The Importance of Implementing Marketing Strategies for Online Food Business Advantages in Nabire

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Abstract

The development of online business is growing day by day. Online businesses are everywhere in offering several products that become consumer needs, this has an impact on Papua. This Online Business is not only using the Online Business web with paid domains and hosting, but also many who use social media facilities such as Facebook, Twitter, Whatshap, and there are still many routes that are used to sell. Research Objectives To find out how the marketing strategy implementation model is used so that Online Food business excellence can be achieved in Nabire in addition to knowing how to implement Marketing Strategy towards Online Food Business excellence in Nabire and find out the factors that influence the implementation of marketing strategies on business excellence. Online Food in Nabire. The method used in this study using descriptive research methods. The results of the study show that the implementation of marketing strategies, online business people in offering food products sold online in the city of nabire, is much more dominant and easier to introduce the types and kinds of food products so that consumers can easily reach existing needs.

I. Introduction

Marketing is a strategy that is fundamental to any Online Business that aims to increase profits and company value. Every Online Business certainly has a marketing strategy designed to win the competition in meeting market needs. Based on the Law on Information and Electronic Transactions (UU ITE) it states that Electronic Transactions are legal acts carried out using computers and/or other electronic media. Marketing of new product offerings to customers is done to foster brand trust in customers. An online business certainly has hope that is sustainable in its marketing strategy, namely in the long term in meeting market needs and becoming a leading company through the products offered. To excel in winning the market competition, the brand trust of an online business in the customer must be visible. Brand trust of an online business is one of the hopes and objectives of an online business from its promotional activities which can be influenced by several factors such as information quality, previous experience and security. The development of online business is growing day by day. Online businesses are everywhere in offering several products that are consumer needs. The development of online business is growing day by day. Online businesses are everywhere in offering several products that are consumer needs. The development of online business is growing day by day. Online businesses are everywhere in offering several products that are consumer needs.Acmad Sanusi. (1994).

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

This Online Business is not only using the Online Business web with paid domains and hosting, but also many who use social media facilities such as Facebook, Twitter, Whatshap, and there are still many routes that are used to sell. This online business is also not only dominated by entrepreneurs who are experts in marketing in the internet world, but there are also online business owners who are housewives or those who are still working in the office. This business can be used as a side business. But for those who live it as their main business and focus on their development, there is no less. According toCjiptono, Fandy, 2007,With more and more Online Business owners who are aware of the power of internet marketing for business development, Online Business has become a kind of trending for the business world. Online business is growing rapidly along with the increase in internet users and the development of globalization. The market opportunities for businesses related to websites are so many that marketers need to develop strategies to sell their products or services. To be able to realize an online business activity that is carried out, it cannot be separated from how the marketing strategy is used so that the implementation of the online business can run well. Abdullah, M. 2014.In this case what is meant by Marketing Strategy is a strategy that is used by individuals and companies that produce goods or services on an ongoing basis to win market competition on an ongoing basis. The preparation of a comprehensive business plan is based on a good marketing strategy as well. The following are several types / models of marketing strategies in marketing a product in a more effective and efficient way, namely:
a) Using Paid Ads
b) Transactional Marketing
c) Marketing through social media
d) Interactive Marketing
e) Content Marketing.

Transactions through the internet are in great demand because most people no longer have much time to go shopping and choose a product. Due to the increasingly complex level of community activity. With sales promotion through the internet, customers can choose the products they need anytime, anywhere with various types of products offered by marketers with very varied selling prices compared to shopping at malls, shops or boutiques. In this era of globalization, the internet has become an important communication medium for everyone. On this occasion the author pays more attention to the activities of the Online Food Business in Nabire, where with the increasing level of busyness of tasks and work both in offices and other private organizations as well as with the urgency of distance and time, it creates a desire from producers to try to prepare one form of online product in the form of food that can be sold online and is ultimately in demand by potential consumers. In the development of marketing communications, the Internet is a tool that is being widely discussed and used by everyone in all regions. Even the development of the internet from year to year is increasing. With the increase in the level of internet users, online shopping services have also increased along with the growing

