

RED RICE MARKETING STRATEGY IN COMPONG VILLAGE, PITU RIASE DISTRICT, SIDENRENG RAPPANG REGENCY

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ABSTRACT

This research aims to determine the internal factors of red rice farmers in Compong Village, the external factors of red rice farmers in Compong Village, and the marketing strategies of red rice farmers in Compong Village. This research uses qualitative descriptive. The sampling technique is based on specific considerations, namely that the determination of informants is not based on guidelines or population representation, but on the depth of information required. The results of the research show 1) SWOT analysis on the marketing of red rice in Compong village, Pitu Riase subdistrict, Sidenreng Rappang district, is that the strength of the high nutritional content of red rice and a suitable location for farming can be an added value for the product. Weaknesses The low level of public awareness about health can influence consumer interest. Opportunity: There is Huge market potential around Sidenreng Rappang Regency and big cities in South Sulawesi. Threats: Tight competition with similar red rice products from other regions. 2) The marketing strategy in Compong village is an ST (Strengths-Threats) strategy that can be taken by utilizing internal strengths to overcome external threats. One emerging external threat is competition from red rice products in the surrounding area. To overcome this threat, Compong Village can maintain its product excellence by improving the quality of red rice products and expanding its marketing network by collaborating with organic food producers.

Keywords : Red rice, marketing strategy, SWOT analysis

INTRODUCTION

Agriculture is one sector that harnesses natural resources for various human needs. The agricultural sector is divided into several subsectors: food crops, livestock, plantation crops, forestry, and fisheries. One of the crucial food crops in agricultural development is rice, a strategic product and a primary source of food production [12]. The agricultural industry, particularly the food crop subsector, serves as one of the primary sources of sustenance for the population. Rice, in particular, is a staple food for a significant portion of the Indonesian population [19]. According to data from the Indonesian Central Bureau of Statistics, Indonesia had a population of approximately 275 million people in 2022, making the average rice consumption correspond to that figure [2].

Red rice farming has been carried out in several agricultural locations in Indonesia, in the Sidenreng Rappang Regency of South Sulawesi Province. The Sidenreng Rappang Regency, which includes the village of Compong in the Pitu Riase District, is one of the areas known for red rice production. One of the advantages of red rice over white rice is its nutritional composition. Components such as fiber, essential fatty acids, B-complex vitamins, and minerals are found in the bran layer of red rice. Red rice not only serves as a primary source of carbohydrates but also contains protein, beta-carotene, and iron in significantly higher quantities compared to white rice. In general, red rice offers numerous benefits and advantages. However, it still faces challenges at the farmer level, particularly in marketing. The marketing of red rice production by farmers is primarily manual and involves local marketing institutions in various locations. As a result, farmers need help accessing larger

markets, such as those outside their cities or even provinces. Furthermore, the packaging of red rice produced by farmers has yet to undergo innovation, as it is primarily sold in small-scale retail markets.

Compong village is a critical red rice production center with significant market potential in the Sidenreng Rappang Regency. However, farmers need help marketing red rice due to insufficient market information and marketing strategies, adversely affecting their selling power. According to Ratna et al. [18], low selling power can lead to the accumulation of production stocks, ultimately resulting in a decline in the quality of red rice. Marketing is one of the primary activities carried out to compete and sustain the agriculture sector's growth and viability, as emphasized by Mutiara [13]. Marketing also supports agro-industries in selling their products and achieving targeted profitability.

Furthermore, marketing is a social and management activity that enables individuals and organizations to achieve their objectives by producing and trading value, as highlighted by [19]. The marketing process should be structured using competent marketing strategies, including examining possibilities and setting goals to devise marketing tactics [17]. Creating and implementing marketing plans are of utmost importance in marketing practices, as emphasized by [14]. According to [12], having a clear understanding of marketing concepts and the importance of product packaging is crucial. The provided marketing concepts include creating attractive and distinct packaging not easily imitated by others, defining target markets, and facilitating appropriate marketing strategies.

