

# ANALYSIS OF FERTILIZER MARKETING STRATEGY (LOB) LIQUID ORGANIC BIOFERTILIZER AT PT. INBIO TANI NUSANTARA

Winda Kusumawati\*, Istis Baroh, Livia Windiana

Department of Agribusiness, University of Muhammadiyah Malang, Indonesia

\*corresponding author: windaksmwt@gmail.com

**Abstract** This research aims to analyze the strengths, weaknesses, opportunities, and threats of LOB fertilizer and analyze the proper marketing strategy in PT. Inbio Tani Nusantara to be able to increase sales of LOB fertilizer. This study uses the nonprobability sampling method that is Accidental Sampling for external respondents or LOB consumers with consideration if the researcher needs to know the number of the existing population. Purposive sampling method for internal respondents of the company. The method of collecting data in this study with observation methods, questionnaires, interviews, and documentation. The data types used in this study are primary data from swot analysis, IFAS analysis, and EFAS analysis. In this study there are variables of Strength, Weakness, Opportunity, and Threat. Marketing of LOB liquid biological organic fertilizers has opportunities and strengths that can be used to deal with weaknesses and threats to take decisions that are marketing strategies for LOB liquid biological organic fertilizers. The results showed that the LOB fertilizer marketing strategy is in quadrant I which means that the company has strengths and opportunities and the strategy that must be taken in this condition is an aggressive marketing policy.

**Keywords:** *Marketing Strategy, SWOT Analysis, Organic Fertilizer.*

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## INTRODUCTION

The significant issue now is the increasing interest in food due to the increasing number of people's population, this is making changes in crop development due to the need for industrialization (Chew et al., 2019). The economy has grown significantly due to the contribution of agricultural cultivation and community plantation activities worldwide. The agricultural sector is increasingly being prioritized in the current government to become one of the sectors that support food self-reliance and security programs (Jumawan et al., 2021). Fertilizer increases the yield of crops so that later it can be helpful in the agricultural economy (Andriani et al., 2020). Many groups such as entrepreneurs, producers, and traders see this opportunity and quickly switch to organic

products by utilizing various types of waste or bacteria to produce organic fertilizers. (PRANITI et al., 2016). The development of the times that occur at this time is directly proportional to the development of a product or service promotion. PT. Inbio Tani Nusantara is a company that operates in the distribution of liquid organic fertilizers under the LOB (Liquid Organic Biofertilizer) brand. Organic fertilizers are produced from bacteria that are good for the soil and plants.

Marketing a product is one of the most essential factors in an activity oriented to human and social needs. It wants and at the same time becomes the spearhead or goal of an organization to achieve the goals that have been designed to achieve the desired benefits. Human social needs and desires are opportunities for companies to fulfill these, as well as gain market share or target markets and capture

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market share following the company's goals to be able to compete in the market, a company must have a competitive advantage.(John & Dwiyanto, 2017). Marketing strategy is closely related to SWOT analysis. Furthermore, "SWOT stands for Strengths, Weaknesses, Opportunities and Threats. As per SWOT theory, quality alludes to the innate capacity to compete and develop rapidly. Weaknesses are an inherent feature of deficiency that hinders growth and survival. Strengths and weaknesses are primarily located internally. Opportunities are gaps for growth. Threats are external challenges, which can suppress inherent strengths, accelerate weaknesses, and prevent opportunities from exploding. To be successful in any field, weaknesses must be overcome through strengths, and threats must be turned into opportunities(Omer, 2018).

## RESEARCH METHODS

The final result of qualitative research will be a written, flexible report, and data in the form of words which are then analyzed descriptively with in-depth interpretation(Semiawan, 2010). The data analysis technique used by the researcher based on this definition uses a qualitative descriptive research design. There are two types of data used in this study: primary and secondary data. Primary data were obtained through face-to-face observations or structured interviews with respondents with questionnaires answered by managers, company employees, and consumers who worked with PT. Inbio Tani Nusantara. The contents of the primary data are important SWOT variables. Secondary data obtained from documents, management reports of PT. Inbio Tani Nusantara, literature research and related sources. Secondary data is used here to complement and support primary data.

