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# Direct Marketing Analysis In Increasing Sales Volume At Sensory Coffee Roastery, Panti District, Jember Regency

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online marketing. In addition to the marketing strategy, the need for production locations The newest one, which is located in a more strategic location, was discovered by the wider community.

**Abstract:** Sensory Coffee Roastery markets its products directly for sake improve the quality of Sensory Coffee Roastery products. In addition, the impact of direct marketing to the increasing volume of product sales Sensory Coffee Roastery. The purpose of this research is to analyze direct marketing and the impact of direct marketing on sales volume Sensory Coffee Roastery. The method used in this research is descriptive method using a qualitative approach. The resulting product Sensory Coffee Roastery is the ideal liberica, robusta and Arabica Coffee the flavors can be combined into one by using a pouch or dip packaging which is the main attraction of Sensory Coffee Sensory products. Results of this research in the form of an update on the direct marketing strategy that carried out by Sensory Coffee Roastery in increasing volume production sales, including face-to-face marketing strategies (personal selling), kiosk marketing, catalog marketing, telemarketing and

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## INTRODUCTION

Marketing management is the process of planning and implementing the conception, pricing, promotion and distribution of ideas, goods, and services, to produce exchanges that satisfy individuals and meet organizational goals. Marketing plays an important role in business continuity, such as determining the right target market, determining the price of products that are appropriate and can be reached by the target market. To determine the target market and the price of products can use the theory in sales volume as explained by Djaslim. [1]

According to Schiffman & Kanuk [2] sales volume is the level of sales obtained by the company for a certain period in units (units / total / rupiah). Sales volume can also be said to be the achievement of the company which is expressed quantitatively from the physical side of the volume of a product where the goods are sold in the form of nominal economic units of a certain currency within a certain period of time and in it have a good service strategy.

To increase sales volume, companies need to conduct marketing communications as an effort to create marketing that is different from other competitors and so that customers are always interested in buying products sold by the company. In general, marketing communication is used by a company as a connecting medium between marketers and consumers. Good communication for marketers will affect consumer interest in buying a product. Kotler & Keller [3] explained that it requires a marketing

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communication strategy to meet consumer interests. Marketing communication strategy is a means for companies to communicate and build relationships with consumers.

Direct marketing communication is very important for companies because without communication, consumers and society as a whole will not know the existence of Coffee products on the market. The determination of who is the target of communication will greatly determine the success of communication, with the right targeting, the communication process will run effectively and efficiently. Direct marketing or direct marketing is a way of marketing where companies want to establish direct communication with consumers. According to Duncan [4] direct marketing has not only one element but more than one, among others: telemarketing, direct mail, catalogs, internet, and direct sales.

Indonesia, which is located on the equator, has a variety of benefits, including natural wealth that is quite abundant from agriculture, forestry, and plantations. Based on the data from (Ministry of Agriculture of the Republic of Indonesia [5] one of the commodities most often grown in Indonesia is a commodity from the plantation sector, namely Coffee. Coffee is Indonesia's export mainstay plantation crop in addition to rubber, palm oil, tea, and tobacco. The value of Coffee exports in Indonesia to the world in 2015 was recorded at US \$ 1.19 billion. Currently, the area of Coffee plantations in Indonesia reaches 1.2 million hectares

Jember Regency with an area of 3,293.34 km<sup>2</sup>, has fertile plains in the middle and south and is surrounded by mountains that extend along the western and eastern borders. In addition, based on Central Statistics Agency [6] Jember Regency is also one of the third largest coffee producing regions after Banyuwangi and Malang Regencies, Jember Regency reached a total production of 8,022 tons.

There are three types of Coffee produced in Jember Regency. The first is Robusta. Robusta has a unique taste, which has a dominant characteristic bitter taste in contrast to Jember production. Second, Liberica Coffee. Geographically it is almost the same as the type of Robusta, which is cultivated in the lowlands. In terms of the resulting taste, the bitterness is much stronger than Robusta. Third is the Arabica variant whose production is still limited. The reason is, not all Mount Argopuro is suitable for the development of Arabica plant cultivation. In terms of taste, the typical acidity of Arabica is still quite strong. However, sweetness is also present in the Jember Arabica coffee brew. The large amount of coffee production in Jember Regency has become an initiative for entrepreneurs to open a business of processed Coffee products or Coffee roasters that offer the distinctive taste and aroma of coffee beans, such as Sensory Coffee Roastery.