Based on the findings of [16], it is stated that marketing strategies employed in product development aim to enhance quality, retain customer loyalty, and acquire new customers by introducing additional product variants to reach consumers from diverse backgrounds. This differs from the research conducted by [1], whose results indicated using promotional strategies to attract public interest despite high market prices. The disparity in research outcomes underscores the need for further research into marketing strategies, particularly in this study titled "Marketing Strategies for Red Rice in Compong Village, Pitu Riase District, Sidenreng Rappang Regency." Therefore, in order to enhance the marketing of red rice in Compong Village, Pitu Riase District, Sidenreng Rappang Regency, several research questions are formulated, namely, (1) what are the internal factors in the marketing strategies of red rice farmers in Compong Village, (2) what are the external factors in the marketing strategies of red rice farmers in Compong Village, and (3) what do red rice farmers employ the marketing strategies in Compong Village. Based on these research questions, the objectives of this study are as follows: (1) to identify the internal factors of red rice farmers in Compong Village, (2) to determine the external factors affecting red rice farmers in Compong Village, and (3) to analyze the marketing strategies employed by red rice farmers in Compong Village.

MATERIALS AND METHODS

This research was conducted in Compong Village from March to June 2023. The research method employed in this study is qualitative descriptive. There were four informants: red rice farmers, middlemen traders, retail traders, and agricultural educators. The informants were selected using purposive sampling technique, which means that the selection was not based on a guideline or population representation but on the depth of information required. [21] said that purposive sampling is carried out with the consideration that the chosen individuals

possess knowledge, experience, and understanding of the issues related to the subject under investigation. Data collection in this study consisted of primary data gathered through interviews using a questionnaire, while secondary data were obtained from the Compong Village government and the Pitu Riase District government.

Data analysis in this research involved SWOT analysis. The analysis began with the identification of environmental factors, both internal (strengths and weaknesses) and external (opportunities and threats) environmental factors. SWOT analysis compares external factors (opportunities and threats) with internal factors (strengths and weaknesses). Internal factors are incorporated into a matrix referred to as the Internal Strategic Factor Analysis Summary (IFAS), while external factors are included in a matrix known as the External Strategic Factor Analysis Summary (EFAS) [9].

RESULT AND DISCUSSION

1. Internal Factors in the Marketing Strategies of Red Rice Farmers in Compong Village

In determining alternative marketing strategies for red rice in Compong Village, it is essential to first analyze the internal factors that affect the overall performance of red rice farmers and are generally controllable. These factors encompass financial conditions (costs, production, and income), human resources (availability and capability of human resources), marketing (distribution and sales), production or operations, and management [6]. The strengths and weaknesses of red rice farmers can be observed in the following table.

Table 1. Internal Factors (Strengths and Weaknesses)

No.	Strengths/Kekuatan	Value	Rating	Score
1	Red rice has higher nutritional content compared to white rice, making it an added value to attract consumers.	0,14	2	0,28
2	Compong Village is situated in a fertile area suitable for rice cultivation, ensuring the availability of raw materials for red rice.	0,19	3	0,57
3	Support from the local government in the development of local products can present an opportunity to expand marketing strategies more broadly.	0,20	3	0,6
Total				1,45
No.	Weaknesses/Kelemahan	Value	Rating	Score
1	The level of public awareness regarding health remains low, as does consumer interest in red rice	0,15	2	0,3
2	Constraints related to entrepreneurs' resources and access to modern technology.	0,16	3	0,48
3	Limited experience and knowledge about marketing strategies	0,16	2	0,32
Total				1,1
Difference in Strengths and Weaknesses				0,35

Source: Primer Data, 2023.

