

Analysis of opportunities and challenges for MSMEs business development through the implementation of sharia marketing strategy

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Abstract

This research aims to identify and analyze the challenges and opportunities in the business of selling young coconuts and siwalan fruit in Pekamban Village, Pragaan District. This business has great potential because young coconuts and siwalan fruit are commodities that are in demand by the public. However, traders often face various obstacles that hinder the growth of their business. The methodology used in this research is a case study method, with a qualitative approach. Data was obtained

through in-depth interviews with young coconut and siwalan fruit traders, direct observation in the field, and analysis of related documentation. This research explores various factors that influence sales, such as product quality, price, competition, distribution, and marketing strategies used by traders. The research results show that the main challenges faced by traders include fluctuations in raw material prices, limited capital, intense competition, and lack of knowledge of modern marketing techniques. On the other hand, there are opportunities that can be exploited, such as increasing consumer demand for natural and healthy products, support from local governments, as well as the potential for developing processed products based on young coconuts and siwalan fruit.

Keywords: *Young coconut; siwalan fruit; challenges; opportunities*

Introduction

Pakamban Village, which is located in Pragaan District, is an area that has great potential in the production and sale of young coconuts and siwalan fruit. Young coconuts are known as a refreshing drink that is popular with many people, while siwalan fruit, although not as popular as young coconuts, also has high economic value (Hidayat & Gusvita, 2017; Hidayati et al., 2021; Wulandari, 2010). These two commodities not only have good selling value, but are also part of local agricultural wealth that can support the village economy.

However, despite having great potential, young coconut and siwalan fruit traders in Pakamban Village face various challenges in their business. Some of these include price fluctuations, capital limitations, distribution problems, and intense competition. Apart from that, traders also often do not understand effective marketing strategies and how to utilize digital technology to increase sales (Insiyah et al., 2023; Rahman et al., 2024; Rahman et al., 2024).

On the other hand, there are a number of opportunities that traders can take advantage of to overcome these challenges. Increasing consumer awareness of natural and healthy products, support from local governments in the form of small and medium enterprise (SME) development programs, as well as the potential to develop processed products based on young coconuts and siwalan fruit are some of the opportunities that can be optimized. With the right strategy, traders can

increase the competitiveness and sustainability of their business (Akhmad et al., 2018; Riski et al., 2023; Sudirman et al., 2020; Yadewani et al., 2024)

This research aims to identify and analyze the challenges and opportunities faced by young coconut and siwalan fruit traders in Pakamban Village. Through a case study approach, this research will explore the factors that influence sales, as well as offer recommendations for overcoming obstacles and taking advantage of existing opportunities. Thus, it is hoped that the results of this research can contribute to the development of the young coconut and siwalan fruit sales business in Pakamban Village, as well as become a reference for stakeholders in formulating policies that support local economic growth. Sharia marketing strategies involve all activities that are designed and carried out with careful planning and in accordance with Islamic principles. In Islam, planning is considered an effort to utilize the "gifts of Allah" optimally and systematically, taking into account consumer needs and changing life values. This means that planning in sharia economics is not only limited to technical aspects, but also includes preparation and design that takes into account ethics and morality in accordance with Islamic teachings. This planning involves all aspects of economic activity, from production, distribution, to marketing, with the aim of meeting consumer needs and satisfaction. This concept emphasizes that planning in an Islamic context must be carried out with clear responsibilities and objectives. The main goal is to achieve consumer satisfaction in a halal manner and utilizing the resources provided by Allah SWT. Thus, sharia marketing strategies do not only focus on material profits, but also on welfare and balance in accordance with religious teachings (Sumadi et al., 2021).