demand for online shopping. Currently there are online businesses with several sites that can bring together sellers and buyers of a product.Hasibuan, Malayu, (1995,In addition, the existence of trust in the brand has a very important role for the brand, if the effect of this brand trust is not controlled, it can lead to consideration of an excessive level of customer satisfaction in developing consumer commitment to the product (Kotler, P. & Armstrong, G. (2012),Erna Ferrinadewi,2008: 148). According to Syed Shah Alam and Norajaya Mohd Yasin (2010) that the quality of information also influences in increasing customer knowledge and awareness as well as their perceptions of the brand which will also affect the level of trust of the brand. According toHandoko, T Hani,1995,the existence of good quality information will increase customer knowledge so that customers can identify the difference between shopping online and shopping directly. So, the quality of information is very important in increasing customer confidence in a brand. In the online business business, the customer experience in transactions also needs to be considered in increasing brand trustFerrinadewi, Erna, 2008, said that previous experiences experienced by customers due to post-purchase customer dissatisfaction can affect the brand's trust and perception to carry out a customer behavior to report complaints to the company concerned or even decide to switch to another company that offers similar products.

In addition to some of the things described above, the security factor is also one of the things in increasing brand trust in an online business. According to Ali Hasan (2013: 800) there are two (2) security issues that must be considered by website owners, namely security during transactions that carried out on the website and the security of data collected and stored by customers and visitors. Most of the perpetrators of crime are in the form of fraud, this does not only come from the seller but also from the buyer. This can be overcome by increasing vigilance when shopping online for buyers and for sellers to be more careful in accepting potential buyers. Based on the description of the problem that has been stated above, in this case the author describes the problem, namely:

1. Post-purchase customer dissatisfaction can affect the trustworthiness of existing food products.
2. The form of fraud that comes from the seller but also from the buyer is also one of the problems in the online food business.

So with this the author conducts a study entitled "The Importance of Implementing Marketing Strategies on the Advantages of Online Food Businesses in Nabire Regency".

1.1 Restricting the problem

Based on the description and with limited time and energy, the author can limit the problem only to the Importance of Marketing Strategy Implementation on the Advantages of Online Food Business in Nabire Regency.

1.2 Formulation of the problem

After the problem is researched, it can be determined what variables are studied and how the relationship between one variable and another variable can be answered accurately, then the problem to be studied needs to be formulated specifically. According to*Siagian Sugiyono,*2004 states that the problem is where the most important part in a research process, because the problem can provide clues in the form of the type of information that we will really need. Based on the above definition, the researchers put forward the formulation of the problem as follows:

1) How is the Marketing Strategy Implementation Model used so that the excellence of the Online Food Business can be achieved in Nabire?
2) How is the effort to implement the marketing strategy towards the excellence of the Online Food business in Nabire?

3) What are the factors that influence the implementation of marketing strategies on the superiority of the Online Food business in Nabire?

II. Research Method

Research objectives according to Achmad Sanusi (1985:29) are questions about what we want to achieve? The objectives of this research are

1. To find out how the marketing strategy implementation model is used so that the online food business excellence can be achieved in Nabire.
2. To find out how the efforts to implement the Marketing Strategy towards the excellence of the Online Food Business in Nabire.
3. To find out the factors that influence the implementation of marketing strategies on the superiority of the Online Food business in Nabire.

2.1 Research Uses
This scientific research is expected to be useful for:
1. To obtain information and knowledge in the development of the Online Food Business business by using the right and good marketing strategies.
2. The results of this study are expected to provide a meaningful contribution to online food business entrepreneurs regarding the development of the implementation of marketing strategies.
3. As a reference for other parties who will conduct further research on the object of research in the same matter.
4. Provide information for researchers and other parties who want to study the same problems in the field of marketing to the public about the advantages of the Online Food business.

