

Marketing Strategy Of Peanuts (*Arachis Hypogaea L.*) In Among Tani V Farmer Group, Rejuno Village, Karangjati District, Ngawi

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Abstract

This study aims to (1) identify internal factors that act as strengths and weaknesses in peanut marketing by the Among Tani V Farmer Group in Rejuno Village, Karangjati District, Ngawi, (2) identify external factors that serve as opportunities and threats in marketing, and (3) formulate appropriate marketing strategies to enhance the competitiveness of peanuts in the region. This research employs a descriptive qualitative method with purposive sampling. Data collection was conducted through observation, in-depth interviews, and document studies using primary and secondary data. Data analysis involved the IFE and EFE matrices to assess internal and external factors, an IE matrix to determine marketing strategies, and SWOT analysis to formulate the most suitable strategy. The results showed that the IFE matrix score was 2.1, and the EFE matrix score was 2.84, indicating the need for strategic marketing improvements.

Keywords: Peanut marketing, SWOT analysis, IFE-EFE matrix

Introduction

Indonesia is known as an agrarian country that relies on the agricultural sector as the backbone of its economy. One of its primary commodities is peanuts (*Arachis hypogaea L.*), which play a crucial role in the agricultural industry as a source of plant-based protein, raw material for the food industry, and animal feed. Ngawi Regency is one of the major peanut-producing regions, with a harvested area of 3,385 hectares in 2022 and a production yield of 20,575 tons. However, marketing remains a significant challenge for farmers, mainly due to price fluctuations, long distribution chains, and limited access to broader markets.

Additionally, the lack of digital technology utilization in marketing has resulted in limited market reach. Most farmers still rely on traditional sales methods, such as middlemen and local markets. This situation causes peanut selling prices to be lower than their potential value in other regions. Therefore, digital-based marketing strategies and expanded distribution networks are crucial factors that need to be developed.

The following is data on peanut production in Ngawi Regency for 2018-2022:

No.	Year	Harvested Area (Ha)	Production (Tons)	Productivity (Tons/Ha)
1.	2018	5.645	39.410	6,98
2.	2019	4.090	27.185	6,64

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3.	2020	3.411	21.836	6,40
4.	2021	3.657	22.040	6,02

(Source: Central Bureau of Statistics, 2018- 2022)

Effective marketing strategies are needed to enhance the competitiveness of peanuts in Ngawi Regency. Farmers face several challenges, including dependency on middlemen, lack of promotion, and limited capital for business development. Therefore, this study aims to identify internal and external factors influencing peanut marketing and formulate appropriate strategies to improve farmers' welfare.

Method

This study uses a survey method with a descriptive qualitative approach. The research location was purposively selected in Rejuno Village, Karangjati District, Ngawi Regency, one of the peanut production centers.

1. Data Sources

The data used in this study consists of primary and secondary data. Primary data was obtained through direct field observations and in-depth interviews with farmers and stakeholders.

Meanwhile, secondary data was collected from agricultural reports, relevant literature, and official publications.

2. Sampling Technique

The sample was selected using purposive sampling, with criteria including farmers actively engaged in peanut cultivation and marketing and having more than five years of farming experience. A total of 20 farmers from the Among Tani V Farmer Group were selected as primary respondents.

3. Data Collection Techniques

Data collection was conducted through three main techniques:

- Observation: Examining farming conditions and peanut marketing patterns.
- In-depth Interviews: Conducted with farmers, collectors, and local agricultural authorities to gather marketing-related information.
- Documentation: Collecting historical data, agricultural reports, and market price information.

4. Data Analysis Techniques

The data obtained was analyzed using several analytical tools, including:

- IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) Matrices: Used to identify strengths, weaknesses, opportunities, and threats in peanut marketing.
- IE (Internal-External) Matrix: Used to determine the most suitable marketing strategy under current conditions.
- SWOT Analysis: Used to formulate an appropriate marketing strategy by considering internal and external factors affecting peanut.

RESULT AND DISCUSSION

The study results indicate that peanut marketing in the Among Tani V Farmer Group still faces several challenges, including price fluctuations and limited access to broader markets.

Table 2. IFE and EFE Matrix Analysis Results

Factor	Weight Rating	Score
High product quality	0.20	0.80
Well-organized farmer group	0.15	0.45
Low marketing technology adoption	0.10	0.20
Limited market access	0.15	0.30
Increasing market demand		0.80
Government support	0.20	0.60
Total Score	1.00	3.15

The results indicate that the total IFE matrix score is 3.15, meaning the farmer group has strong internal conditions but needs improvements in marketing strategies.

Meanwhile, the EFE matrix results suggest that external opportunities, such as rising market demand and government support, should be leveraged to expand market distribution.

Recommended Marketing Strategies:

1. Utilization of Digital Marketing: Expanding market reach through social media and e-commerce platforms like Shopee, Tokopedia, and Bukalapak.
2. Business Partnerships: Collaborating with major distributors and the food industry to ensure price stability and sales volume.
3. Product Diversification: Developing processed peanut-based products such as peanut butter, healthy snacks, and plant-based protein products.
4. Quality Standard Improvement: Implementing stricter production standards to enhance market competitiveness.
5. Optimization of Farmer Cooperatives: Strengthening farmer cooperatives to improve product distribution and marketing.

Conclusion

Peanut marketing in the Among Tani V Farmer Group requires further improvements, especially in digital marketing and market access. The IFE analysis shows that the group has strengths in product quality and organization but faces challenges in marketing technology and limited market reach. Meanwhile, the EFE analysis indicates that increasing market demand and government support present significant opportunities, although competition and price fluctuations remain threats.

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