Literature review

Micro, small and medium enterprises (MSMEs) in the agricultural sector

Micro, Small and Medium Enterprises (MSMEs) have an important role in the economy, especially in the agricultural sector which is often the basis of the economy in rural areas. In many rural areas, agriculture is the main occupation as most people depend on this activity to meet their living needs. Agriculture provides the main source of income and plays a key role in the local economy, with its produce used for personal consumption as well as sold to earn additional income. Additionally, agricultural activities are often an integral part of the culture and traditions of rural communities, shaping their lifestyle patterns and social structures. According to Simangunsong (2022), MSMEs in the agricultural sector play a role in providing jobs, increasing people's income, and reducing poverty levels (Apriliana et al., 2024; Rusdi et al., 2021). The advantage of MSMEs lies in their flexibility and ability to adapt to market changes. By supporting and further developing MSMEs, we can strengthen the foundations of the national economy, increase global competitiveness, and create a more inclusive and sustainable economy. Support for MSMEs is not only important, but also essential to ensure equitable and sustainable economic growth at all levels of society (Darwanto & Raharjo, 2018). However, MSMEs in this sector often face challenges such as access to capital, technology and markets. Tambunan (2011) also emphasized the importance of government support in terms of policy, access to financing, and strengthening human resource capacity to advance MSMEs in the agricultural sector (Yadewani et al., 2024).

Young coconut and siwalan fruit commodities

Young coconuts and siwalan fruit are important agricultural products in several areas. Young coconuts are often consumed as fresh drinks and culinary ingredients, while siwalan fruit, or lontar, is used in various processed food and beverage products. Both have economic and cultural value, and have the potential

to increase farmers' income if managed and marketed well. Young coconuts and siwalan fruit are commodities that have high economic value, especially in tropical areas such as Indonesia. Young coconuts are known as a source of natural drinks rich in electrolytes, while siwalan or lontar fruit has traditionally recognized health benefits (Sakur et al., 2021). Even though Indonesia produces siwalan fruit (*Borassus flabellifer*) in quite large quantities, until now its use is still limited to consuming the fruit flesh and sap. Most siwalan fruit is used for direct consumption by the community, while other potentials, such as the use of seeds, fibers and additional processed products, have not been utilized optimally. This indicates that there are untapped opportunities to increase added value and product diversification from siwalan fruit (Apriyanti, 2018). Prasetyo & Rahayu (2021) and Wulandari (2010) revealed that demand for young coconuts continues to increase in line with healthy lifestyle trends that encourage the consumption of natural and organic products. Pradana et al. (2020) added that siwalan fruit, although not yet as popular as young coconut, has the potential to be developed as a processed product with high added value, such as siwalan syrup or lontar chips (Hidayati et al., 2021). Siwalan fruit has a round shape with a diameter of between 7 and 20 cm, and is covered with brownish black skin. Each fruit usually contains 2 to 4 seeds with brown flesh. Similar to coconuts, siwalan is protected by a hard and thick shell. A siwalan tree can usually produce at least 20 fruits (Apriyanti, 2018).

Challenges in the business of selling young coconuts and siwalan fruit

Some of the main challenges in the business of selling young coconuts and siwalan fruit include fluctuations in raw material prices, access to markets, and limited business capital. Rusdi et al. (2021) emphasized that fluctuations in raw material prices are often influenced by external factors such as weather, supply availability and import policies. Besides that, Apriliana et al. (2024) shows that competition between traders, both at the local level and with imported products,

is a challenge for young coconut traders. Limited knowledge of modern marketing strategies, such as the use of social media and e-commerce, is also an obstacle in expanding their market reach (Hidayati et al., 2021). One of the main challenges in implementing digital marketing strategies for products such as young coconuts and siwalan fruit is the low level of awareness among business actors about technology and internet use. Many business actors, especially in rural areas or areas with limited access, may not yet fully realize the enormous potential offered by digital marketing in reaching a wider and more diverse market. To overcome this obstacle, real efforts are needed in the form of training and counseling that focuses on the importance of digital marketing media. This training aims to increase business actors' understanding of how to utilize digital platforms such as social media, websites and e-commerce to promote their products. With better knowledge about digital marketing, it is hoped that there will be positive changes in the way they market young coconuts and siwalan fruit. Through this approach, the marketing development of these products can be directed to a more effective and efficient path, so as to increase competitiveness in the market and, ultimately, contribute to the growth of their business. It is hoped that this increased understanding can have a significant impact on the development of young coconut and siwalan fruit businesses, both in local and national markets (Jamal, 2023).