2.2 Framework of thinking
The framework of thinking is part of the research that describes the flow of the researcher's mind, in providing explanations to others why researchers have assumptions as stated in the hypothesis. According to Uma Sekaran (1992: 39) states that the frame of mind is a conceptual model of how theory relates to various factors that has been defined as an important problem. Sugiyono (2001) says that the framework of thinking is a synthesis of the relationship between variables compiled from various theories that have been described. Marketing strategy will only be realized if it is carried out in accordance with its functions and roles. The function of the marketing strategy is directly related to the social situation in the life of the consumer community. which implies that the marketing strategy is both inside and outside of the situation. In carrying out its functions and roles, marketing strategies are adapted to those that develop both within the organization itself and those outside the organization. While the Online Business Advantages are used to serve consumer needs. This research is expected to be able to explain the marketing strategy (Free Variable/Variable X) to the advantages of Online Business (Bound Variable/Variable Y). The Business Excellence variable is measured by indicators of websites, blogs, and social media accounts to provide support to consumers, while the Marketing Strategy variable is measured by indicators of Product, Price and Promotion.

2.3 Brief History of the Research Site

Nabire as it is now called is a district government area located around the Bird's Neck, Papua Island. In its development, Nabire has gone beyond the phases before the entry of the Dutch Government, the era of the Dutch Government and the era of the government of the Republic of Indonesia until now. Nabire in relation to governance and development today is an abbreviation of the words N-Comfortable, A-Aman, B-Clean, I-Indah, R-Friendly, E-Elok which means that Nabire (Comfortable, Safe, Clean, Beautiful, Friendly and Elegant) is a condition that is expected and requires the involvement of all levels of society to make it happen. Nabire Regency consists of 15 districts, 9 sub-districts and 72 villages with a total area of 12,075.00 Km2 and with a population of 172,787 people (in 2020). In Indonesia, the first Online Business was initiated by Andrew Darwis. A work that is produced is Kaskus, a forum where you can chat and chat casually with additional features, namely buying and selling forums. Then computer enthusiasts know the name of the biggest online business to date is Bhinneka.com. Bhinneka has become a giant online store that stands to this day. Many say that Bhinneka.com is one of the first online stores in Indonesia. Not long after, Toko Bagus.com appeared, which shocked the public. Tokobagus.com is considered to be the culmination of the emergence of awareness to shop online in the community. M. Iqbal Hasan, 2002, Tokobagus. com introduces easy features such as search.

2.4 The State of Online Food Business Marketers

Table 1. The State of Online Food Business Marketers by Gender

No	Gender	Amount
1.	Man	1 person
2.	Woman	19 People
Amount		20 people

Data Source: Author 2021

III. Result and Discussion

3.1 Data Presentation

The presentation of this data is done to provide data that has been obtained at the research site, using data processing techniques, then the author then presents it on each indicator contained in the questionnaire.

3.2 Marketing Strategy (Free Variable)

In this section, the author presents the data that has been collected based on a list of questions that the authors have posed to respondents as many as 20 people about marketing strategies with three (3) indicators, namely Product, Price and Promotion, to further analyze how much income from online food marketing strategies that have been implemented. determined by business owners in Nabire district. In accordance with the respondents' answers that have been collected, it can be seen in the tables below

3.3 Product

From the research results obtained in the field, the authors present respondents' answers about business owners being able to carry out tasks in accordance with their main tasks as follows: Table 1 on the Types / Kinds of online food products offered by business people to be of interest to consumers from 20 respondents who answered in the answer category there are always 9 people (45%), the answer category is sometimes the answer is 9 people (45%) and the answer category is never 2 people (10%)

Table 2

No	Answer Category	Frequency	Percentage
1.	Always	2	10%
2.	Sometimes	10	50%
3.	Never	8	40%
	Amount	20	100%

Data Source: Processed results of primary data, 2021

Respondents' responses about food sold online offered by online businessmen can be recognized by consumers

Table 2 about food sold online offered by online business people can be recognized by consumers from 20 respondents who answered in the answer category Always 2 people (10%), the answer category sometimes amounting to 10 people (50%) and answer categories Never amounted to 8 people (40 %)

3.4 Price

From the research results obtained in the field, the authors present respondents' answers about business owners being able to offer online food at affordable prices in accordance with their main tasks as follows:

3.5 Data analysis

2 regarding food sold online offered by Online Businessmen can be recognized by consumers, respondents answered that the dominant answer in the category of answers was sometimes as many as 10 respondents or (50.00%). Thus, it can be explained that food products sold online are offered by online businessmen so that they can be recognized by consumers. This shows that online food entrepreneurs have not used the right way to introduce their products.