Based on Table 1 above, internal environmental factors (IFAS) for strengths were selected with high scores, while weaknesses were chosen with the lowest scores. The primary strength in the marketing strategy analysis in Compong Village, Pitu Riase Subdistrict, Sidenreng Rappang Regency, is the support from the local government in the development of

local products, which presents an opportunity to expand marketing strategies more broadly, with the highest score of 0.6, a weight of 0.20, and a rating of 3. This result indicates that the government supports farmers in developing and broadly marketing their products.

On the other hand, weaknesses were selected with the lowest scores in the marketing strategy analysis in Compong Village, Pitu Riase Subdistrict, Sidenreng Rappang Regency, specifically the limitations in entrepreneurs' resources and access to modern technology, as well as the lack of experience and knowledge about marketing strategies, with a score of 0.3, a weight of 0.15, and a rating of 2. The limitations in entrepreneurs' resources in terms of education, knowledge, and skills significantly affect the management of their businesses, making it challenging for them to achieve optimal growth. Additionally, they need to gain knowledge about technology to enhance the competitiveness of their products [7].

2. External Factors in the Marketing Strategy of Red Rice Farmers in Compong Village

External factors are those that influence the performance of farmers and are generally not fully controllable. These factors encompass economic conditions (global economy), social and cultural aspects, political and legal factors (government policies related to rice products), technology, and competition [6]. The opportunities and threats for red rice farmers can be observed in Table 2.

Table 2. Table of External Factors (Opportunities and Threats)

No.	Opportunities	Value	Rating	Score
1	The significant market potential in the surrounding areas of Sidenreng Rappang Regency and major cities in South Sulawesi	0,17	3	0,51
2	The increasing awareness among the public regarding the importance of a healthy diet can drive the demand for red rice.	0,15	2	0,3
3	The ease of obtaining halal or organic certifications can enhance the product's image and provide a competitive advantage.	0,17	3	0,51
Total				1,32
No.	Threats	Value	Rating	Score
1	Tight competition with similar red rice products from other regions.	0,16	3	0,48
2	The possibility of fluctuations in raw material prices that can affect the selling price of the product	0,16	3	0,48
3	The tendency of the public to prefer white rice, which is more popular and readily available.	0,19	3	0,57
Total				1,53
Interval Score of Opportunities & Challenges				-0,21

Source: Primer Data, 2023

Based on the table 2 above, external environmental factors (EFAS) including opportunities were selected with high scores, while threats with the lowest scores. The main opportunity selected is the potential large market in the surrounding areas of Sidenreng Rappang Regency and major cities in South Sulawesi, with a score of 0.51, a weight of 0.17, and a rating of 3. This indicates that the market potential for red rice in Compong village is

quite extensive by leveraging the available opportunities. According to Munro & Giannopoulos (2018), market potential is a crucial component for developing business opportunity analysis to determine whether the created product has the potential to be absorbed by the market.

On the other hand, the main threat is the fierce competition with similar red rice products from other regions, with a score of 0.48, a weight of 0.16, and a rating of 3. This refers to intense competition with similar red rice products from other areas. According to Mutiara (13), this indicates that the main competition for red rice comes from traders who also sell rice and offer it to consumers at lower prices but with lower quality. Based on the IFAS and EFAS in marketing red rice in Compong village, it falls into quadrant II. The SWOT position of the Red Rice Marketing Strategy in Compong Village, Pitu Riase District, Sidenreng Rappang Regency, can be seen in the following diagram 1.

In light of the SWOT analysis diagram presented above, the positioning of the marketing strategy for red rice in Compong Village falls within Quadrant II (positive, negative). This positioning signifies a relatively robust marketing strategy for red rice in Compong Village (0.35), albeit confronting relatively minor challenges (-0.21). Based on this analysis, the employed strategy is diversification, aimed at maintaining the position of the marketing strategy for red rice in Compong Village amidst intensifying and evolving competition. This strategy can enhance product competitiveness and expand the market by capitalizing on existing opportunities. According to Astuti [3], diversification entails the strategy of introducing new products or improving existing product types to maximize profits, thus extending the reach of marketing efforts. Diversification can offer significant opportunities for business advancement.

