prompted villages around Karanglegi to open similar businesses, such as the villages of Ketanen, Karangwage, and parts of the Trangkil, Mojoagung and Pasucen areas due to the high demand for building materials. The bricks from Karanglegi Village have good prospects because their market share dominates/supplies building needs for almost 60% of the Pati area and its surroundings.

It is certain that 90% of the people in Karanglegi village work as brick craftsmen. From young, old and old. They make a living by relying on their profession as brick makers.

Table 1. Development of the Number of Stone Craftsmen

Year	Business unit
2010	156
2011	178
2012	190
2013	203
2014	229
2015	256
2016	267

The table above shows the development of the number of red brick production sites in Karanglegi Village from 2010-2016. The average annual growth is quite stable, with a pretty good increase. This can be seen from the fact that previously they were only paid laborers for brick makers, now they are brick entrepreneurs (craftsmen) who have their own production site.

Table 2. Number of Brick Production Places

Hamlet name	Number of Places Brick Production
hamlet Yono	22
Golan hamlet	49
Gayambatok Hamlet	45
hamlet Rejoso	31
Sentono Hamlet	8
Sarvolo hamlet	112
Amount	267

Based on observational data in the field of brick craftsmen in Karanglegi Village, there were 267 brick business locations. Most of them were in Sarvolo Hamlet, namely 112 business units. Sarvolo Hamlet is located on the main road between Karanglegi Village to the Pati-Tayu highway, so it is

strategic and easy to reach by buyers. A total of 31 brick production sites are located in Rejoso Hamlet, and the fewest are in Sentono Hamlet, namely 8 brick production sites.

The current price of Karanglegi red bricks reaches Rp. 500,000.00 per thousand pieces. This price is quite affordable because the bricks in Karanglegi Village already have an image as the best bricks in Pati Regency. To attract consumers to make purchases, the brick business must be able to implement marketing that is in accordance with the market conditions it faces. Marketing success is influenced by several factors, namely market analysis, product decisions, pricing, promotion, and distribution (marketing mix).

The main core of widely known marketing activities is the marketing mix, which includes the 4Ps (Product, Price, Place, Promotion). The four components are a combination that has the same role and is a unit to support the company's success. The ultimate goal of the marketing mix is to increase sales of brick products produced by Karanglegi brick craftsmen and generate profits. Therefore product, price, place, and promotion can be used by Karanglegi brick craftsmen to develop a basic strategy that can be used as a reference for developing an effective marketing strategy.

2. RESEARCH METHOD

the scope of the research is focused on the brick business of Karanglegi Village to collect data to answer questions about marketing strategy. Data collection was carried out on February 2, 2017 until the research was deemed sufficient, starting from making proposals to submitting the thesis. This type of research is categorized as field research, i.e. research conducted in the arena or field where symptoms occur by intensively studying the background or field where symptoms occur by intensively studying the background of the last case, environmental interactions that occur in a social unit, individual , groups and community organizations. To make it easier to identify data sources, primary data is the type of research data in the form of opinions, attitudes, experiences or characteristics of a person or group that is the subject of research. The main data sources are recorded through written notes or through recording video/audio tapes, taking photos, or films. Secondary data is data obtained by researchers with intermediaries, in the form of evidence, notes, or historical reports, both published and unpublished. The research subject is the object intended to be studied by the researcher. The object of research is the object used as research which will become the point of attention in a study. In this study, the research subjects were brick craftsmen in Karanglegi Village, Trangkil District, Pati Regency. And the object of research was the marketing strategy carried out by brick craftsmen in Karanglegi Village, Trangkil District, Pati Regency to increase competitive advantage. Data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data. Data collection technique is Data analysis is a process of simplifying data in a form that is easy to read and present. 19 In the process of analyzing data, researchers use qualitative descriptive analysis. Descriptive research is research that guides researchers to explore and photograph social situations as a whole, broadly and deeply. the most strategic step in research, because the main purpose of research is to get data. Marketing (marketing) is concerned with the daily needs of most people.