Opportunities in young coconut and siwalan fruit business development

On the other hand, there are significant opportunities that can be exploited by young coconut and siwalan fruit traders. Wulandari (2010) noted that the trend of consuming natural and healthy products, driven by consumer awareness of the importance of health, provides great opportunities for the development of this business. Besides that, Wulandari (2010) noted the existence of opportunities from regional government support in the form of training, capital assistance, and facilitation of market access. The development of processed products based on young coconut and siwalan fruit was also mentioned by Wulandari (2010) as a

diversification strategy that can increase product added value and expand markets. The potential for agricultural cultivation of siwalan trees does not yet offer significant opportunities to increase the income of local communities, because the development and strengthening of this agricultural product sector is still carried out traditionally. These products are usually only sold on roadsides or traditional markets, and have not yet reached modern markets or online platforms. As a result, the economic growth of siwalan tree farmers is still limited at the local and sectoral level (Fattach et al., 2022).

Providing regular training for entrepreneurial opportunities has a very important role in the development of individuals and society. This training is not just an activity, but a process that aims to bring positive change to a person. Through training, individuals can develop knowledge, improve attitudes, and enhance the skills necessary to succeed in the world of entrepreneurship. This training is a structured learning experience and is specifically designed to meet the needs of aspiring entrepreneurs. With regular training, a person can continually update and refine their skills, allowing them to be better than ever at identifying and exploiting business opportunities. Apart from that, training also helps in building a mindset that is more adaptive, innovative and ready to face challenges in the business world. Ultimately, consistent, quality training will provide a strong foundation for entrepreneurs, preparing them for success in creating and managing businesses, as well as contributing to broader economic growth (Dewi & Yanuarto, 2024).

Marketing strategy for agricultural products

Marketing strategies play a crucial role in the success of businesses in the agricultural sector, including the sale of young coconuts and siwalan fruit. When agricultural products can be marketed well, farmers not only gain greater profits, but also have better economic stability. This has a direct impact on improving the quality of life for them and their families. Therefore, developing a marketing

strategy that focuses on agricultural products is very important. Effective strategies can help farmers reach wider markets, get better prices, and reduce their dependence on middlemen. In this way, farmers can improve their standard of living, as well as ensure that they have sufficient access to food and industrial inputs necessary for the continuity of their agricultural businesses. A good marketing strategy also helps in creating a fairer and more sustainable market, where farmers are fairly rewarded for their hard work. Additionally, with better income, farmers can invest more in the development of their farms, such as using more advanced technology or more environmentally friendly farming practices, which in turn increases the productivity and sustainability of their farming businesses (Marthen, 2020). Armstrong et al. (2014) emphasizes the importance of understanding consumer behavior, competitive pricing, and the use of information technology in marketing. In this context, Rohmana (2023) suggests that agricultural traders should more actively utilize social media and e-commerce platforms to expand market reach, considering the increase in internet use among the public.

Shariah marketing strategy

In sharia principles, sharia marketing strategies are based on the teachings contained in the Al-Qur'an and Hadith. This means that all marketing activities must be carried out in compliance with the values and rules set by Islam. One of the main principles in sharia marketing is to avoid all forms of activities that are dirty or detrimental to consumers. This includes prohibitions against unfair practices, such as fraud, manipulation of information, or concealment of important facts about the products being sold. Producers in the sharia marketing system are required to always be transparent in doing business, provide correct and clear information to consumers, and prioritize honesty. By maintaining transparency and honesty, manufacturers not only fulfill their moral and religious obligations, but also ensure that their business runs in accordance with the principles of justice

and goodness taught in Islam. The aim is to avoid cheating, deception and all forms of falsehood, so that the business carried out can bring blessings and goodness to all parties involved (Estefany et al., 2022).

