OPTIMIZING KOMBAVA'S MARKETING STRATEGY TO INCREASE THE ECONOMIC VALUE OF BUTTERFLY LEAF

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Abstract- The modern society is already aware with danger of the chemical substances in the medicine that consume for a long time. Herbal medicine becomes an alternative which is safer to consume. Indonesia is known as the medicinal plants, one of the medicinal plants is butterfly leaf. It containflavonoid as an antipyretic.Today, fever compress gel is widely sold in Indonesia and it becomes an opportunity to run a business in herbal fever compress gel called KOMBAVA.KOMBAVA contains extract of butterfly leaves as its main ingredient obtained from three different groups of partners who cultivate the butterfly leaves in Gunungkidul Regency. The objectives of the bussiness are to produce and sell KOMBAVA. KOMBAVA is available in two variants, there are children's size (3.4cmx9.5cm) which costs Rp5,000 and the adult's size (3.4cmx11cm) which costs Rp7,000 to make them affordable for all members of the society.The market segments of KOMBAVA are children, students, and adults. The marketing strategy used considers marketing mix 4P. The promotion is carried out through online and offline media. This business is very prospective and increase the value of the butterfly leaves, as well as providing job vacancies in Yogyakarta.

Key Words- butterfly leaf, KOMBAVA, herbal fever compress gel, strategy, marketing mix 4P

I. INTRODUCTION

Indonesia is a country with total population are 258,704,986 with the number of children aged 0-4 years as many as 23,960,310 people, 5-9 years amounting to 23,559,457 people, and 10-14 years as many as 22,577,094 people. The density population causes problems, especially in terms of health, especially in children who are very susceptible to diseases, including heat fever. The potential number of fever in children in Indonesia is based on the National Health Survey in 2016 in urban areas according to the age group 0-4 years at 25.8%, ages 5-12 years as much as 14.91% and ages 13-15 years around 9.1 % (www.depkes.go.id). Based on these data there are around 12 million requests for fever-lowering drugs, including heat-reducing compresses. Based on market surveys in several pharmacies in Yogyakarta, there are sales of 80-100 tablets of heat-lowering drugs every day with heat every day with 10-20% of them being fever compresses.

To decrease a child's fever, parents will usually give oral medication in the form of tablets or syrup, but most children do not want to take medicine. It's because the children perceive that the drug is bitter. In addition, synthetic antipyretics in drugs also cause quite dangerous effects if consumed in the long term. This is because synthetic antipyretics can cause liver damage and bleeding in the digestive tract. So that fever-lowering external drugs and relatively safe for children are very necessary, such as fever compress. But on the market today it is still rare to find fever compresses that use herbal ingredients. Whereas herbal antipyretics such as flavnoid can increase the effectiveness of fever compresses. One of the plant that contains flavonoids is the leaf of a butterfly. This plant thrives in the area of Yogyakarta, especially in the Gunungkidul area. However, this plant is still not used optimally by the community, even just being burned so that it causes air pollution.

Based on these problems and market potential, KOMBAVA is present as a heat-reducing solution in the form of compressed gel plaster, with the raw material of butterfly leaves. Today's society wants anything practical, easy, and fast, including handling child fever using a heat-reducing gel. KOMBAVA is expected to be able to meet the demand for heat-reducing plaster demand and can increase the sale value of butterfly leaves and can increase employment, especially in Yogyakarta.

II. RESEARCH METHOD

Production of KOMBAVA starts on 11 April 2018 in Iromejan GK III / 764 Kepuh, Gondokusuman, Yogyakarta and marketing are carried out for the first time on 3 May 2018 for 4 months. Raw materials were obtained through the joint of Kombava Team with butterfly plant cultivation groups in 3 villages in Playen Subdistrict, Gunungkidul. In the first production research has been conducted on the quality of KOMBAVA products, so as to guarantee the quality of the product quality control is carried out in each production. Quality control is done by maintaining the composition of the material using the same comparison with the first production and taking samples from the products to be marketed. The "KOMBAVA" marketing strategy used uses the marketing mix concept, there are:

2.1 Product

The product that produced is an herbal fever-lowering gel plaster namely "KOMBAVA". This product is a practical external medicine and is safe to use for the skin, especially children, because it is made from butterfly leaf extract that contains anti-pyretic and anti-bacteria.



