

Marketing Strategy of Agriku Product (Tuna Chili Sauce) at Muhammadiyah University of Parepare

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ABSTRACT. Tuna chili sauce is one of the local processed products from Agriku MSME, which is marketed within the Muhammadiyah University of Parepare. This product has a distinctive taste and considerable market potential among students and academic staff. However, the marketing of this product still faces several challenges, such as limited production capacity and suboptimal promotional efforts. The objectives of this study are: 1) To identify internal and external factors affecting the sales of Agriku's tuna chili sauce at Muhammadiyah University of Parepare; and 2) To analyze effective marketing strategies to increase its sales within the campus environment. This research employs a descriptive quantitative method, utilizing a SWOT analysis approach, and data collection techniques that include observation, questionnaires, and documentation. The results show that the product's strengths lie in its flavor quality and attractive packaging, while its weaknesses are limited promotion and production capacity. Opportunities include high market demand and support from the university, whereas threats come from competing products. This study yielded several practical marketing strategies, including optimizing product strengths through targeted social media promotion, expanding distribution reach beyond the campus, incrementally increasing production capacity, and developing product variations to address market competition. These strategies were derived from a SWOT analysis that positioned the product in Quadrant II (diversification strategy), where the organization possesses internal strengths but faces external threats.

Keywords: *Agriku, Marketing, Marketing Strategy, SWOT Analysis, Tuna Chili Sauce.*

INTRODUCTION

Entrepreneurship is essential for a country because it can help improve the economy (Darmayanti & Rahayu, 2018). Entrepreneurship has several orientations, namely innovation orientation, risk orientation, proactive orientation, aggressive competitive orientation, autonomy orientation, and knowledge orientation (Rahman, 2020). Kasmir (2016) defines entrepreneurship as an activity that channels creativity in various fields that have economic value and competitiveness, thereby providing value to everyone involved. Entrepreneurship is the ability to create something new and different. The ability to see and take advantage of existing opportunities, mobilize available resources, and face challenges in managing risks to develop a sustainable and profitable business (Syahbudi, 2021).

Entrepreneurship can also be understood as a process of making bright and bold decisions in the face of uncertainty and risk to achieve profitable goals. The success of an entrepreneur is not only determined by innovative ideas, but also by the ability to plan, manage, and respond to market changes (Nursanti et al., 2024).

One of the ongoing entrepreneurial initiatives at Muhammadiyah University of Parepare is the Agriku product business, which is currently operational and supported by the Center for Research and Innovation in Post-Harvest Agricultural Processing. Sambal is a spicy sauce native to Indonesia, typically made from chili peppers as the main ingredient, combined with other ingredients such as garlic, shrimp paste, tomatoes, sugar, and salt. Sambal has hundreds of variations across the Indonesian archipelago, each with its unique flavor, such as sambal matah from Bali or sambal terasi from Java. In addition to providing a spicy flavor, sambal is believed to stimulate the appetite and is a popular condiment in many Asian countries, particularly Indonesia. It serves as a side dish during meals, whether breakfast, lunch, or dinner (Suwandono et al., 2021). In the production of sambal, the ingredients used have specific functions in shaping the characteristics, flavor, and shelf life of the sambal (Sulistijowati et al., 2020). Historically, sambal was first known during the colonial era and is documented in various cultural manuscripts.

Agriku is a platform for agribusiness students focused on fostering creativity. It is one of the businesses producing tuna sambal, with the hope that this product can become a flagship of Agriku.

MATERIALS AND METHODS

This study was conducted at the Center for Research and Innovation in Post-Harvest Management of Agriculture, Muhammadiyah University of Parepare. The research period was from December 2024 to January 2025. The research location was selected purposively, as it could provide students with educational opportunities in entrepreneurship. According to Sugiyono (2017), a sample is a subset of a population that serves as a data source in research, where the population refers to the total number of individuals or objects that possess a specific characteristic. The sample in this study was selected intentionally, consisting of individuals considered most knowledgeable about the required information. This was done because they were deemed highly competent to provide information related to the research to be conducted. Therefore, the sample size was eight individuals, including one business owner, three workers, and four additional respondents.