The sampling technique in this study is based on the population and the sample. The population taken in the study were all marketing management employees of PT Inbio Tani Nusantara and customers or farmers who used LOB fertilizer in Lampung. Meanwhile, the sample was conducted using Accidental Sampling for LOB consumers. The minimum number of samples taken is 30 considering large and small samples(Ibrahim, 2020). Purposive sampling method for the company's internal respondents. The consideration for internal sampling is that internal parties already know about LOB fertilizer and are involved in marketing LOB fertilizer. Internal sampling is carried out to calculate the company's internal and external weights and ratings. Researchers need internal and

external weight data, using samples from the company environment such as employees and staff as many as 10 people.

Data collection techniques using interviews, questionnaires, observation, and documentation. Interviews are used as a data collection technique to record the dialogues conducted by researchers with resource persons to obtain information directly(Rukajat, 2018). Questionnaires are also used in data collection techniques to record information on a series of questions or questions to be answered in writing by respondents(Sugiyono, 2016). Observation is a technique of collecting data by observing directly to the research location. Documentation is a data collection technique that takes data and pictures used as evidence in research. The data analysis method used in analyzing the marketing strategy of LOB liquid biological organic fertilizer is using SWOT analysis. SWOT is used as an analytical tool to generate alternative strategies to maximize strengths and opportunities and minimize weaknesses and threats. The SWOT matrix consists of 9 cells. That is, the first four cells are the main elements containing S, W, O, and T, and the next four are the strategies of SO, WO, ST, and WT.

The stages of determining the SWOT measurement are as follows, Analyzing the variables related to the development strategy. Grouping between internal and external variables based on presurvey according to table 1. Determine the weight of each variable. Determine the scale of each variable. Determine the value of each SWOT aspect. Calculates strength and competition postures. Explain the strategic position in the SWOT quadrant. Determine strategies and solutions for the company or organization(Salim & Siswanto, 2019).

The next step is to analyze internal and external factors, obtain quantitative findings based on respondents' assessments, and assign weights and ratings to each question or statement. Then use SWOT analysis with IFAS (Internal Factor Analysis Strategy) and EFAS Matrix (External Factor Analysis Strategy)

## RESULTS AND DISCUSSION

### Characteristics of Respondents

The results obtained from distribution of questionnaires by census of 40 respondents to customers or customers of LOB fertilizer and also employees of PT. In the commercial section of Inbio Tani Nusantara, a description of the characteristics of respondents based on gender, age, last education, and address of origin is as follows:

Table 1. Characteristics of Respondents by Age

Age	Number of Respondents	Percentage
20-30	12	30
30-40	7	17.5
40-50	13	32.5
50-60	7	17.5
>60	1	2.5
Amount	40	100

The results of table 2 show that most respondents are between 40-50 years with percentage of 32.5% number of respondents as many as 40. The number of respondents are consumers of LOB biological liquid organic fertilizer. These results show that consumers are enthusiastic about the age group of 40-50.

Table 2. Characteristics of Respondents Based on Education and Gender

Education	Gender		Number of Respondents	Percentage
	L	P		
SD JUNIOR HIGH SCHOOL	10	3	13	32.5
SMA/SMK	6	4	10	25
SI	2	5	7	17.5
Amount	27	13	40	100

The results from table 3. show that the majority of respondents calculated based on their latest education are elementary school graduates with a total of 13 respondents with a total percentage of 32.5% of 40 respondents. The number of respondents are consumers of LOB biological liquid organic fertilizer. The results in the table show that the enthusiastic consumers of LOB biological liquid organic fertilizer are elementary school graduates. Table 5.2 shows that the highest number of gender respondents is male with elementary school graduation of 10 respondents.

**Internal Environmental Analysis**

The internal environment is an environment that contains two indicators, including indicators of strength and also indicators of weakness of LOB biological liquid organic fertilizer. The interviews with the head of production and commercialization of LOB ITN resulted in 9 indicators determining the weaknesses and strengths of LOB's biological liquid organic fertilizer. The results of the review calculation from the respondents found that the highest calculation is a measure of strength and the lowest calculation is the weakness of LOB biological liquid organic fertilizer.

The following is the output of the calculation of the internal factor survey to select the indicators of the strengths and weaknesses of the LOB biological liquid organic fertilizer.