3. RESULTS AND DISCUSSIONS

1. Definition of Marketing

The word "trade" and the word "marketing" are two words that have close meanings (in later use they complement each other). Trading is commonly used in macroeconomics, while the word marketing is familiar in the context of management.

In economics, trade is defined as a transaction process that is based on free will, voluntary and can bring profit or increase the utility of each party. Marketing is concerned with the daily needs of most people. Through this process, a product or service is created, developed, and distributed to the public.

2. Sharia Marketing

Shari'ah marketing is defined as spiritual marketing or celestial marketing, namely marketing that pays attention to the supervision of the supreme ruler of the universe, Allah SWT. Allah SWT has

created us as the most noble creatures and in the best form. The values contained in the Qur'an cover all the rules (laws) of human life in all respects, including in terms of marketing, which we know as "sharia". Sharia (God's Laws or Islamic Laws) which is a set of commands and prohibitions regulates what is permissible (to be carried out as far as one can) and regulates what is prohibited (to be avoided without exception). Marketing must naturally be in harmony with sharia.

Achieving the goal of an effective and efficient shari'ah marketing is not an easy matter, that's why management is needed. Shari'ah marketing management is the process of planning, implementing and controlling in order to fulfill and provide satisfaction for what people need and want through creation and in accordance with God's law (Islamic shari'ah), so that justice, non-oppressive and mutual prosperity radiates, effectively and efficiently.

Shari'ah marketing management functions include planning (planning), implementing (implementing), controlling (controlling), each of which is in accordance with shari'ah. 34 Implementation of marketing is the practice of marketing planning starting from creation, promotion, sales to distribution of products and services that must be carried out properly and correctly. In order for marketing implementation to be carried out correctly (quality, price, time, target), the control function becomes a necessity. Marketing control starts from marketing planning, then evaluates marketing practices (product creation, pricing, promotion, distribution and service) to after-sales evaluation (what is liked, what is not liked and what are the future expectations of customers after we have fulfilled their needs and wants) .

3. Social Foundations of Marketing

a. Needs, Wants and Requests

In the view of economics, the benefits or uses (utility) of a product are due to form, use due to place, use due to time and use due to ownership. Most efforts to meet human needs and desires are carried out through marketing. Marketing can result in perfect ownership of something that can be used to meet human needs.

Need is an expression of loss. Loss or reduction of one's stamina and concentration due to carrying out work duties from morning to noon, can be overcome by eating or resting. For these employees/employees, eating and resting are necessities. 39 Needs are anything that is useful that must be met so that it does not have the potential to cause damage/loss (mafsadah).

Desire (want) is a strong will that is influenced by culture and tradition to meet needs. In general, human desires are unlimited. Demand (demand) is the desire for fulfillment of needs that is supported by purchasing power. 42 According to Veithzal Rivai, demand is the desire for specific products that will be supported by the ability and willingness to buy them. Wants become demands if they are supported by purchasing power.

b. Product, Quality, Value and Satisfaction

The essence of production in economics is an activity to process resources in other forms that have more value and benefits. Production does not mean making something that doesn't exist yet, because things like that can only be done by Allah SWT. Those that have benefits in meeting human needs are not only physical, but also non-physical, so products include goods, services, ideas, and so on. A product is anything that can be offered to a market for attention, purchase, use or consumption to satisfy a need or want.

Consumer desires are opportunities in creating products. Quality is the total nature and characteristics of a product related to the ability to provide satisfaction to customers. Quality products after being able to satisfy customers and products that not only disgust customers. Value (value) is the

comparison between the ability of a product to provide benefits in satisfying customer needs with the costs incurred to obtain the product. The intended benefits are the total benefits, namely usability, performance and so on. While the costs referred to include the amount of price to be paid, distance taken and the time sacrificed to obtain the product, and others like that, including sacrifices to obtain services related to efforts to obtain the product.