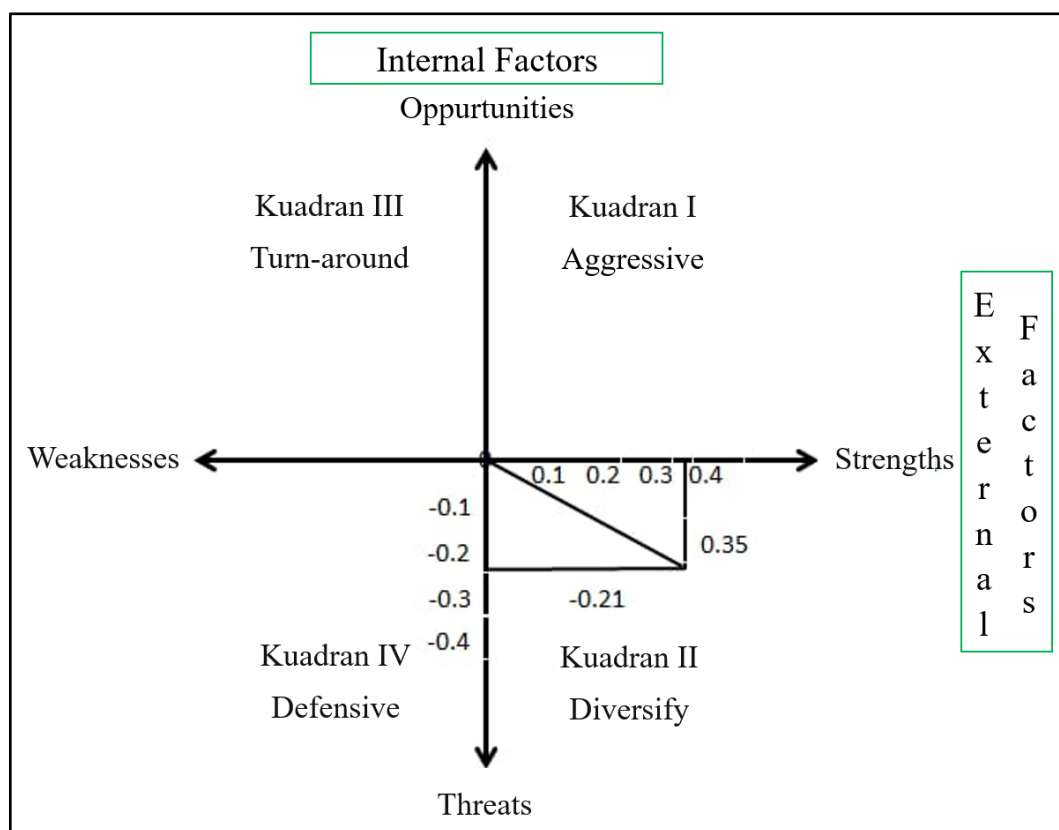


Diagram 1. Positioning of the SWOT Analysis in the Marketing Strategy of Red Rice

3. The Marketing Strategy of Red Rice Farmers in Compong Village.

In developing marketing strategies, it is crucial to consider internal strengths and weaknesses as well as external opportunities and threats. The surplus of red rice raw materials in Compong Village can serve as an internal strength that can be leveraged to meet the rising market demand for organic products.

In this research, it has been discovered that several strategies can be employed to strengthen the marketing efforts of red rice in Compong Village. Firstly, the Strengths-Opportunities (SO) strategy can be implemented by leveraging internal strengths to capitalize on external opportunities. One of the internal strengths possessed by Compong Village is the local farmers' experience and expertise in producing high-quality red rice. Compong Village can expand its marketing network to exploit external opportunities by collaborating with producers of red rice-based food products and participating in government programs that support red rice products. Consequently, Compong Village can utilize the abundant red rice raw materials available to meet the growing demand for red rice products. As suggested by Subikha et al. [20], to maximize strengths and capitalize on opportunities, Compong Village should focus on enhancing product quality, expanding market networks across various demographics, and harnessing information technology advancements to promote red rice, communicate its benefits and advantages, and gather market insights through social media and digital platforms.