Table 3. Internal Environment Analysis

No	Statement	Average Rating
1	Environmentally friendly LOB liquid organic fertilizer.	3.48
2	After using LOB fertilizer yields increase	3.45
3	LOB is a good liquid organic fertilizer for soil fertility.	3.53
4	The packaging from LOB looks premium, attractive, and comfortable to use.	3.18
5	LOB Refill (refill) is an exciting and innovative idea.	3.1
6	LOB prices are affordable and following the benefits provided.	3.2
7	How to apply LOB fertilizer is very easy.	3.33
8	LOB can increase the productivity and income of farmers.	3.45
9	LOB fertilizer needs a longer shelf life.	3
10	The results of using LOB fertilizer take a long time.	2.68
11	LOB fertilizer is not the main or staple product in agriculture.	2.63

The grouping of indicators of strength and weakness can be seen using the median value of the score. The middle value is obtained from the sum of the lowest and highest scores then divided by 2. The middle value of the strength and weakness indicators is 3.08. An indicator with a score of <3.08 is a weakness of LOB's bio-liquid organic fertilizer. The indicator with a score of >3.08 is the strength of LOB's biological liquid organic fertilizer.

Table 4 shows the strength indicators of LOB biological liquid organic fertilizer as many as 6 strengths, while for weakness indicators as many as 3 weaknesses. The indicator with the highest score is the main strength, namely "Environmentally friendly LOB liquid organic fertilizer" with an average rating of 3.48. The lowest score is the main weakness of LOB's biological liquid organic fertilizer, namely "LOB fertilizer is the main or main product in agriculture" with an average rating of 2.63.

**Strength**

Environmentally friendly LOB liquid organic fertilizer, environmentally friendly organic fertilizer is a fertilizer that has no adverse effect on the environment (Abidin & Rohman, 2020). LOB fertilizer is environmentally friendly because it is made from bio-organic which decomposes in the soil so that the soil becomes fertile. LOB organic fertilizer does not leave residues that are harmful to the environment and supports the value of sustainable agriculture.

After the use of LOB fertilizer which increases crop yields, improvements in the structure in the soil such

as c-organic and promising compounds will affect the quality of the plant. Good use of LOB for improving soil fertility will affect farmers' crops and crop yields which will increase due to fertile soil.

LOB is a liquid organic fertilizer that is good for soil fertility. The bacteria content in LOB improves soil conditions by breaking down good bacteria in the soil so that the soil becomes fertile and free from harmful chemicals. All types of plants depend on the fertility of the soil for their lives, which include elements that are very important in fertility and plant life, namely P and N (Widawati et al., 2002).

The packaging of LOB looks premium, attractive, and convenient to use, LOB's biological liquid organic fertilizer is packaged in packaging that can last a long time under normal conditions. The impression of an attractive and premium packaging is also felt in the LOB fertilizer packaging, not only attractive but the LOB packaging is also convenient to use and also to carry with a comfortable hole to hold the LOB packaging based on the results of interviews with LOB fertilizer users. Packaging at this time serves to place and protect a product. However, packaging also functions as part of marketing to attract the attention of buyers and provide a competitive advantage to the product. Innovative and attractive packaging will give a product an advantage over its competitors (Wijaya, 2019).

LOB Refill is an interesting and innovative idea, innovation has a positive influence on the competitive advantage of a company (Roliza, 2017). The LOB refill innovation is a LOB innovation to reduce the use of plastic in LOB fertilizer packaging. LOB refill is a bulk LOB marketing innovation with a system like a gas station, so farmers who want to buy have to bring bottles or jerry cans to get LOB. Another advantage besides reducing plastic waste is that LOB refills are cheaper than LOB packs.

LOB prices are affordable and by the benefits provided, LOB fertilizer for 1 liter packaging is sold at a price range of Rp. 50,000 - Rp. 55,000 for the selling price at the kiosk, while the 2 liter packaging is sold at Rp. 75,000 - Rp.85,000, 5 liter packs are sold at Rp. 175,000 - Rp. 185,000. The price is affordable and relatively cheap for farmers and is also very comparable to the benefits and quality of LOB's bio-liquid organic fertilizer. Organic fertilizers have a relatively cheaper price with inorganic fertilizers, this is a strength for organic fertilizers (Nursita et al., 2021).

