

**LAPORAN KEGIATAN
PROGRAM PENGABDIAN PADA MASYARAKAT**



**Pelatihan Strategi Pemasaran Produk UMKM, Pakan Ternah,
Pemberian Merk dan Packaging Pakan Ternak Itik, Wirausaha Telur
Itik serta Pemanfaatan Teknologi Digital untuk Pemasaran Produk
Unggulan Desa Koto Majidin di Air Hangat**

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PROVINSI JAMBI
2022**

HALAMAN PENGESAHAN

1. Judul : Pelatihan Strategi Pemasaran Produk UMKM, Pakan Ternah, Pemberian Merk dan Packaging Pakan Ternak Itik, Wirausaha Telur Itik serta Pemanfaatan Teknologi Digital untuk Pemasaran Produk Unggulan Desa Koto Majidin di Air Hangat
2. Lokasi : Desa Koto Majidin Hilir Kecamatan Air Hangat Kabupaten Kerinci
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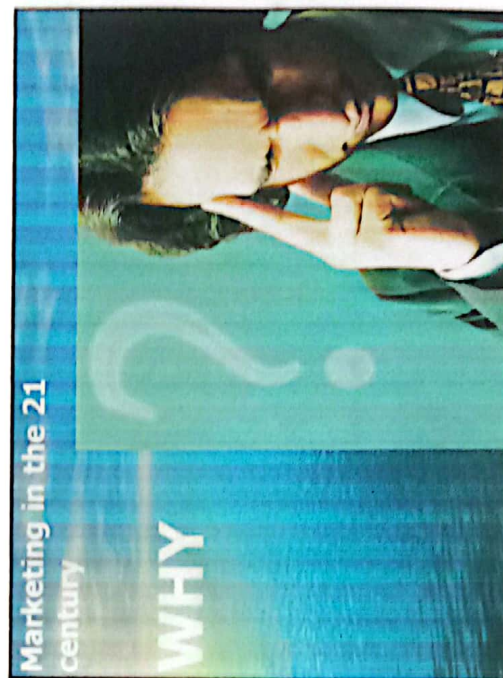
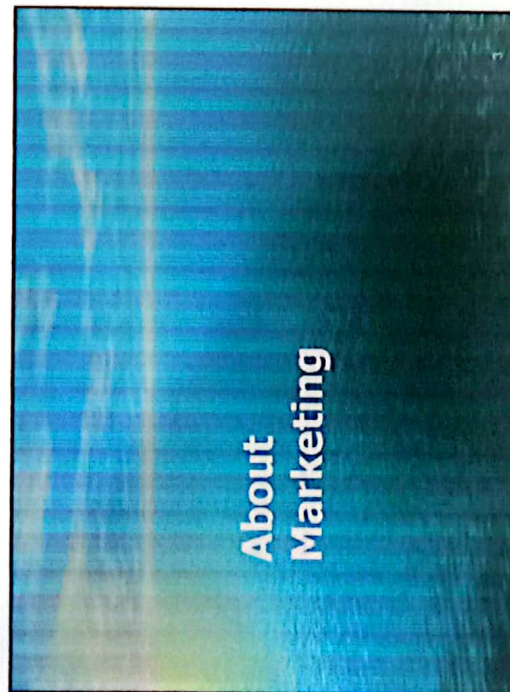
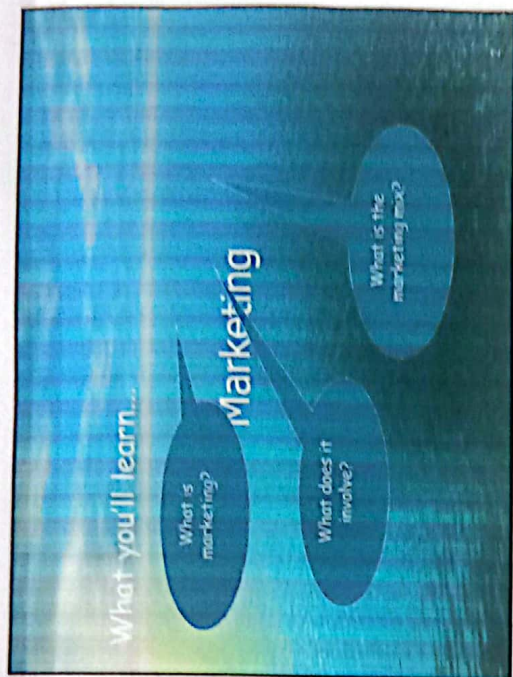
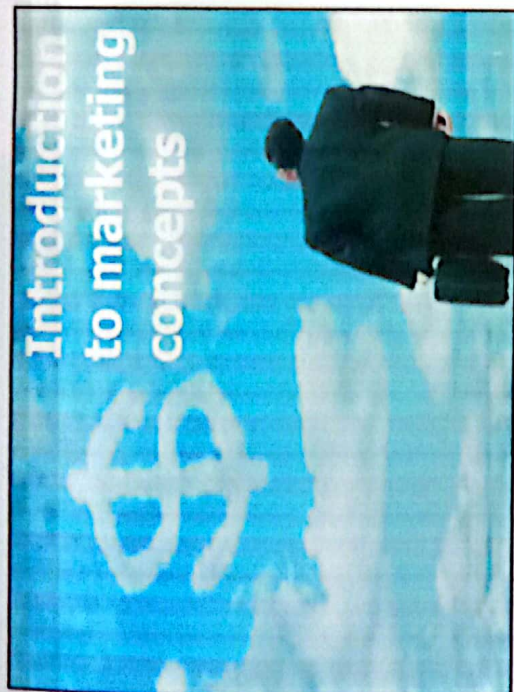
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What is marketing?