a. Price

Based on the results of the presentation of data in table 4.3 regarding the prices set by Online Businessmen for food products sold online that are offered to consumers, the respondents who answered dominantly in the category of answers were sometimes as many as 10 respondents or (50.00%). Thus, it can be explained that the prices set by online businesses for food products sold online vary according to the type of online food offered. Based on the results of the presentation of data in table 4.4 about the prices offered by online business people can be reached by consumers, respondents answered dominantly in the category of answers sometimes as many as 10 respondents or (50.00%). Thus, it can be explained that the prices offered by online businesses that can be reached by consumers are varied. This shows that consumers can choose the type of food online according to their tastes and financial capabilities.

b. Promotion

Based on the results of the presentation of data in table 4.5 about the form of promotion carried out by business people in introducing food products online to consumers, respondents answered dominantly in the category of answers sometimes as many as 9 respondents or (45.00%). Thus, it can be said that the form of promotion carried out by business people in introducing food sold online is flexible. This shows that food sold online can be promoted besides being able to be done online but can also be done door to door. Based on the results of the presentation of data in table 4.6 on how online businesses promote food products online that are offered to consumers, respondents answered dominantly in the answer category as many as 9 respondents or (45.00%).

3.6 The Advantages of Online Food Business (Bound Variable) Website

Based on the results of the presentation of data in table 4.7 regarding the name of the website used by online businesses in introducing food products sold online, respondents answered that the dominant answer category was sometimes as many as 9 respondents or (45.00%). And the respondents who answered the never answer category were 9 respondents or (45.00%). Thus, it can be explained that online businesses in introducing food products sold online are flexible. This shows that not all consumers have been able to use the website to search for types / food products that are sold online. Based on the results of data presentation in table 4.8 about consumers can use the website in finding information about food products that are sold online, respondents answered dominantly in the never answer category as many as 11 respondents or (55.00 %). Thus it can be explained that consumers in using the website to find out information about food products that are sold online are never. This shows that not all consumers can use the website to find out information about a product on offer.

a. Blog

Based on the results of data presentation in table 4.9 about the Blog model used by online businesses in introducing food products that are sold online to consumers, respondents answered dominantly in the never answer category as many as 11 respondents or (55.00 %). Thus it can be explained that the blog model used by online businesses in introducing food products that are sold online is never. This shows that not all consumers know and know the Blog model used by online businesses in introducing their products. Based on the results of the presentation of data in table 4.10 about using a blog, online businesses can more easily introduce the food products offered to consumers, respondents answered dominantly in the never answer category as many as 10 respondents or (50.00%). Thus, it can be explained that the blog model used by online businesses in introducing food products sold online is never. This shows that consumers sometimes in buying food products on offer prefer to buy them directly.

b. Social Media Account

Based on the results of data presentation in table 4.11 about social media helping to introduce food products sold online, respondents answered dominantly in the always answer category as many as 15 respondents or (75.00%). Thus it can be explained that social media also helps online businesses in introducing food products. This shows that consumers can buy a food product that is sold online using social media but must have a good internet network. Based on the results of data presentation in table 4.12 about consumers being able to use social media in buying food products sold online, respondents answered dominantly in the always answer category as many as 15 respondents or

(75.00%). Thus it can be explained that consumers can always use social media in buying food products that are sold online. This shows that the social media used to introduce a food product that is sold online also depends on a good internet network because if there is an inadequate internet network, the social media used to introduce a product online cannot be done.

IV. Conclusion

From the results of research conducted by the authors can make some conclusions from the indicators used as follows:
1. In the implementation of marketing strategies, Online Businessmen in offering food products sold online introduce the types and kinds of these products.
2. In the implementation of marketing strategies, online businessmen introduce food products that are sold online to consumers.
3. In the implementation of the marketing strategy, food products sold online are set at a number of prices that can be reached by every consumer.
4. Food businesses that are sold online can be introduced by online businesses through various social media that can be seen by every consumer.
5. Consumers can use social media to find out about the food business that is sold online.

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