How to apply LOB fertilizer is very easy, instructions for using LOB liquid biological organic fertilizer are listed on the back of the package, this

educates farmers on how to apply LOB fertilizer properly and correctly. The liquid form of fertilizer is also a factor that affects the easy application of LOB fertilizer. LOB fertilizer only needs to be dissolved with water at a certain dose according to the plant, then spray it on the plants using a tank sprayer. Liquid organic fertilizer application time is faster than solid fertilizer because liquid organic fertilizer can only be sprayed onto plants (Erickson Sarjono Siboro et al., 2013).

LOB can increase the productivity and income of farmers, the content of bacteria in liquid biological organic fertilizer serves to improve soil conditions so that it can affect the productivity of farmers' crops when harvesting. The increase in crop productivity results in an increase in farmers' income. Farmer's income increased also due to reduced operational costs when using LOB. The use of LOB regularly will impact reducing the use of chemical fertilizers by up to 25%, thereby reducing the operational costs of chemical fertilizers. Using organic fertilizers can increase farmers' production in farming (Lestari Wenny, 2016).

#### **Weakness**

LOB fertilizer does not have a long enough shelf life, LOB biological liquid organic fertilizer has the disadvantage of short shelf life. LOB is made from bio-based where the material is a living thing, namely bacteria with a short effectiveness time. Treatment at a certain temperature storage can affect the optimal effect on bacteria (Siburian et al., 2012). The results of using LOB fertilizer take a long time, organic fertilizer can be applied in the form of fresh material (bulk) or compost. The use of fresh organic fertilizer requires a large amount of fertilizer, is challenging to spread, and has a relatively long decomposition time (Muhsin, 2018). LOB biological organic materials consist of something complex. Hence, it takes time to process elements such as Nitrogen into Nitrite and Ammonia which are needed or can be absorbed by plants. At the same time, there is no time to process decomposition because chemical fertilizers already contain elements such as ammonia and nitrite which plants can directly absorb. The dependence of farmers on the use of inorganic fertilizers compared to organic because inorganic fertilizers show results faster than organic fertilizers (Hadisuwito, 2012).

LOB fertilizer is not the main or staple product in agriculture, liquid organic fertilizers such as LOB are complementary ingredients in agriculture. Basic needs in agriculture such as seeds, land, fertilizers, and agricultural medicines are difficult to replace with liquid biological organic fertilizers. It is due to

different plant needs and also different levels of land conditions. Agriculture currently developing is high input energy with chemical fertilizers and pesticides on agricultural land(Mayrowani, 2017).

**External Environmental Analysis**

There are 2 scopes of the external environment: opportunity indicators and threat indicators for LOB liquid biological organic fertilizers. Interviews with the head of production and commercialization of LOB ITN, Mr. Eko Famuji Ariyanto, obtained indicators of threats and opportunities for LOB liquid biological organic fertilizer. This decision is based on the number of assessments obtained from the results of questionnaire responses by consumers. The highest calculation results will later be an indicator of opportunity and the lowest calculation results will be an indicator of the threat of LOB liquid biological organic fertilizer.

Table 4. External Environmental Analysis

No	Statement	Average Rating
1	LOB fertilizer can compete in the market.	2.88
2	The volatility of agricultural input prices affects the amount of LOB fertilizer purchases.	2.65
3	Weather and seasons affect the amount of LOB fertilizer purchases.	3.18
4	Farmers prefer LOB fertilizer compared to other liquid organic fertilizers.	2.83
5	Education about organic fertilizers for farmers still needs to be improved.	3.15
6	The price of other fertilizers is cheaper than LOB.	2.15

The grouping of opportunities and threats indicators on external factors uses the middle value of the assessment score. The median value is the sum of the highest scores added to the lowest score and the result is divided by 2, the result is 2.66, an indicator that has a value > 2.66 becomes an opportunity for LOB liquid biological organic fertilizer. Indicators that have a calculation < 2.66 threaten LOB liquid biological organic fertilizer.

Table 5. shows 6 indicators of opportunities for liquid biological organic fertilizers and threats of 2 indicators. The highest number of indicators obtained is the main opportunity indicator, namely "LOB can increase farmers' productivity and income" with an average assessment of 3.45. The lowest calculation gain becomes the main threat for LOB liquid biological organic fertilizer, namely "The price of other fertilizers is cheaper than LOB" with an average value of 2.15.