Secondly, the Strengths-Threats (ST) strategy can be employed by leveraging internal strengths to mitigate external threats. One external threat that has emerged is competition from red rice products in the surrounding areas. To address this threat, Compong Village can maintain its product superiority by enhancing the quality of its red rice products and expanding its marketing network through collaboration with red rice food producers. As outlined by Mutiara et al. [13], the strategy generated by utilizing strengths to counter threats involves improving product quality and expanding the marketing network to mitigate competition from existing products.

Thirdly, the Weaknesses-Opportunities (WO) strategy can be adopted by rectifying internal weaknesses and seizing external opportunities. One internal area for improvement of Compong Village is the limited capital for business development. To overcome this weakness, Compong Village can leverage external opportunities by participating in government programs that support the development of small and medium-sized enterprises (SMEs). As proposed by Mutiara et al. [13], an alternative strategy resulting from mitigating weaknesses by capitalizing on opportunities involves addressing the capital limitations in business development by taking advantage of available opportunities, such as participating in government programs. One such government program is the National Economic Recovery Program (PEN), initiated by the government to revive the Indonesian economy in response to the impact of COVID-19. Some PEN programs for SMEs include interest rate or margin subsidies and the Presidential Assistance Program (Banpres) for productive micro-enterprises [8].

Tabel 3. Tabel Analisis Strategi SWOT

Internal	Strengths (S)	Weaknesses (W)	
	<ul style="list-style-type: none"> • Red rice possesses a higher nutritional content compared to white rice, thus representing an added value to attract consumers. • Compong Village is situated in fertile areas suitable for rice cultivation, ensuring the availability of red rice raw materials. • Support from local government authorities in developing local products can present an opportunity for expanding broader marketing strategies.. 	<ul style="list-style-type: none"> • The level of public awareness regarding health needs to be higher, affecting consumer interest in red rice. • Limited entrepreneurial resources and access to modern technology. • Need for more experience and knowledge regarding marketing strategies. 	
External	Opportunities (O)	SO Strategy	ST Strategy
	<ul style="list-style-type: none"> • Substantial market potential in the surrounding areas of Sidenreng Rappang Regency and major cities in South Sulawesi. • Increasing public awareness of the importance of healthy eating patterns can act as a driving factor in the demand for red rice. • The ease of obtaining halal or organic certifications can enhance product image and confer competitive advantages. 	<ul style="list-style-type: none"> • Enhancing the quality of red rice products by leveraging the experience and skills of local farmers. • Expanding marketing networks through collaboration with red rice food product manufacturers and participation in government programs supporting red rice products. • Utilizing the surplus of red rice raw materials available in Compong Village 	<ul style="list-style-type: none"> • Enhancing the competitiveness of red rice products by improving product quality and adjusting to fluctuating market prices. • Optimizing local marketing efforts and implementing more aggressive promotional strategies to compete effectively with red rice products from the surrounding regions.
	Threats (T)	WO Strategy	WT Strategy
	<ul style="list-style-type: none"> • Persaingan yang ketat dengan produk beras merah yang serupa dari daerah-daerah lain. • Kemungkinan adanya fluktuasi harga bahan baku yang dapat mempegaruhi harga jual produk. • Adanya kecenderungan masyarakat untuk lebih memilih beras putih yang lebih populer dan mudah di dapatkan. 	<ul style="list-style-type: none"> • Mencari akses informasi tentang teknik pemasaran yang efektif melalui program pemerintah atau melalui pelatihan dan pendampingan dari lembaga swadaya masyarakat atau perguruan tinggi yang ada di sekitar desa. • Mengoptimalkan modal yang ada dengan mencari kerjasama dengan pihak lain untuk pengembangan usaha pemasaran beras merah. 	<ul style="list-style-type: none"> • Meningkatkan daya saing produk beras merah dengan meningkatkan kualitas produk dan memperbaiki sistem pemasaran. • Mengantisipasi fluktuasi harga pasar dengan melakukan pengelolaan

Source: Primer Data, 2023.