The coffee roaster business is one of the supporters of the development of the coffee shop industry and coffee exports. The level of coffee consumption in Indonesia in 2021/2022 reached 7.4 million packs weighing 60 kg. According to Putri [7] this number causes fierce competition for business actors in the Coffee roaster business, this competition triggers each country to strengthen its resources in order to survive in competition

Sensory Coffee Roastery is a home-based business that processes raw coffee beans directly from farmers and is processed through roasting or roasting into ready-to-consume coffee products. This coffee roastery was founded by Mr. Komaruzzaman in 2018 in the village of Panti Kecamatan Panti Jember Regency. Sensory Coffee Roastery itself has three processed coffee products, namely *Robusta* ground coffee, Arabica ground Coffee, and Coffee bags. Sensory Coffee Roastery has been established since 2018, where sales every year experience ups and downs in accordance with consumer demand and active marketing. The sales volume of Sensory Coffee Roastery products in 2022 experienced data fluctuations. This fluctuation occurred because the marketing strategy carried out by

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Sensory Coffee Roastery was still unable to stabilize and increase sales volume on its products, so that sales volume in 2022 decreased at the end of the year. The decrease occurred in the last four months of 2022, namely from September to December, which each had a total production of 532 kg, 528 kg, 519 kg and 482 kg, compared to the previous month, namely in May 2022 to August, which experienced an increase in total coffee production at *the* Sensory Coffee Roastery. This happened at the end of 2022 because Sensory Coffee Roastery still has not implemented updates to its marketing strategy, the strategy that has been carried out cannot reach a wider range of new customers of Sensory Coffee Roastery.

The marketing strategies carried out in 2022 are face-to-face marketing strategies (personal selling), kiosk marketing and telemarketing, which in these strategies still experience resistance when promoting products directly to customers. Lack of confidence levels when promoting products can also have an impact on sales volume, because customers will feel unsure about the products sold.

Based on the description of the problem, the researcher is interested in conducting a study entitled "Direct Marketing Analysis in Increasing Sales Volume at Sensory Coffee Roastery in Panti District, Jember Regency"

## METHOD

In this study, the author used a qualitative type of research with a descriptive type. The research location chosen to be used as the object of research is the Sensory Coffee Roastery in Panti District, Jember Regency. The research starts on March 28, 2023 until June 10, 2023 is dismissed when the research answers are considered saturated, with a period of approximately 3 (three) months. The determination of informants selected in this study amounted to four (4) people, but did not rule out the possibility of adding informants if in the future research still needed additional informants due to lack of data or information needed. The informant who has been determined is an informant who really knows about the sale of Sensory Coffee Roastery. Informants taken include; the first informant or key informant named Komaruzzaman, as the owner and manager of the Sensory Coffee Roastery, the second informant named Moch. Makhrus as marketing, the third informant of the longest customer of Sensory Coffee Roastery named Ahmad Budi and the newest customer of Sensory Coffee Roastery named Muhammad Irfan Baihaqi. In this study, data validity analysis used triangulation techniques. Triangulation is checking data from various sources in various ways, and at various times.

## RESULTS AND DISCUSSION

Based on the results of research that has been described by previous researchers, related to data search, it was found that the direct marketing strategy carried out by Sensory Coffee Roastery has a good impact on increasing the sales volume of Sensory Coffee Roastery products. Sensory Coffee Roastery's home-based business efforts in increasing sales volume on its products through several marketing strategies used to survive the many coffee roaster business competitions in the Jember Regency area. Sensory Coffee Roastery is a home-based business engaged in Coffee production, namely coffee roasters, which provide various types of processed coffee. Direct marketing has various forms of marketing as a means of marketing as communication between customers and sellers, and can find out the reciprocity of the products sold. These forms of direct marketing include, face-

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to-face marketing, catalog marketing, kiosk/store marketing, online marketing, direct posting marketing, telemarketing, and television marketing. Of the seven forms of marketing, Sensory Coffee Roastery applies five (5) forms of efficient direct marketing run including face-to-face marketing strategies, kiosk / store marketing, catalog marketing, telemarketing marketing, and online marketing.

Based on the results of observations obtained in the field by researchers, when conducting research on Sensory Coffee Roastery in increasing its sales volume through several marketing strategy applications. The problems found were reviewed again and searched for related information to conduct an interview with several informants who could help the research process:

a Personal Selling.

Direct marketing through face-to-face media or personal selling is marketing carried out with direct meetings between customers and sellers. This media is a marketing strategy that is often done by Sensory Coffee Roastery, besides being easy to apply and can find out how customers respond to the products sold. The owner of Sensory Coffee Roastery, Mr. Komaruzzaman, really likes this marketing strategy, because when doing marketing can find out consumer desires for the products sold. This is related to the theory explained by Kotler and Armstrong (2009: 250), if face-to-face sales are the oldest form of direct marketing. Currently, many business entrepreneurs plunge into implementing this marketing strategy in marketing their products. In personal selling marketing, business entrepreneurs must be able to explain the quality, price, and description of the product to customers, whether the product sold is still in good condition or not, or whether the product has its own benefits when consuming it. In research conducted by Langgede [8] in marketing a product to customers, it must be conveyed clearly and the facts contained in the product must be described in detail, this is in accordance with the marketing strategy carried out by Sensory Coffee Roastery. Sensory Coffee Roastery in marketing its products through face-to-face marketing, always explains to customers related to the products sold, such as what ingredients are contained in the product and what benefits are obtained when consuming the product.

b Catalog Marketing.