- Marketing...
 - is not ADVERTISING
 - is not SELLING
 - is not PROMOTION
- "The aim of marketing is to make selling unnecessary." Peter Drucker (1973)

What is marketing?

- Businesses need to sell products if they are to achieve their objectives.
- Marketing is about ensuring that businesses can sell as many products as possible in order to make profits.

What does it involve?

- Marketing is a very complex concept.
- It involves:
 - Research
 - Product design
 - Setting prices
 - Making sure the customer knows about products
 - Choosing how and where to sell products

Why is it needed?

- Each year millions of new products are launched:



Without careful marketing these products would fail



"Marketing is the science and art of exploring, creating and delivering value to satisfy the needs and wants of a target market maintaining loyalty at a profit."

Professor Philip Kotler

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Needs

Wants

Eat, Dress, Move

Cheeseburger, Tuxedo, Car

Marketer

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This Is Demand

Wants



Buying Power



"Demand"

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First Task: Detect Needs

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Marketing's first task: discovering consumer needs

Organization's marketing focus

Discover consumer needs

Information about needs

Potential consumers: The market

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What is a Market?

Potential consumers make up a market, which is:

1. People
2. with the Desire and
3. with the Ability to Buy a specific product.



Marketing's Second Task: Satisfying Consumer Needs

Organization's marketing focus

Discover consumer needs

Satisfy consumer needs
Find the right combination of

- Product
- Price
- Promotion
- Place

Information about needs

Goods, services, ideas

Potential consumers: The market

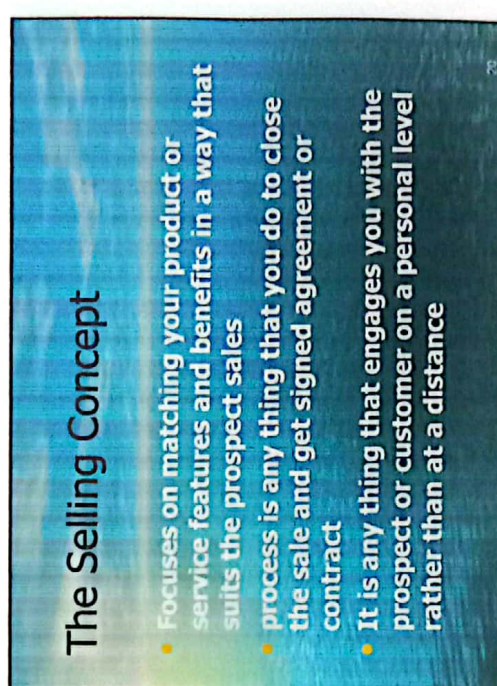
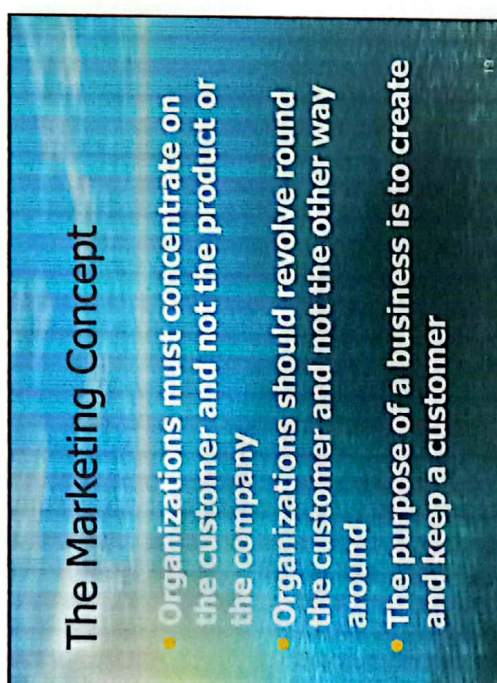
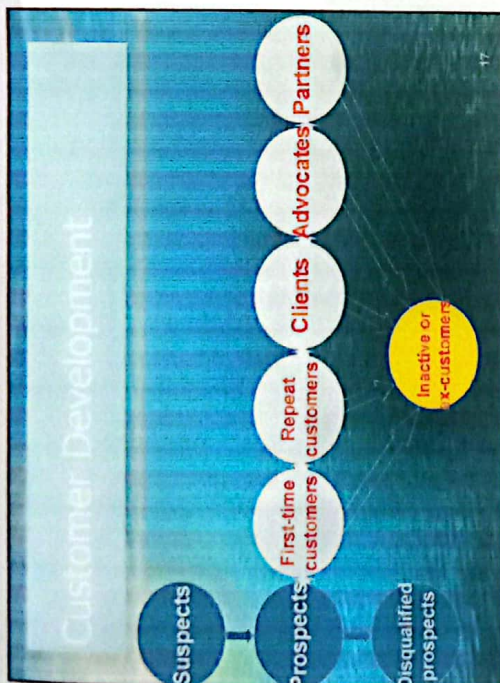
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The Target Market