In this study, two sources of data are used: primary data and secondary data. Primary data is data obtained through interviews or questionnaires, which means that this data source provides the researcher with data that is collected directly. The subjects in this interview included business owners, employees, and additional respondents—specifically, individuals considered most knowledgeable about the required information. Secondary data consist of general information about Bionuisi SMEs and several scientific studies supporting this research. The data collection techniques used were observation, interviews, questionnaires, documentation, and literature review.

RESULTS AND DISCUSSION

The characteristics of the respondents in this study describe the background of the individuals who participated in the survey and completed the questionnaire. The characteristics studied include gender, age, and education level. The following are the results of the classification:

Table 6.1 Classification of Respondents Based on Gender

No	Gender	Number of Respondents	Percentage
1	Male	4	4
2.	Female	5	55.6
Total		9	10

Based on the data in the table above, there were four male respondents (44.4%) and five female respondents (55.6%). This indicates that student involvement in consumption activities and providing input on the purchase of UMKM products, such as tongkol fish sambal, is pretty balanced between males and females. However, there is a slight tendency toward higher participation among women, who generally show greater enthusiasm for local products and regional cuisine, both in terms of taste, packaging, and nutritional value.

Table 6.2 Classification of Respondents by Age

No.	Age Group	Number of Respondents	Percentage
1	20	7	77.8
2	25 -	2	22.2
Total		9	100

This table shows that the majority of respondents are in the 20–25 age group, with seven people or 77.8%, while those aged 25–30 are two people or 22.2%. This suggests that most respondents are individuals in the early productive age group, which is also a potential target market for Agriku's tuna sambal product on campus.

This age group is known for being adaptable to technological developments, following culinary trends, and actively sharing information through social media. These characteristics make them a highly relevant segment for Agriku's digital marketing strategy. Therefore, a marketing approach that emphasizes promotion through digital platforms, such as Instagram and TikTok, as well as participation in campus activities, is considered effective in reaching consumers in this age group.

Table 6.3 Classification of Respondents Based on Educational Level

No.	Education Level	Number of Respondents	Percentage
	Undergraduate	5	55.6
2	Undergraduate	2	2
	Master	2	22.2
Total		9	100

Most respondents were active students (5 people, 55.6%), followed by bachelor's degree graduates (2 people, 22.2%), and master's degree graduates (2 people, 22.2%). This educational background suggests that respondents possess sufficient academic knowledge to appreciate the value of local products, such as Agriku's tuna sambal, and are also familiar with digital marketing strategies.

Respondents with higher education levels are generally more critical and selective in their product choices, considering aspects such as quality, price, packaging, and added value, including nutritional content or unique flavors. Additionally, they are more responsive to creative and informative promotional activities, particularly through social media and support from influential student figures (campus endorsements). Therefore, the presence of respondents from diverse educational backgrounds strengthens the validity of Agriku's marketing strategy, indicating that it is targeting the right segment and has the potential to expand further.

Internal Factor Analysis (IFAS)

Internal factors encompass the product's internal strengths and weaknesses, which can impact its marketing performance.