One effective way to achieve customer satisfaction is to implement various marketing strategies that are tailored to market needs and characteristics. A proper marketing strategy not only helps in introducing new products to consumers, but also ensures that the product is well received in the market. Marketing new products must be done with careful planning and optimal execution. When marketing strategies are well designed, new products have a greater chance of achieving the desired sales targets. This can include increasing sales volume, expanding market share, and strengthening the brand in the eyes of consumers. With the right strategy, new products can meet consumer expectations, which in turn will contribute to increased customer satisfaction. Customer satisfaction is very important because it can increase loyalty, expand consumer networks through recommendations, and ultimately, drive overall business growth. Therefore, success in marketing new products relies heavily on a deep understanding of the market and implementation of appropriate strategies.

A well-designed marketing strategy can provide various significant benefits for a company. One of the main benefits is the creation of a harmonious relationship between the company and its customers (Jumari & Toha, 2021; Toha & Nurdin, 2022). These good relationships are important because they build trust and make customers feel valued, which in turn encourages them to continue interacting with the company. Apart from that, an effective marketing strategy can also be a strong foundation for encouraging repeat purchases and creating customer loyalty (Tussa & Toha, 2022). When customers are satisfied with the products and services provided, they tend to continue purchasing from the same company, even in the long term. This loyalty is very valuable because it not only increases sales, but also helps the company maintain market share amidst intense

competition. In sharia marketing, there are several key concepts that must be applied to ensure that the strategy implemented is in accordance with Islamic principles. These concepts do not only focus on marketing aspects alone, but also include the values and ethics that underlie all business activities (Hutami & Mutmainah, 2021). The following is an explanation of these concepts:

1. Sharia marketing strategy

Sharia marketing strategy is long-term planning designed based on Islamic values. It includes the goals, objectives and direction that the company wants to achieve. This strategy must be designed taking into account sharia principles, such as fairness, transparency and honesty, and focus on creating value that benefits consumers and society.

2. Sharia marketing tactics

Sharia marketing tactics are specific steps or actions taken to implement a marketing strategy. This includes activities such as promotion, distribution, pricing and customer service, all of which must be carried out in accordance with Islamic teachings. This tactic demands an ethical and responsible approach, which does not only pursue profit but also maintains prosperity and balance in business.

3. Sharia marketing value

Values in sharia marketing are basic principles that must be adhered to by companies. These values include honesty, integrity, fairness and sustainability. Sharia marketing requires companies to prioritize these values in every aspect of their business, so that the products or services offered are not only profitable but also bring goodness and prosperity to all parties involved.

4. Sharia marketing scorecard

Sharia marketing scorecard is a measurement tool or system used to evaluate sharia marketing performance. It includes various indicators that measure how well sharia marketing strategies and tactics have been implemented. This scorecard ensures that the company not only pursues achieving financial targets, but also meets broader sharia goals, such as justice, transparency and social welfare.

5. Sharia marketing enterprise

Sharia marketing enterprise is an entire organization or company that operates based on sharia principles. This means that all business activities, from production to marketing, are carried out in compliance with Islamic rules. Sharia companies are committed to conducting business in a fair, ethical and responsible manner, and strive to make a positive contribution to society and the environment.

Sharia marketing strategy combines two important concepts, namely profit and blessing, as the main foundation for running a business in accordance with Islamic principles (Lestari et al., 2022). In the context of sharia marketing, profit remains one of the business goals. However, achieving these benefits is done in a halal manner and in accordance with Islamic teachings. The company strives to achieve fair and reasonable profits, without sacrificing ethical and moral values. This advantage is not only seen from the material side, but also in terms of how the business can provide benefits and added value for consumers and society as a whole. Apart from pursuing profits, the concept of blessing is an element that differentiates sharia marketing strategies from conventional marketing strategies. Blessing means that the business is not only profitable materially, but also brings goodness and blessings from Allah (Riski et al., 2023; Sumadi et al., 2021).