Because the organization obviously can't satisfy all consumer needs, it must concentrate its efforts on certain needs of a **specific group of potential consumers**

This is the **target market** -- one or more specific groups of potential consumers toward which an organization directs its marketing programme





The Major Role of Marketing and Selling

People DO NOT buy products
people buy



Marketing Management

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Building Customer Relationships

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Relationship Marketing

Relationship marketing linking the organization to its individual customers, employees, suppliers, and other partners for their mutual *relationship* benefits.

Mutual long-term benefits between the organization and its customers require links to other vital stakeholders-- including suppliers, employees, and "partners" such as wholesalers or retailers in a manufacturer's channel of distribution.

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How Marketing became so important?

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Four different orientations in the history of business



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The Marketing Mix

The marketing mix is the combination of variables that a business uses to carry out its marketing strategy and meet customer needs.

The marketing mix is often called the 4Ps:

- Product
- Price
- Place
- Promotion

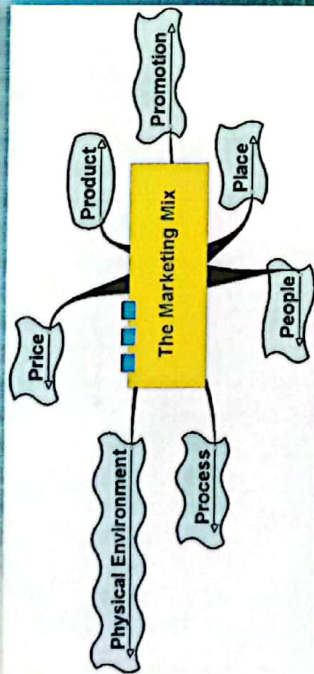
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The Marketing Mix

- The tools available to a business to gain the reaction it is seeking from its target market in relation to its marketing objectives
- 7Ps – Price, Product, Promotion, Place, People, Process, Physical Environment
- Traditional 4Ps extended to cope with today's changing environment

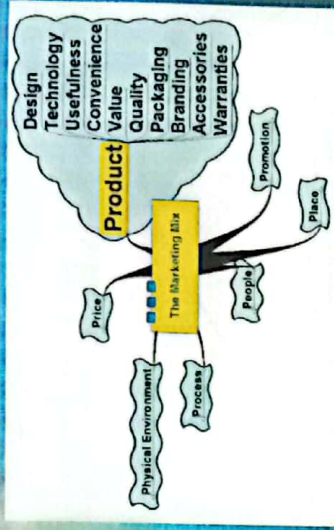
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The Marketing Mix



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Product



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Product

- Product refers to the **functions and features** of a good or service
- Should **satisfy the needs** of the customer
- May have a Unique Selling Proposition (**USP**)
- Product also includes a range of factors such as **packaging, quality, warranties, after-sales service and branding**

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Product

- The firm must come up with a product or service that people will want to buy.
- It must fulfil some need or want.
- It must be (or at least seem) unique.

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