**Opportunity**

LOB fertilizers can compete in the market, the competition for liquid organic fertilizers that is

increasingly making LOB liquid biological organic fertilizers must be able to understand how to manage available resources to create a competitive advantage in the market. This competitive advantage can be created by increasing performance and innovation so that the company's efforts to reach consumers are carried out by creating market and consumer orientation.(Haryono & Marniyati, 2018). Weather and season affect the number of purchases of LOB fertilizer, fertilizer will be sought after by consumers during the growing season, during the growing season, fertilizer companies will increase fertilizer production and gain a wider market share(Wulandari, 2017). The growing season and good weather will affect the increasing demand for LOB liquid biological organic fertilizer, so this becomes an opportunity for LOB marketing.

Farmers prefer LOB fertilizer to other liquid organic fertilizers, the results of interviews conducted with respondents from several farmers said that LOB fertilizer was preferred because the quality produced from using LOB fertilizer was better than other liquid organic fertilizers. LOB liquid biological organic fertilizer also has a 100% organic certificate from INOFICE because LOB's raw materials come from microbes or bacteria. It makes farmers believe that the quality of LOB is better than other organic fertilizer products. Products from organic agricultural inputs are more favored by the community(Hartati, 2002).

Education about organic fertilizers for farmers still needs to be improved, education on organic fertilizers that still need to be improved can be used as opportunities for LOB marketing activities. The results of the questionnaire said that on average the respondents agreed that education about organic fertilizers was still lacking. It is an opportunity for LOB to conduct market education through offering comprehensive solutions for agricultural products, especially organic fertilizers through campaign activities. The commitment of farmers in the use of organic fertilizers still needs to be higher this is due to the lack of assistance and guidance to farmer groups(Nursita et al., 2021).

**Threat**

The instability of agricultural input prices affects the amount of LOB fertilizer purchases, the instability of agricultural commodity prices can harm farmers because product prices are cheap and inversely proportional to high production costs. In addition, farmers often complain about the relatively expensive seeds and fertilizers(Darmawan, 2018). The price of agricultural inputs can threaten the marketing of LOB fertilizer because if the input

price rises it will affect the demand for LOB fertilizer in the market.

Prices of other fertilizers are cheaper than LOB, most industrial companies are in close competition with substitute product manufacturers. Competitive pressure from substitute products can occur because the price of substitute or substitute products is relatively lower (Elias, 2018). One of the threats to the marketing of LOB liquid biological organic fertilizer based on the questionnaires distributed is that competitors have lower retail prices than LOB fertilizer.

**Internal Strategy Factor Matrix Analysis (IFAS)**

The results of the internal environmental analysis on the marketing of LOB liquid biological organic fertilizer obtained indicators of strength (Strengths) and weaknesses (Weaknesses) based on the results of the collection of respondents' assessments. The indicators that have been collected still need to be weighted and scored. The IFAS matrix is used to analyze data that aims to identify the main problems faced by companies in marketing LOB liquid biological organic fertilizers.

Table 5. Matrix of Internal Strategy Factors (IFAS)

No	Internal factors	Weight	Relative Weight	Rating	X Rating	Information
<b>Strength</b>						
1	Environmentally friendly LOB liquid organic fertilizer.	139	0.10	3.33	0.33	Strength 1
2	After using LOB fertilizer yields increased.	138	0.10	3.11	0.31	Power 3
3	LOB is a good liquid organic fertilizer for soil fertility.	141	0.10	3.33	0.33	Strength 2
4	The packaging from LOB looks premium, attractive, and comfortable to use.	127	0.09	2.78	0.25	8 power
5	LOB Refill (refill) is an interesting and innovative idea.	124	0.09	3.22	0.29	Strength 5
6	LOB prices are affordable	128	0.09	3.11	0.28	Strength 7

and following the benefits provided.						
7	How to apply LOB fertilizer is very easy.	133	0.09	3.22	0.29	Strength 6
8	LOB can increase the productivity and income of farmers.	138	0.10	3.11	0.31	Strength 4
		1068	0.76	2.39		
<b>Weakness</b>						
1	LOB fertilizer needs a longer shelf life.	120	0.09	3.11	0.28	Weakness 1
2	The results of using LOB fertilizer take a long time.	107	0.08	2.89	0.23	Weakness 2
3	LOB fertilizer is not the main or staple product in agriculture.	105	0.07	2.89	0.20	Weakness 3
		332	0.24	0.71		
<b>Total</b>		1400	1.00	3.10		

The relative weight of each internal indicator, namely strengths and weaknesses, if calculated, will produce a total weighted value of 1 or 100%. The rating value is the level of urgency for the analysis of the internal authorities for everything that will happen in the short term.