Fourthly, the Weaknesses-Threats (WT) strategy can be adopted to address internal weaknesses and mitigate external threats. One internal weakness that has surfaced is the need for more experience in marketing red rice products. To overcome this weakness, Compong Village can learn from the experiences of other red rice farmers and seek guidance. As stated by Mutiara et al. [13], an alternative strategy resulting from minimizing weaknesses to counter threats, such as the lack of experience and knowledge in marketing and intense competition with existing products, involves promotional and advertising activities to introduce the product to a broader audience. This is expected to lead to improved product distribution and expanded market reach.

SWOT analysis can be used to assess the strengths, weaknesses, opportunities, and threats in developing a marketing strategy for red rice in Compong Village. By evaluating internal strengths such as abundant raw materials and local farmers' experience, and internal weaknesses such as a limited understanding of the market and underutilization of technology, the analysis aligns with the viewpoint of Padapi et al. [15], who suggested that technology adoption is still relatively low due to considerations of needs, the connection between technology use and marketing information, and farmers' considerations in developing their farming businesses. The information they acquire is discussed with extension agents.

The SWOT matrix analysis yielded coordinates (0.35, -0.21), placing it in Quadrant II, which signifies a diversification strategy. This position indicates that the marketing strategy for red rice in Compong Village is relatively strong (0.35) but faces minor challenges (-0.21). The recommended strategy is diversification, which means enhancing quality to maintain customer loyalty and acquire new customers and introducing other product variants to reach consumers across various segments. An example of product diversification is the innovation of processed red rice cereal products, which can serve as a healthy and nutritious snack alternative for preventing non-communicable diseases. It is safe and suitable for consumption by individuals with such conditions. This aligns with Putranto's perspective (2019) that a diversification strategy involves expanding business segments or geographic areas to broaden the existing market share.

Among these four strategies, the ST (Strengths-Threats) strategy can be adopted by leveraging internal strengths to mitigate external threats. One of the external threats that has emerged is competition from red rice products in the surrounding areas. To address this threat, Compong Village can maintain its product superiority by enhancing the quality of its red rice products and expanding its marketing network through collaboration with producers of red rice-based food products. According to Mutiara et al. [13], the strategy generated by utilizing strengths to counter threats involves improving product quality and expanding the marketing network to mitigate competition from existing products.

CONCLUSION

Based on the findings and analysis presented above, the following conclusions can be drawn:

1. Internal Factors of red rice farmers in Compong Village are as follows:
 - a. Strengths: The support from the local government in developing local products can serve as an opportunity to expand marketing strategies with the highest weightage of 0.20.

- b. Weaknesses: Limited resources among entrepreneurs and access to modern technology with the highest weightage of 0.16.
2. External Factors of red rice farmers in Compong Village are as follows:
 - a. Opportunities: There is substantial market potential in the surrounding areas of Sidenreng Rappang Regency and significant cities in South Sulawesi. The increasing awareness of the importance of healthy eating habits can drive the demand for red rice, with the highest weightage of 0.17.
 - b. Threats: There is a tendency among consumers to prefer white rice, which is more popular and readily available, with the highest weightage of 0.19.
3. The ST (Strengths-Threats) strategy can be adopted by leveraging internal strengths to mitigate external threats. One of the external threats that has emerged is competition from red rice products in the surrounding areas. To address this threat, Compong Village can maintain its product superiority by enhancing the quality of its red rice products and expanding its marketing network through collaboration with producers of red rice-based food products.

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