Blessings are obtained through honest, fair and transparent ways of doing business, as well as through positive contributions to society and the environment. This blessing also ensures that the profits obtained are not only beneficial for the business owner, but also for consumers, employees and all parties involved. By implementing these two concepts, sharia marketing strategies attempt to create a balance between worldly and spiritual goals. A business that is run in a good and correct manner does not only pursue profit, but also hopes for continued blessings from Allah SWT (Al Farisi et al., 2021).

Another benefit of a successful marketing strategy is the creation of profitable word of mouth recommendations (Mukarromah & Anshori, 2024). Satisfied customers will often recommend a product or service to others, which can increase a company's visibility and reputation without requiring additional marketing costs. This kind of recommendation is very effective because it tends to be more trusted by consumers compared to traditional advertising. However, to face increasingly fierce competition, sellers must be able to develop appropriate competitive strategies. This means understanding the market, recognizing competitors' strengths and weaknesses, and adapting marketing approaches to remain relevant and attractive to customers. With the right strategy, companies can not only survive, but also excel in the market (Agustina & Nelloh, 2020).

Research methodology

This research adopted a case study design with a qualitative approach, focusing on the business of selling young coconuts and siwalan in Pakamban Village, Pragaan District. The main data collection method used was an in-depth interview with an established businessman selling young coconuts and siwalan in the area. The interviews lasted approximately two hours using a semi-structured guide, allowing for in-depth exploration of the challenges, opportunities and

marketing strategies in the venture. To enrich the data, direct observations at business locations and collection of related documentation were also carried out. Data analysis used thematic analysis techniques, with the process of coding and identifying main themes from interview transcripts and observation notes. Data validity and reliability were maintained through member checking and audit trails, while research ethics were enforced by ensuring informant consent, maintaining confidentiality, and respecting informants' rights to withdraw from the research. This approach allows an in-depth understanding of the dynamics of the young coconut and siwalan sales business in the local context of Pakamban Village (Sugiyono, 2017).

Results and discussion

Main challenges for young coconut and siwalan fruit traders

From the results of interviews with Mrs. Mar'atun, when selling young coconuts and siwalan fruit at Mrs. Mar'atun's place, there were many buyers from the Al-Amien Islamic Boarding School ± Rp. 500,000 per day, with details of the price of siwalan fruit being IDR. 5,000 per pack and young coconut Rp. 10,000 per piece.

Interview regarding The main challenges in selling quality young coconuts and siwalan fruit, and how to face this increasingly fierce competition with Ibu Mar'atun:

“The biggest challenge for me is maintaining product quality so that it remains fresh and attractive to buyers. Young coconuts and siwalan fruit wilt or become damaged very quickly, especially when the weather is hot. If the quality drops, customers may be disappointed and not want to buy again. Apart from that, competition is also getting tougher in the village. Many new sellers offer similar products at lower prices, so I have to continue to innovate and provide better service to survive. Meanwhile, to face competition I try to maintain quality and provide friendly service. For example, I often give discounts to loyal customers or offer free samples (Interview, June 30, 2024).”

This quote shows some of the main challenges faced by young coconut and siwalan fruit traders in Pekamban Village, including maintaining product quality, facing competition, and managing supply well.