**External Strategy Factor Matrix Analysis (EFAS)**

The EFAS matrix is used to analyze data that aims to identify the main problems faced by companies in marketing LOB liquid biological organic fertilizers. External strategy factor analysis (EFAS) explains the value of weights, relative weights, ratings, and the multiplication of relative weights and also ratings on external indicators, namely opportunities (Opportunities) and threats (Threats). The weight is obtained from the sum of the respondents' assessments, the rating is obtained from the results of the LOB fertilizer marketing management assessment.

Table 6. Matrix of External Strategy Factors (EFAS)

No	External Factors	Weight	Relative Weight	Rating	X Rating	Information
<b>Opportunity</b>						

1	LOB fertilizer can compete in the market.	115	0.17	2.89	0.49	Chance 3
2	Weather and seasons affect the amount of LOB fertilizer purchases.	127	0.19	2.89	0.55	Chance 2
3	Farmers prefer LOB fertilizer compared to other liquid organic fertilizers.	113	0.17	2.78	0.47	Chance 4
4	Education about organic fertilizers for farmers still needs to be improved.	126	0.19	3.00	0.57	Chance 1
		481	0.72	2.08		
<b>Threat</b>						
1	The volatility of agricultural input prices affects the amount of LOB fertilizer purchases.	106	0.16	3.22	0.52	Threat 1
2	The price of other fertilizers is cheaper than LOB.	86	0.12	3.00	0.36	Threat 2
		192	0.28	0.88		
<b>Total</b>		673	1.00	2.96		

**SWOT Diagram Analysis**

The results of the analysis contained in table 6 and table 7 are calculated the difference between the internal value and the external value. The result of the difference will later determine the coordinates of the SWOT diagram. Table 8 is a table of the results of the difference calculation.

Table 7. The Difference Between Internal and External Factor Scores

No	Indicator	Score	Difference	Mark
1	Strength	2.39	1.68	+
2	Weakness	0.71		
3	Opportunity	2.08	1.2	+
4	Threat	0.88		

The result of the difference between the strength and excess indicators is positive (+), so the first point of

the coordinates will be to the right of point 0 on the horizontal line. The result of the difference between the opportunity and threat indicators is positive (+), then the first point of the coordinates will be above point 0 on the vertical line.

The calculation results in table 8 the difference between the indicators of strengths and weaknesses is 1.68, while the difference between the indicators of opportunities and threats is 1.2. the difference in each indicator will be the coordinates in the SWOT diagram, so that on the x-axis (internal) the coordinates are 1.68 and on the y-axis (external) the coordinates are 1.2.

Results that Table 8 is a reference for determining the location of the SWOT diagram coordinates. The SWOT diagram will be used to determine the quadrant as shown in Figure 1.

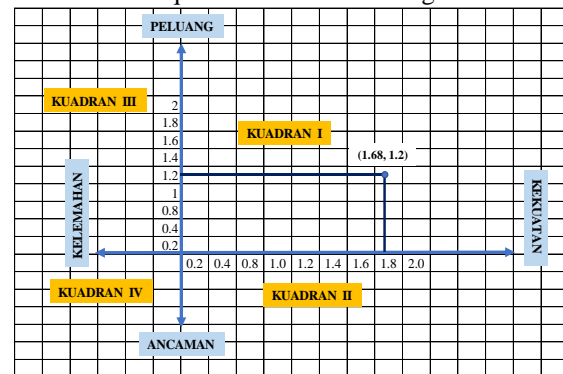


Figure 1. SWOT Analysis Diagram of Liquid Bio-Organic Fertilizer LOB

Figure 1 shows that if the LOB liquid biological organic fertilizer marketing strategy is in quadrant 1, the company must take advantage of the strengths and opportunities to continue expanding the market and meet consumer demand as a strategy to support aggressive growth or a growth-oriented strategy. Aggressive conditions show that the company is in a favorable condition and must continue to support aggressive growth policies (Wijayati, 2019).