Figure 1. KOMBAVA's Product



Figure 2. KOMBAVA's compress gel



Figure 3. KOMBAVA's logo

2.2 Price

The price that offered for the "KOMBAVA" product is very affordable for all, Rp. 5,000.00 for child size and Rp. 7,000.00 for adults,if compared with other products that have a price up to Rp. 7,000.00 for child size and Rp. 10,000.00 for adults. Minimum purchase of 1 pack KOMBAVA (10 pcs compresses) will be given a 4% discount. Whereas for resellers given12% discount and will be given a special reward for resellers who are able to sell 50 pcs of products in a month.

2.3 Place

We leave the product "KOMBAVA" in a shop thatclose to the school (Kindergarten and Elementary School), around the production site, and other crowded areas such as the Family Walfare Education and Posyandu events. In addition, we also sell online through various social media. This product cannot be marketed at the pharmacy because it has not received permission from BPOM.

2.4 Promotion

The team's promotions included door-to-door promotion, utilizing social networks such as Twitter, Facebook, Instagram, national radio broadcasts, online and offline mass media (newspapers), the Kombavapimnas2018.word-press.com website, and online stores such as tocopedia and Shopee. Socialization wasconducted in kindergarten. In addition, promotions are also carried out by involving several youtubers. Brochures also provides for consumers who want to know the product "KOMBAVA".

In addition to the marketing strategy above, we are collaborated with several medical personnel such as nurses, pharmacists and midwives in the Yogyakarta area. Then for online purchases in Yogyakarta area, free ongkir applies with a minimum purchase requirement of 5 pcs. We have registered the product to the Sleman Health Office, *BPOM*, and in collaboration with Jogja Creative House .

III. RESEARCH RESULTS

KOMBAVA's marketing strategy has been implemented from April to September. The results achieved include:

3.1 Production and Sales

Production and sales of KOMBAVA products until September 2018 are presented in the following figure:

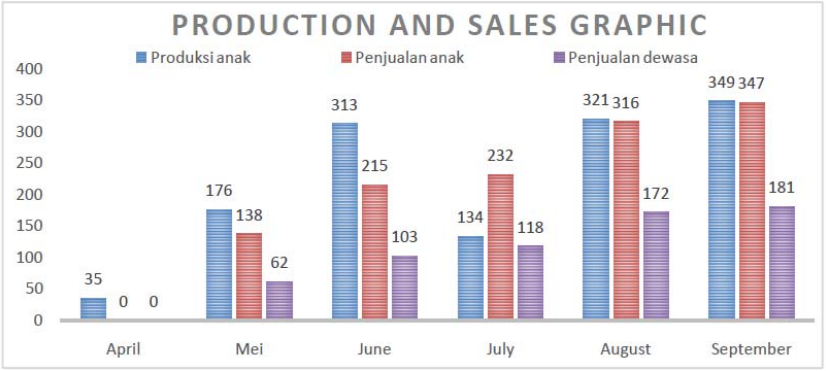


Figure 4. Production and Sales Graphic

Based on graph 1 above, in April there has been no sales, this is because production is still carried out in a small capacity and the stages of promotion have not been implemented as a whole. Total KOMBAVA that have been produced are 1328 pcs of childKOMBAVA and 651 pcs of adult KOMBAVA, in June there was a surge in production due to adjusting the number of requests for KOMBAVA products which increased dramatically after KOMBAVA was promoted on several news papers. KOMBAVA has sold 1248 pcs of child KOMBAVA and 636 pcs of adult KOMBAVA. This sale has reached the sales target. This achievement is supported by the availability of raw materials that are easily available and optimal marketing promotions.