The main challenge faced by business actors lies in the marketing aspect, which previously relied on direct sales. Buying and selling transactions that are usually carried out face to face must now shift to the online digital realm. However, the lack of knowledge about digital is an obstacle in the process, this is also felt by sellers of young coconuts and siwalan fruit in Pakamban Village. The lack of information regarding digital and conventional businesses from marketing, financial management to production has resulted in the low level of sustainability of young coconut and siwalan fruit sales businesses in Pakamban Village. Digital-based behavioral changes require training and assistance in the fields of sales, marketing and finance. The current solution for partners is digital literacy and financial literacy training, as well as assistance in digital marketing, packaging and financial recording to support the sustainability of the young coconut and siwalan fruit sales business in Pakamban Village (Rifki & Iwan, 2016).

Young coconut and siwalan fruit traders in Pakamban Village face various significant challenges in running their businesses. One of the main challenges is the fluctuation of raw material prices which can change drastically depending on the season and availability. These fluctuations directly affect traders' profit margins, creating uncertainty in their financial planning. Additionally, weather and seasonal factors also have a major impact on product availability and quality, which in turn affects overall supply and sales.

Limited capital is a serious obstacle for many traders. Lack of access to financial resources limits their ability to purchase large amounts of stock, increase business capacity, or invest in more advanced marketing technology. This is closely related to distribution and logistics challenges, where traders often experience difficulties in distributing their products to a wider market. Inadequate

infrastructure in the area further exacerbates this problem, limiting their potential market reach.

Intense competition in local markets adds pressure for traders to maintain their market share. They have to compete not only with other traders from nearby villages, but also with traders from other areas who may have access to better resources. This situation is exacerbated by a lack of marketing knowledge among many traders. The majority still rely on traditional marketing methods and lack understanding of modern marketing techniques, including the use of social media and other digital platforms that can expand their market reach.

Limited access to information and communication technology is an additional obstacle for traders in developing their businesses. Many have not been able to exploit the potential of digital technology to improve operational efficiency, expand marketing networks, or increase the visibility of their products in a wider market. This is also related to the challenge of increasing consumer awareness. The level of public understanding of the health benefits of young coconuts and siwalan fruit still needs to be increased to encourage higher demand.

Facing all these challenges requires a holistic approach involving increasing access to capital, infrastructure development, training in modern marketing skills, and ongoing efforts to increase consumer awareness. By overcoming these challenges, young coconut and siwalan fruit traders in Pakamban Village can increase their competitiveness and expand their market share at the local and regional levels.

Factors that influence the demand and supply of young coconuts and siwalan fruit

Demand and supply are two basic concepts that we encounter very often in daily economic activities. Demand refers to the quantity of goods or services purchased or desired by consumers at various price levels. On the other hand, supply refers to the quantity of goods or services that producers are ready and able

to offer to consumers, also at various price levels. These two concepts, namely demand and supply, are the main forces that drive market mechanisms. The interaction between demand and supply determines the price and quantity of goods traded in the market. However, there are views that simplify economics as a science that revolves solely around the laws of supply and demand. This view does underline the importance of these concepts, but it also ignores the complexity that actually exists in economics.

Interview regarding factors that influence demand and supply, and how to deal with changes in demand and supply, with Mrs. Mar'atun:

"There are several factors that influence the demand and supply of young coconuts and siwalan fruit here. First, the weather is very influential. During hot weather, demand for young coconuts increases drastically because many people are looking for fresh drinks. But during the rainy season, demand usually decreases, and we have to try hard to sell existing stock. Supply factors are also influenced by the harvest season. When the harvest season arrives, the supply of young coconuts and siwalan fruit is abundant, and prices can drop due to the large number of goods on the market. But outside the harvest season, supplies can decrease, and prices rise. This makes us have to be smart in managing stock and selling prices. Meanwhile, in facing changes in demand and supply, we must always be flexible. For example, when demand is high, we must be ready with sufficient stock. On the other hand, when demand falls, we try to attract customers with discounts or promotions. We also try to maintain good relationships with suppliers so we can get supplies at stable prices (Interview, 30 June 2024)."

This quote provides insight into how factors such as weather, harvest season, market trends, and supplier prices influence the demand and supply of young coconuts and siwalan fruit in Pekamban Village. The resource person also explained the strategies used to deal with these changes.