Sensory Coffee Roastery conducts direct marketing, which is a catalog marketing strategy. Products that are marketed packaged in the form of brochures or sheets with attractive looks and images are the purpose of catalog marketing. Catalog marketing involves several existing stores and can be through postal delivery to customers who have become subscriptions. The application of this catalog marketing is in accordance with research conducted by Langgede [8], in which the use of this catalog marketing must be in accordance with existing product conditions, must not be engineered or fabricated in increasing sales volume. In addition, the provision of images presented must also be in accordance with product availability. This is in accordance with the marketing strategy *carried out by* Sensory Coffee Roastery, *as carried out* by the marketing of Sensory Coffee Roastery, namely Mr. Makhrus, sometimes Mr. Makhrus approaches his customers by visiting customers' homes and bringing catalogs to market and attract customers to buy Sensory Coffee Roastery products. He explained in order the product specifications owned by Sensory Coffee Roastery and the appearance in the catalog must be made as attractive as possible.

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c Telemarketing.

Telemarketing is marketing carried out by Sensory Coffee Roastery with a long period of time, which is for 3 years. The use of this marketing strategy is due to the sophistication of technology that makes it easier for sellers and buyers to interact directly, even though the distance reached is far apart. In connection with the novelty of information technology and applications that have been used by several other coffee roaster businesses, Sensory Coffee Roastery also implements telemarketing to increase sales volume that is more efficient and affordable. The application of this telemarketing is in accordance with research conducted by Langgede [8], in which the research is sustainable in this marketing through two-way communication between sellers and buyers with polite and straightforward language, so that buyers feel confident in choosing the products purchased. This is in accordance with the marketing implementation carried out by Sensory Coffee Roastery, such as contacting customers who have often visited Sensory Coffee Roastery, and asking whether the products that have been purchased have the right taste or may want to buy products from Sensory Coffee Roastery.

d Kiosk Marketing

Kiosk marketing activity is a form of direct marketing, where there is a kiosk / shop-house as an intermediary for marketing communication between customers and buyers. Sensory Coffee Roastery established a kiosk at the beginning of the establishment of a Coffee roaster home-based business that was run. Initially, Mr. Komaruzzaman rented a shop-house when the sales of Sensory Coffee Roastery products experienced rapid progress, the shop-house as a support for the implementation of direct marketing strategies. The application of kiosk marketing is in accordance with research conducted by Langgede [8], which has an impact on the sales process in the form of ease in registering customers and easier for customers to choose the desired product. This is in accordance with the implementation of kiosk marketing carried out by Sensory Coffee Roastery, which has a function in checking products that are still available or out of stock and making it easier for customers to choose other products if the product they want is empty.

e Online Marketing

Sensory Coffee Roastery implementing online marketing strategies is still relatively new, because the lack of knowledge of technological novelty results in hampering the marketing process that can run efficiently and quickly. Marketing through online usually uses application media in the form of instagram, facebook and whatsapp, these media are used. in an effort to increase sales volume by making it easier for consumers to know and buy Sensory Coffee Roastery products. This online marketing is in accordance with research conducted by Langgede [8], in his research online marketing is applied to the entire direct marketing activity, such as using online store applications in marketing. Through the online store, buyers do not have to come to the shop-house directly, but only choose the desired product through the gadget that has been installed the online store application. This is in accordance with the implementation of online marketing strategies carried out by Sensory Coffee Roastery, which uses online stores to market its products. In addition, the online store has

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displayed response features from consumers related to the products purchased, such as product suitability and product quality with the information listed by the buyer.

The use of direct marketing strategies in this study cannot be separated from studies conducted by previous researchers, to complement the theory needed when carrying out research and perfect the limitations of previous research. Like the research conducted by Langgede [8], there is a limitation to the study is the lack of attractive promotion of direct marketing strategies in the form of catalog marketing. The acquisition of the catalog did not attract the attractiveness of PT. Eastern Pearl Flour Mills Makassar City, because the catalog design provided still seems flat and ambiguous, so customers are not willing to buy products offered by PT. Eastern Pearl Flour Mills Makassar City.

From the limitations of this research can be solved by marketing strategies in this study, namely by carrying out a catalog marketing strategy that is packaged as attractively as possible to attract the attractiveness of Sensory Coffee Roastery customers, because if the catalog display provided is attractive and clear, then customers can be interested in just trying or buying products sold by Sensory Coffee Roastery.

## CONCLUSION

From the results of research conducted by researchers, it is concluded that direct marketing and the impact direct marketing on sales volume carried out by Sensory Coffee Roastery conducts five direct marketing activities namely face-to-face marketing, kiosk marketing, catalog marketing, online marketing, and telemarketing. While the less active is direct mail marketing. For direct response television marketing cannot be done by Sensory Coffee Roastery, due to the large costs incurred for a promotion and wide reach. Marketing efforts are focused on the direct marketing element. Updates to direct marketing strategies in the form of online marketing and catalog marketing. The impact of the marketing update can increase the sales volume of Sensory Coffee Roastery Coffee products that previously experienced data fluctuations. In addition to these two marketing strategies, the use of previous strategies that have been carried out by Sensory Coffee Roastery is still in place such as face-to-face marketing, telemarketing, and kiosk marketing. Suggestion for the improvement namely that the Sensory Coffee Roastery should not only be reached in the Panti sub-district, but also open new branches that are strategically located to be found by the general public outside the Panti sub-district.

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