3.2 Promotion

The promotions that have been carried out by the team are as follows:

a) Promotion through 4 Kombava social media accounts, those are Instagram account (@Kombava2018), website (Kombavapimnas2018.wordpress.com), Twitter account (@KombavaBrand), and Facebook account (Kombava).
b) Promotion on 27 online mass media.
c) Promotion on 3 offline news paper, those are Jogja Daily (8 June 2018), Kedaulatan Rakyat (19 June 2018) and Jawa Pos (21 June 2018).
d) Post on 14 public Instagram accounts.
e) Promotion on 3 radios, those are Arma Sebelas radio and Volare radio (June 21 2018), and Magenta radio on July 10, 2018.
f) Making an account at 2 online stores including tokopedia and shopee.

In addition, promotion has been carried out by socializing in kindergarten Pratama, kindergarten Pelita Hati, kindergarten 1 Playen, kindergarten 2 Playen, kindergarten Tunas Cendekia, kindergarten ABA Gari 1, kindergarten ABA Kalidadap, Family Walfare Education Tegal Tandan, Family Walfare Education Mekar Pandega, Family Walfare Education Sakinah Playen 2.

3.3 Potential Venture Development

Developing KOMBAVA Business is potential. It is supported by several reasons as follows.

a) Economic potential
   KOMBAVA is potential to add a more economic value of butterfly leaf. The raw material is plentiful and easy to get in nature. Thus, it is possible to produce KOMBAVA continuously. No producer has utilized the extract of butterfly leaf as the main ingredient for compress gel until today. Moreover, it has an affordable price. Therefore, KOMBAVA has a potential market in national and international level. KOMBAVA is currently registered to BPOM so it will have a legal permission to be distributed.
b) Social potential
   Producing KOMBAVA also creates job opportunities for the locals. The team is collaborating with the surrounding society **to** produce and distribute KOMBAVA. In addition, local communities who cultivate butterfly leaf also supply the main ingredient. They later become our business partner. The increasing sale will require more employee to increase the production. Therefore, it provides new employment that reduces the number of jobless people.
c) Health potential
   KOMBAVA is produced of a natural ingredient which is safe for skin. It contains flavonoid from butterfly leaf that can reduce fever. Furthermore, butterfly leaf contains anti-bacterial which is safe for children's skin. KOMBAVA is produced as a first aid when fever happens since it is more practical and safe for health.

The team has made a business plan for continuous production to develop the business in 3 years to come, those are :

a) 2019
- To get BPOM license
- To get industrial license
- To make Taxpayer Identification Number
- To make production advice following the standard of CPOBT/designate technology-based corporations
- To verify file completeness

b) 2020
- To expand the KOMBAVA's market by establishing relation and cooperation with pharmacies in Indonesia

c) 2021
- To open new branches
- To survey place to build the new branch
- To open display stores

CONCLUSION

The team has succeeded in producing a new innovation of herbal compress gel from butterfly leaf which has high sale value. The product brand is KOMBAVA (*Bauhinia variegate* compress). From April to September, KOMBAVA has produced 26 times which results to 1328 children-size compresses and 651 adult-size compresses. 1248 child KOMBAVA and 636 adult KOMBAVA have been sold to 253 buyers. The income is Rp 10.692.000,00 including profit Rp 3.827.000,00. We promote our products to consumers through Family Walfare Education, Posyandu, and Schools. Besides, we also provide delivery order services, give a discount, and also do online promotion as our marketing strategy.

KOMBAVA is a potential to be produced in the long run because the raw material is plentiful in nature. This product has a practical design as a first aid and affordable price. It is also safe to be used in the long run and will not irritate skin. This new business idea can also provide more job employment.

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