Table 6.4 IFAS Matrix for Agriku Product

No.	Internal Factors (from the questionnaire)	Rating	Weight	Weighted Score
Strength				
1	Competitive pricing and unique packaging	3.	0.25	0.88
2	Wide market segmentation	3.5	0.25	0.88
3	Product durability	2.	0.25	0.7
4	Product innovation	3.1	0.25	0.78
Total			1.0	3.24
Weakness				
5	Not yet known to the market	2.5	0.25	0.62
6.	The equipment is inadequate	3.1	0.	0.77
7.	Unpopular among all groups	3.1	0	0.77
8.	Unsustainable production	3.3	0.25	0.82
Total			1.0	2.98

Based on the results of the IFAS Matrix (*Internal Factor Analysis Summary*) analysis, it can be concluded that the internal strengths of the "Agriku" tuna sambal product outweigh its weaknesses. This is reflected in the total strength score of 3.17, which is higher than the weakness score of 2.98. The prominent strength factors include competitive product pricing with unique and attractive packaging, as well as a broad market segmentation that spans from children to adults. These two factors each received the highest weighted score of 0.88, indicating that Agriku products have advantages in terms of price, visual design, and market appeal. Additionally, product innovation and good durability are also added values, although they are still secondary to aspects such as packaging and price. However, several significant weaknesses require attention, including unsustainable production practices, limited production equipment, and inadequate product awareness in the market. The highest weakness weight score of 0.82 was found in the unsustainable production factor, indicating a need to strengthen operational and production management to maintain consistent product availability.

External Factor Analysis (EFAS)

External factors include opportunities and threats from the external environment that influence marketing strategies.

Table 6.5 EFAS Matrix for Agriku Products

No.	External Factor (from questionnaire)	Rating	Weight	Weighted Score
Opportunity				
1	Market interest in local products	3	0.25	0.75
2	Potential as a regional hamper	4.	0	1
3.	Online sales and social media	3.3	0.25	0.82
4	Collaboration with influencers	3.	0.	0.
Number of Opportunities			1.0	3.3
Threat				

5	Many similar products	4.	0	1.
6.	Criticism on social media	3.6	0.25	0.90
7.	Changes in market preferences	3.3	0.25	0.82
8	Increase in raw material prices	3.3	0.25	0.8
Number of threats			1.0	3.54

The results of the EFAS Matrix analysis (*External Factor Analysis Summary*) indicate that the opportunity factor scored a total of 3.39, slightly lower than the threat factor score of 3.54. This suggests that while Agriku products have decent development prospects in the market, they also face significant external challenges. The greatest opportunities come from the increasing public interest in local products and support for MSMEs, as well as the potential of this product as a regional specialty gift or souvenir. On the other hand, the main threats come from the large number of similar competing products, the spread of criticism through social media that can affect brand image, and rapid changes in consumer tastes. Rising raw material prices also constitute an external factor that must be anticipated to prevent a significant decline in profit margins.

Examining the comparison between strength and weakness scores ($3.17 > 2.98$) and between opportunity and threat scores ($3.39 < 3.54$), the strategic position of Agriku products is characterized as being in a fairly defensive situation. This means that while the product has strong internal strengths, external pressures are significant. Therefore, the most effective strategy to implement is to leverage all available strengths, particularly in terms of pricing, packaging, and market segmentation, to address and mitigate existing market threats. At the same time, improvements must also be made to internal weaknesses, such as production continuity and promotion, as well as strengthening collaboration and utilizing digital media in response to rapidly changing external dynamics. This strategy is expected to maintain the existence of Agriku products while also opening up opportunities for future growth.

After analyzing internal and external factors using the IFAS and EFAS matrices, it was determined that the highest score from the IFAS factors came from the strength variable. In contrast, the highest score from the EFAS came from the threat factor. This indicates that Agriku products have potential strengths that can be maximized, but on the other hand, they also face significant external threats. To determine the appropriate strategy, the organization's position coordinates were calculated using the following formula:

Table 6.6 SWOT Matrix

IFAS EFAS	STRENGTH (S) (Identify 4-10 internal strength factors)	1. WEAKNESSES (W) (Identify 4-10 internal weaknesses)
	<ol style="list-style-type: none"> 1. Competitive pricing with high-quality taste and unique, creative packaging 2. Wide market segmentation 3. Longer product shelf life 4. Agriku's product innovation is highly creative 	<ol style="list-style-type: none"> 1. Not well-known in the market 2. Inadequate technology 3. Not appealing to all segments, especially those not accustomed to ready-to-eat meals. 4. Production is not sustainable
OPPORTUNITIES (O) (Identify 4-10 external opportunity factors)	1. SO Strategy	WO Strategy
<ol style="list-style-type: none"> 1. Increasing consumer interest in local products. 2. Suitable as souvenirs or gift baskets, the product has the potential to enter the local souvenir 	<ol style="list-style-type: none"> 1. Offer products at affordable prices with creative packaging to attract local consumers who are increasingly supporting domestic products. 2. Expanding marketing 	<ol style="list-style-type: none"> 1. Conduct online sales by emphasizing the brand and local wisdom 2. Expanding marketing reach to various segments and participating in local events 3. Utilizing the unique shape and durability of products to market them as creative, locally distinctive

<p>market.</p> <p>3. The online market has significant potential, with sales generated through marketplaces and social media.</p> <p>4. Collaborate with food influencers to introduce Agriku products</p>	<p>reach to various age segments through partnerships with online ride-hailing services and participation in local events</p> <p>3. Leveraging the unique shape and durability of products to market them as creative, locally distinctive souvenirs</p> <p>4. Increasing production capacity through government-supported SME programs and local promotions</p>	<p>souvenirs</p> <p>4. Enhancing self-sufficient production capacity by leveraging government SME support programs and local promotions.</p>
<p>THREATS (T) (Identify 4-10 external threat factors)</p> <p>1. Many similar but not identical products</p> <p>2. Criticism and reviews on social media can spread and impact brand image</p> <p>3. Consumer preferences and food trends change rapidly</p> <p>4. Rising raw material prices can reduce profit margins</p>	<p>ST Strategy</p> <p>1. Maintain competitiveness by emphasizing unique packaging and distinctive flavors that are difficult for competitors to replicate. Continue to develop innovations and adapt to market trends.</p> <p>2. Strengthen service and quality for all market segments and actively manage social media to respond directly to complaints or criticism</p> <p>3. Regularly innovate product forms and flavors to stay aligned with market trends and evolving consumer preferences</p> <p>4. Optimizing inventory management and financial planning, then increasing sales volume to distribute the impact of rising raw material prices</p>	<p>WT Strategy</p> <p>1. Maintain competitiveness by emphasizing unique packaging and distinctive flavors that are difficult for competitors to replicate</p> <p>2. Strengthening service and quality for all market segments and actively managing social media to respond directly to complaints or feedback</p> <p>3. Regularly innovate product forms and flavors to align with market trends and evolving consumer preferences</p> <p>4. Control production costs through raw material efficiency and maintain quality to keep prices affordable without sacrificing profit</p>

Identification of Internal and External Factors

Identification was conducted using the IFAS (*Internal Factors Analysis Summary*) and EFAS (*External Factors Analysis Summary*) matrices. Data collection was carried out through the distribution of questionnaires to 9 student respondents, supplemented by observations and direct interviews with producers.

Table 6. 11 table of strengths, weaknesses, opportunities, and threats

Strength				Weakness			
No	Rating	Weight	Score	No.	Rating	Weight	Score
Match 1	3.5	0.25	0.85	Match 1	2.5	0.25	0.62
Part 2	3.5	0.25	0.85	Part 2	3.1	0.25	0.77
Part 3	2.8	0.25	0.7	Part 3	3.1	0.25	0.7
Part 4	3.1	0.25	0.77	Part 4	3.3	0.25	0.82

Total Strength			3.17	Total Strength			2.98
Opportunities				Threats			
No.	Rating	Weight	No	No	Weight	Score	
Match 1	3	0.25	0.75	Game 1	4	0.25	1
Part 2	4	0.25	1	Part 2	3.6	0.25	0.9
Part 3	3.3	0.25	0.82	Part 3	3.3	0.25	0.82
Part 4	3.3	0.25	0.82	Part 4	3.3	0.25	0.82
Total Opportunities			3.39	Total Threats			3.54