The law of supply and demand is indeed one of the main foundations in understanding market dynamics. Demand describes the amount of goods or services that consumers want at various price levels within a certain time period (Kasdi, 2016). Meanwhile, supply shows the number of goods or services available

and ready to be offered by producers at various price levels during a certain time period. This balance between demand and supply is the main determinant of the price and availability of goods on the market, making it an essential element in economic analysis.

The demand and supply of young coconuts and siwalan fruit in Pakamban Village is influenced by various factors which can be divided into two main groups: demand factors and supply factors. Factors influencing demand include several important aspects. Firstly, the price of goods plays a crucial role; When the price of young coconuts and siwalan fruit rises, demand tends to decrease, and vice versa. Consumer income is also very influential, where an increase in the income of the people of Pakamban Village generally drives an increase in demand. Consumer tastes and preferences, which can change over time, also influence demand levels. If the popularity of young coconuts and siwalan fruit increases, demand will also increase.

Seasonal and weather factors have a significant impact on demand, especially in summer when demand tends to increase due to the refreshing properties of both fruits. The population of Pakamban Village is also an important factor; the larger the population, the higher the total demand. No less important is the role of promotional and marketing campaigns. An effective promotional strategy can increase consumer awareness and interest, which in turn encourages increased demand for young coconuts and siwalan fruit.

On the supply side, natural and weather conditions play a vital role. Factors such as rainfall, temperature, and potential natural disasters directly influence the production of young coconuts and siwalan fruit. Unfavorable weather conditions may result in decreased supply. Production costs are also a major consideration for farmers. The costs incurred to plant, care for, and harvest young coconuts and siwalan fruit affect the amount that can be offered to the market. When production costs increase, supply tends to decrease.

Marketing strategy sharia and opportunities that can be exploited by young coconut and siwalan fruit traders

Marketing strategy is important to the marketing concept because it is part of the strategy designed to carry out marketing activities. The better the marketing strategy, the greater the increase in product sales (Toha & Ariniyah, 2023). Young coconut and siwalan fruit traders in Pakamban Village apply various marketing strategies to increase the competitiveness and sales of their products. One of the main strategies used is improving product quality. They ensure that the young coconuts and siwalan fruit sold are always fresh and of high quality, and maintain cleanliness and sanitation standards in the storage and sales process. Competitive pricing is also a priority, where traders set prices that compete with similar products in the local market.

Choosing a strategic sales location also contributes to attracting more consumers (Armstrong et al., 2014). Traders choose locations such as on the side of the main road or near busy places. Apart from that, they also establish partnerships with local farmers or raw material suppliers to ensure consistent product availability and quality.

Marketing opportunities in Pakamban Village are wide open, especially due to increasing public awareness of health and healthy lifestyles. Natural products such as young coconuts and siwalan fruit, which are rich in nutrients and refreshing, are increasingly in demand by consumers who care about health. As a side product to the main product, young coconut and siwalan sellers usually also sell areca nut herbal medicine.

Conclusion

This research has succeeded in identifying various challenges and opportunities faced by young coconut and siwalan fruit traders in Pakamban Village, Pragaan District, concluding that although there are various obstacles, there are also many opportunities that can be utilized to increase business success through implementing appropriate marketing strategies and focus on product quality. This study not only provides valuable insight into the dynamics of local businesses, but also offers the potential for a real contribution to the development of this sector in Pakamban Village and other areas with similar conditions. Thus, further research on this topic is highly recommended, given its high relevance and potential to drive sustainable local economic growth. It is hoped that the results and recommendations from this research can serve as a guide for stakeholders, including traders, policy makers and researchers, in their efforts to optimize the potential of young coconut and siwalan fruit businesses, while overcoming existing challenges, so as to create a significant positive impact for local communities and the wider agricultural industry.

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