Product quality or quality greatly influences product performance and product performance determines customer satisfaction. Satisfaction is the extent to which the perceived product performance meets customer expectations. Or in other words, customer satisfaction (customer satisfaction) is the absence of a feeling of disappointment because product performance meets customer expectations.

c. Exchanges, transactions and relationships

Marketing arises when people decide to satisfy their needs and wants through exchange. Exchange is a way of getting the product someone wants by offering something in exchange. Exchange is a process, not a momentary event. Each party is said to be in an exchange if they negotiate and come to an agreement. If agreement can be reached, then a transaction occurs. A transaction is an exchange of value between two parties. Good marketers will try to build a long-term, trusting relationship with their customers, distributors, dealers and suppliers.

This is achieved by promising and delivering good quality and service at a fair price with its partners on an ongoing basis. The end result of relationship-based marketing is to build a company's assets in the form of a marketing network. Increasingly, marketing is shifting from maximizing profits from each transaction to maximizing mutually beneficial relationships with partners. The basic principle is that by building good relations, profitable deals will come by themselves.

4. Marketing Mix

Marketing carried out by Muhammad SAW has penetrated all circles of nobility and commoners (slaves). If modern marketing theory recommends the importance of choosing only certain segments to be served because of the limited ability to serve all segments, this is not what Muhammad SAW did. Muhammad SAW able to carry out targeting for all segments. Muhammad SAW in his marketing practices leaned more towards forming personal branding for himself. Muhammad SAW never gave his customers the slightest opportunity to complain. He always kept his promises, delivered merchandise as agreed, on time, right quality, right price and right quantity as well as right scales/sizes.

In dealing with its target market, the company has a set of marketing tools that are very instrumental in obtaining maximum impact on the market. These marketing tools are summarized in the company's marketing mix. The marketing mix is a set of marketing tools that the company uses to achieve its marketing objectives in the target market. These marketing tools can be grouped into four groups of variables known as the 4Ps, namely: product, price, distribution, and promotion. The four variables can be combined and related to each other so that decisions in one part will affect actions in other parts, as is the case with the system concept.

Competitive advantage strategies that have been selected and defined in business, are practiced in detail through the marketing mix, namely the combination of marketing components, starting from the creation of something that is traded to the delivery of something to buyers with professional and sincere and ethical services to obtain positive response from the target market. According to Alma, the Marketing Mix is a strategy that combines marketing activities in order to create the maximum combination so as to produce satisfactory results.

5. Marketing Mix in the Karanglegi Village Red Brick Business

Marketing is a process of activity that is influenced by various social, cultural, political, economic, and managerial factors. Marketing is an important element of a business activity. All business activities that aim to create a product, develop and distribute it to meet the needs of society

The marketing carried out by the red brick craftsmen of Karanglegi Village is by direct method. The marketing strategy is still simple, still natural, namely by word of mouth only. The scope of marketing is the area

around Trangkil District and other sub-districts around Trangkil, even the Kudus and Jepara areas also usually take bricks from Karanglegi Village. ¹¹¹ The market segments for bricks in Karanglegi Village are the lower middle class, the upper middle class and some include both. Based on the characteristics of consumer goods and industrial goods, marketing considerations, and the market, the marketing mix will then be discussed.

6. Product Analysis of Karanglegi Red Bricks

Karanglegi red bricks are an iconic product of the residents of Karanglegi Village. Even the meaning of the word "Karanglegi" is sweet bricks. Karanglegi red bricks have been known for decades with good quality. Until now, consumers still trust the production of Karanglegi bricks. The red bricks of Karanglegi Village are indeed produced manually (traditionally). The red bricks of Karanglegi Village already have an image as the best quality bricks in Pati Regency. Dukuhseti and bricks in Baturejo Village, Sukolilo District. The bricks of Karanglegi Village have the characteristics of being not easily broken, sturdy, strong, well molded, and larger, so buyers from various Pati regions and even Kudus, Jepara and Rembang buy bricks from Karanglegi.

The product strategy is an effort on how the products produced by Karanglegi brick craftsmen can be properly marketed and can achieve the maximum profit as expected. The product strategy that has been implemented by Karanglegi brick craftsmen is to display quality brick products. In physical/visual appearance Karanglegi bricks have the characteristics of being sturdy, heavy, not easily broken. If it is checked by rubbing the piece of iron on the brick, a loud sound appears. Then when it is split or divided in half, the bricks are evenly red, this indicates that the roasting is really perfectly cooked.