**Determination of the SWOT Matrix**

The results of Figure 5.1 will determine the strategy analysis through SWOT matrix analysis. The result of the SWOT matrix of the LOB liquid biological organic fertilizer marketing strategy is the SO strategy. SO strategy uses strengths as the essential capital to take advantage of opportunities (Wijayati, 2019). SO's strategy in marketing LOB liquid biological organic fertilizer is as follows.

S(1) – O(1), facing competition in the marketing of liquid organic fertilizers, LOB fertilizer management must increase the LOB campaign that is environmentally friendly and can minimize operational costs, with the use of LOB which can cut

the use of chemical fertilizers by up to 25% which will have an impact on farmers, namely costs farming operations will be minimal.

S(2) – O(2), one of the marketing strategies for LOB fertilizer is to build brand awareness. One way that can be done in building brand awareness is to improve the performance of the field team by adding DCA (Demand Creation Activities) activities such as land demonstration plots, One Day Promotion, customer programs, and other selling activities that can be carried out regularly when the planting season arrives.

S(3) – O(3), one marketing strategy often used in agriculture is educating farmers about LOB. Marketing management must increase education regarding the benefits of using LOB liquid organic fertilizer which can increase crop yields. One way of education that can be done is by providing direct evidence through land demonstration plots using LOB fertilizer.

S(4) – O(4), the problems faced by farmers today are the increasingly expensive price of chemical fertilizers and the increasingly scarce availability of chemical fertilizers. Farmer groups must have a letter to get a limited amount of chemical fertilizer (Sari et al., 2021). The marketing management of LOB fertilizer can use this to increase the campaign if LOB fertilizer can be a substitute fertilizer when there is a shortage and expensive chemical fertilizer.

S(5) – O(5), the innovation made by LOB in the form of LOB Refill can be used as a powerful strategy that takes advantage of opportunities, namely by educating farmers about the benefits of LOB Refill which are environmentally friendly without leaving plastic packaging residue.

S(6) – O(6), seeks to promote LOB liquid organic fertilizers to reach the needs and desires of farmers. Utilizing social media such as YouTube and Facebook as a means of promoting the use or application of good and correct LOB fertilizers. Companies with a competitive advantage are oriented to consumer needs while still improving and maintaining the quality of the products sold.

S(7) – O(7), cooperation between businesses or B2B is one of the profitable marketing strategies for companies. It is also an opportunity for the marketing management of LOB fertilizer to continue collaborating with various companies and organizations that care about organic agriculture to expand the LOB fertilizer market.

S(8) – O(8), the effort that LOB must make is to increase LOB's liquid organic fertilizer market expansion by encouraging the performance of the

field team to continue canvassing, promoting, and also educating farmers to use LOB with convenient packaging.

## CONCLUSION

The conclusions obtained in the LOB Fertilizer Marketing Strategy research at PT. Inbio Tani that the strength (S) of LOB liquid biological organic fertilizer includes environmentally friendly LOB liquid organic fertilizer, LOB is a liquid organic fertilizer that is good for soil fertility, after using LOB fertilizer yields increase, LOB can increase farmers' productivity and income, LOB Refill (refill) is an interesting and innovative idea, the method of applying LOB fertilizer is straightforward, the price of LOB is affordable and following the benefits provided, the packaging of LOB seems premium, attractive, and convenient to use. The weakness (W) of LOB fertilizer is that LOB fertilizer does not have a long enough shelf life, the results of using LOB fertilizer take a long time, and LOB fertilizer is the main or main product in agriculture. Opportunities (O) of LOB fertilizers include lack of education about organic fertilizers for farmers, weather and seasons affect the amount of LOB fertilizer purchases, LOB fertilizers can compete in the market, farmers prefer LOB fertilizers compared to other liquid organic fertilizers. The threat (T) of LOB fertilizer is that the instability of agricultural input prices affects the amount of LOB fertilizer purchases, and the price of other fertilizers is cheaper than LOB.

The results of the analysis on the SWOT diagram show that if the right strategy for LOB liquid biological organic fertilizer is a Progressive or Aggressive strategy, which means that in this condition the company is in a strong and profitable condition and the company or organization can continue to expand the market, and achieve maximum profit.

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