Based on the results of the questionnaire data recapitulation from six internal respondents for the strengths and weaknesses aspects, and three external respondents for the opportunities and threats aspects, it can be seen that the "Agriku" tuna sambal product has quite strong internal strengths. This is evident from the high weighted scores on the strength indicators, particularly regarding competitive pricing and attractive packaging, with most scores ranging between 0.75 and 1.00. Additionally, product innovation and broad market segmentation also received consistently high scores from all respondents, indicating that this product has a unique appeal for consumers who prefer creative and affordable UMKM products. Stable scores indicate positive perceptions of the product's internal quality, particularly in terms of visual appeal, pricing, and the diversity of its target market.

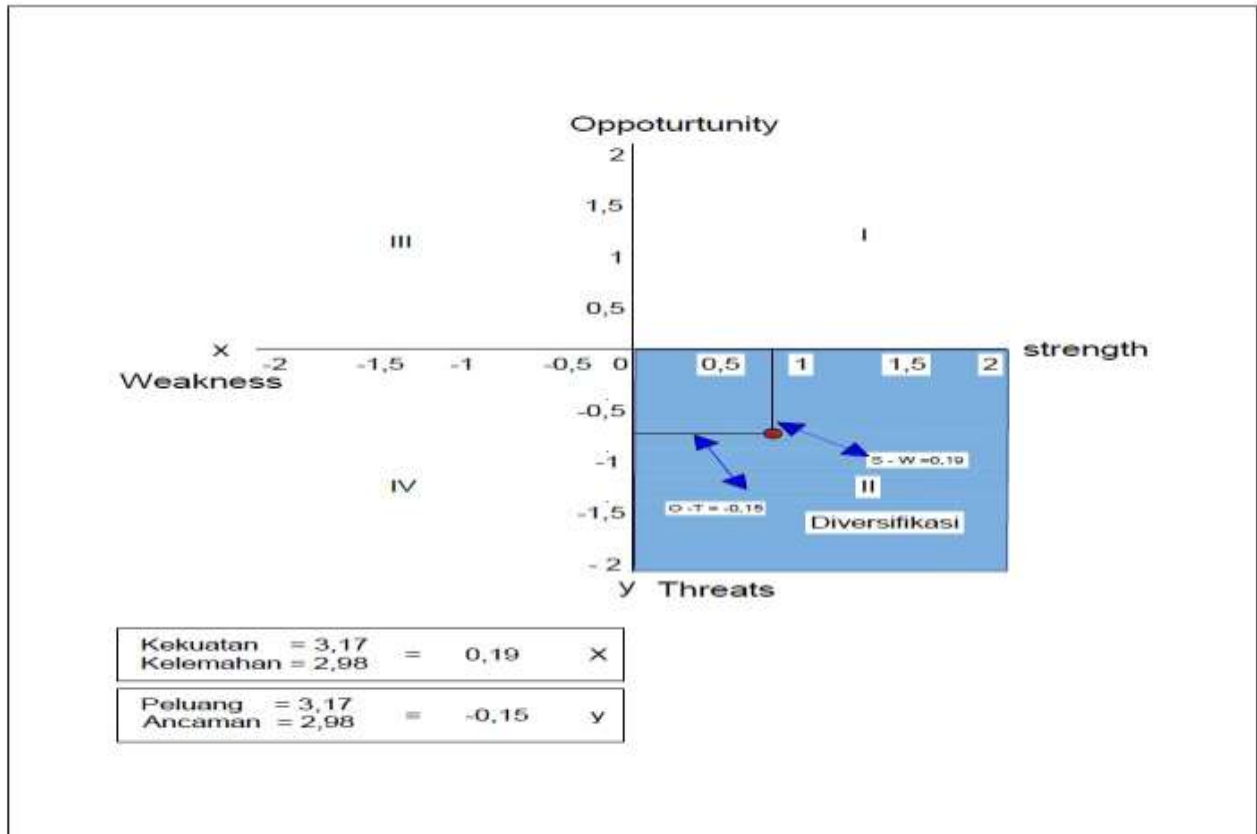
In terms of weaknesses, the weighted scores show significant variation. Some respondents gave low scores on statements regarding unsustainable production and inadequate production tools, with weighted scores ranging from 0.50 to 1.00. This indicates that although the product's strengths are dominant, there are still internal challenges that need to be addressed immediately, particularly in operational aspects and unstable production scale. Additionally, the fact that the product is not yet widely known in the market is a weakness that requires attention, as it could hinder market expansion.