Product development is carried out by brick craftsmen so that consumers are not disappointed with the red brick production in Karanglegi Village. With the development of these products, it is hoped that consumers will increase and later will add consumers to bricks in Karanglegi Village and continue to exist and be competitive among its competitors. Market positioning (positioning oneself in the market) for Karanglegi red brick products is carried out by providing quality features, and of course they have a place in the hearts of customers. Karanglegi red brick craftsmen already have self-image as producers/marketers who pay attention to the best quality of red bricks in Pati Regency.

7. Price Analysis (Price) of Red Bricks Karanglegi Village

Many consumers want to buy a product, but the first thing they see is the price. So to attract buyers' interest in the product, brick craftsmen set several price strategies for their products. Pricing is based on cost, competition, demand, and profit. The right price is the price that is in accordance with the product quality of an item, and this price will provide satisfaction to consumers. Pricing by brick craftsmen is not done haphazardly, but by calculating materials and market demand. After the price is set, the step taken by the brick craftsmen is to apply another pricing strategy, namely in the form of a discount price strategy by giving discounts when buying on a large scale.

Some red brick craftsmen sell their products to building shops around the Trangkil Sub-District, and some brick craftsmen even collaborate with building shop owners outside the Trangkil Sub-District. Collaboration with building shop owners outside the Trangkil Sub-District such as those from Margoyoso, Tayu, Juwana, Wedarijaksa, Gabus Districts, Tambakromo and Winong. Taking bricks in large quantities from 20,000 - 25,000 pieces, this makes it considered more promising because on a large scale with a note that the brick craftsmen maintain quality. Discounts are given around Rp. 20,000 per thousand bricks.

According to the researchers, the price strategy applied by brick craftsmen is in accordance with general theory. This is in accordance with the book "Modern Marketing Management" written by Deliyanto Oentoro regarding rebate pricing and pricing strategies. There is nothing fundamental that

needs to be addressed in determining the pricing strategy, because everything is appropriate. However, it is possible that price changes must also be made when conditions are favorable for raising or even lowering prices. For example, the increase in clay and rice husk raw materials required the Karanglegi brick craftsmen to increase the price of their products. Pricing can be done by looking at consumer purchasing power and the amount sufficient to cover production costs.

8. Place Analysis (Distribution) of Karanglegi Red Bricks

Business activities do not stop at product production, but continue with the distribution of products into the hands of consumers. The main principle of the Karanglegi brick distribution strategy is never to commit acts of tyranny by justifying any means that are not in accordance with Islamic teachings towards other competitors, such as paying bribes to smoothen their market channels, and so on. The distribution channel for brick craftsmen in Karanglegi Village is carried out directly to consumers and also through intermediary agents, wholesalers and small traders.

Therefore, the researchers stated that the Karanglegi brick business had implemented a distribution strategy that was in accordance with existing regulations. In the book "Marketing Dynamics" by Taufik Amir, it is stated that in achieving the target, a good mix of places is done by increasing distribution channels, expanding segmentation, managing the appearance of the place of business, using the most efficient way of delivery. Karanglegi red brick craftsmen in their distribution activities run according to the rules set by Islamic law by applying several distribution strategy theories.

4. CONCLUSION

From the description presented, it can be concluded that the application of the marketing mix includes product, price, place, promotion. The product mix includes the appearance of quality (solid) red brick products, (not easy to break, large size). Quality products are obtained from the selection of raw materials, manual printing processes, burning completely until cooked evenly. The price mix applies a discounted price strategy by providing discounts when buying on a large scale. In setting prices, red brick craftsmen do not carelessly, but calculate materials and market demand. They are members of the red brick craftsmen's association so that the prices of the craftsmen are the same (agreed). The promotion mix is carried out by the red brick craftsmen through direct sales, advertising on the radio, promotions on social media (Facebook buying and selling booths, WhatsApp). Competition between fellow craftsmen is carried out in a fair manner. The marketing area reached by the Karanglegi brick makers is the area of Pati Regency, outside Pati Regency, the brick market segment of Karanglegi Village is the lower middle class, upper middle class.

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