External factors, as indicated by the questionnaire responses from three respondents, suggest that market opportunities for Agriku products remain highly promising. This is supported by high weighted scores in the aspect of support for local products, as well as the potential to market the product as hampers or regional souvenirs, with consistent scores ranging from 0.75 to 1.00. Additionally, the use of social media and collaboration with influencers are also seen as promising opportunities to enhance product visibility and distribution among students and the general public.

However, external threats cannot be ignored. Respondents expressed concerns about the abundance of similar products in the market, criticism on social media, and rapid changes in consumer preferences. Some indicators even received the maximum weight score of 1.20, indicating that these threats are considered very strong and require strategic anticipation. For example, through quality improvement, quick responses to trends, and active brand reputation management on digital media.

Overall, the survey results indicate that Agriku products have good potential for further development, both in terms of internal strengths and external market opportunities. However, challenges from both internal weaknesses and market threats still require serious attention, particularly in strengthening production, promoting sustainable innovation, and managing digital reputation risk. Therefore, the recommended strategy is to optimize existing strengths to address weaknesses and leverage available opportunities to counter existing market threats.

Based on the following diagram, internal factors are obtained through an analysis of the organization's strengths and weaknesses. Each strength and weakness is first identified, then each is assigned a weight with a total of 1, and rated according to its level of influence. The weighted scores are multiplied by the ratings to obtain weighted values. Then, all strength values are summed to get the total strength, and all weakness values are summed to obtain the total weakness. The difference between total strength and total weakness yields value X, which in this figure is 0.19. A similar process is conducted for external factors, which include opportunities and threats. Opportunities and threats are identified, assigned weights, and then rated. The product of weight and rating is summed separately to obtain the total opportunity and total threat. The difference between the two yields value Y, which in this figure is -0.15. The coordinate values $X = 0.19$ and $Y = -0.15$ are then plotted on the SWOT diagram, and the point lies in Quadrant II, indicating that diversification is the primary recommended strategy.



CONCLUSION

Based on the research findings on the Marketing Strategy for Agriku Products (Tongkol Fish Sambal) at Muhammadiyah University of Parepare using EFAS and IFAS Matrix Analysis, the following conclusions can be drawn: Internal and External Factors. The IFAS analysis results indicate that the Agriku product has key strengths in its distinctive sambal flavor, attractive packaging, and affordable price. However, there are still weaknesses, including irregular production, limited distribution, and insufficient promotion. Meanwhile, the EFAS analysis indicates that Threats are the highest-scoring factors, including the presence of many similar products, negative social media reviews affecting brand image, rapidly changing food trends, and rising raw material prices. Despite this, there are opportunities such as the vast potential of the online market and the product's traditional food characteristics, which make it suitable for entry into the local souvenir market.

Effective Marketing Strategy. Based on the position in Quadrant II of the SWOT matrix, the recommended marketing strategy is the ST (Strength-Threat) strategy, with a focus on active digital promotion, distribution expansion, product innovation adapted to market trends, and improved production management. This strategy aims to maximize internal strengths and minimize all forms of external threats, thereby significantly increasing the sales of Agriku's tuna sambal product.

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