



Marketing Strategies Of Processed Cassava Businesses In Improving Community Welfare Islamic Economic Review (Case Study Of Cempedak Lobang Village)

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ABSTRACT

The village, like many areas in rural areas, has great potential in the agricultural sector, including cassava production. However, to achieve overall community welfare, it is important to strengthen marketing strategies for processed local products. This research tries to explore marketing strategies in improving the welfare of the people of Cempedak Lobang Village by considering the principles of Maqashid Syariah in Islamic economics. This research aims to explore the Cassava Business Development Model in Improving Community Welfare with an Islamic Economic Approach in Cempedak Lobang Village. Descriptive qualitative methods and interviews were used to highlight the application of the syirkah economic concept which emphasizes partnerships and sharing risks and benefits, strengthening inclusive and sustainable local economic development. This research uses a descriptive qualitative method with an interview approach to explore the Cassava Business Development Model in Improving Community Welfare with an Islamic Economic Review (Case Study of Cempedak Lobang Village). This research resulted that the development of the cassava business in Cempedak Lobang Village, the application of the syirkah economic concept, which prioritizes partnerships and sharing risks and profits, is in accordance with Islamic economic principles.

INTRODUCTION

Improving the local economy is the main focus in many communities, including Cempedak Lobang Village, which is the case study in this research. The village, like many areas in rural

areas, has great potential in the agricultural sector, including cassava production. However, to achieve overall community welfare, it is important to strengthen marketing strategies for processed local products. This research tries to explore marketing strategies in improving the welfare of the people of Cempedak Lobang Village by considering the principles of Maqashid Syariah in Islamic economics. By analyzing marketing strategies that are in accordance with Islamic economic values, it is hoped that this research can make a significant contribution in efforts to increase the income and welfare of the people of Cempedak Lobang Village, thereby strengthening the competitiveness of local products in an increasingly competitive market.

Research on the marketing of processed cassava offers valuable insights into efforts to strengthen local economies. By focusing on effective marketing strategies, this research aims to help increase the income of the people of Cempedak Lobang Village and expand market reach for local products. This approach will not only have a positive impact on people's living standards, but can also make a significant contribution to overall regional economic development. By applying Maqashid Syariah principles in Islamic economics, it is hoped that the results of this research can provide sustainable solutions to strengthen the local economy and improve the welfare of the people of Cempedak Lobang Village.

Research on the marketing of processed cassava from an Islamic economic perspective is a progressive step in integrating religious values with economic practices. By adopting Maqashid Syariah principles, this research explores how marketing can be an instrument for achieving sharia goals, such as justice, balance and human welfare. In the context of Cempedak Lobang Village, this approach not only strengthens the local economic structure, but also provides a strong moral foundation for business practices. It is hoped that this research will not only provide new insights into the marketing of local products, but also become a basis for developing a more inclusive and sustainable economic model in rural areas.

Through this research, it is hoped that a better understanding will emerge about the relationship between marketing strategies for processed cassava and improving the welfare of the people of Cempedak Lobang Village. The results of this research can provide valuable insights for policy makers, economic practitioners, and the general public on how Islamic economic principles can be applied in local marketing practices to achieve sustainable development goals.. (Miftah & Syarbaini, 2014).

Unemployment is a condition where individuals who are able and want to work cannot find work that suits their skills and desires. This is a serious social and economic problem in many communities, including rural areas such as Cempedak Lobang Village. High unemployment rates can result in poverty, economic instability and social uncertainty in a society. Therefore, overcoming unemployment has become the main focus for many governments and organizations concerned with economic development and social welfare (Open, 2022).

Limited access to capital, training and markets are real challenges faced by farmers and small entrepreneurs in this village. Factors such as inadequate infrastructure, access to technology, and lack of support from the government also become obstacles in developing agricultural businesses, including cassava cultivation. In this situation (Zakaria et al., 2022), it is important to explore various strategies and business development models that can improve the welfare of village communities in a sustainable manner. One interesting approach is through an Islamic economic perspective which emphasizes the principles of justice, togetherness and fair distribution.

By integrating Islamic economic values into the cassava business strategy in Cempedak Lobang Village, it is hoped that the community can obtain new opportunities that will lead to increasing income and reducing poverty levels (Mohamad, 2020). This happens because Islamic economic principles, such as justice in the distribution of wealth, active community participation in economic decision making, and fair distribution of results, can strengthen the foundations of the local economy (Siti Nurhalita & Imsar, 2022). In this way, it is hoped that the community will achieve better overall economic prosperity, along with the growth of the cassava business which

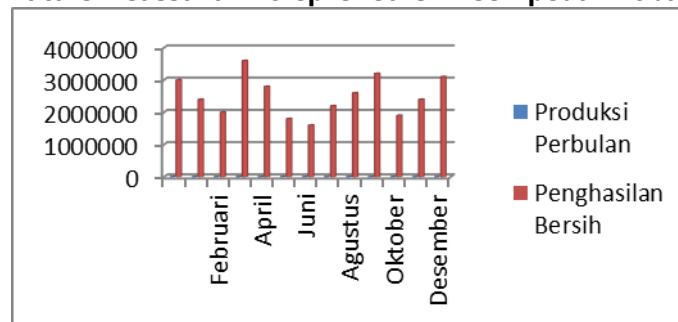
is sustainable and oriented towards environmental sustainability (Mulyana et al., 2019). Unemployment and poverty are the main problems that need to be overcome. Even though natural resources and fertile land exist, there have been no concrete efforts to optimize this potential to improve the welfare of society as a whole. Lack of knowledge and access to economic opportunities, capital and training are real obstacles for village communities to develop businesses effectively (Imsar et al., 2021).

The concept of societal well-being involves efforts to create conditions in which all individuals in a society can live dignified and happy lives. This includes economic, social, cultural, political and environmental aspects (Prayogi & Handayani, 2022). The background to this concept arises from the desire to address inequality, injustice, and imbalance in the distribution of wealth and opportunity. The importance of inclusivity, justice, community empowerment, sustainable economic growth, and respect for cultural diversity are at the core of the concept of community welfare (Putra, 2016).

Research conducted by Prayogi, M. A., & Handayani, A. (2022) aims to examine the potential for empowering processed businesses as a strategy to improve community welfare in Bangun Purba Village, Deli Serdang. This research involves business description, market potential analysis, community empowerment, identification of supporting and inhibiting factors, as well as preparation of recommendations and policy implications. The research methods used can include qualitative or quantitative approaches, with data collection through interviews, observations, or questionnaires. It is hoped that the research results will provide insight for local entrepreneurs and other stakeholders to improve community welfare through the development of micro-enterprises in the region.

Cempedak Lobang Village is a clear example of utilizing local potential with the production of processed cassava as one of its main initiatives. Through this effort, the village community succeeded in optimizing the natural resources they have, namely cassava, to create value-added products that have a positive impact on the local economy and significantly empower the community. By paying attention to natural wealth and local wisdom, they succeeded in developing a cassava opaque industry which is not only economically profitable, but also provides a strong identity for their village.

Figure 1 Data On Cassava Entrepreneurs In Cempedak Lobang Village



Graph 1 displays data on monthly processed cassava production and net income of entrepreneurs in Cempedak Lobang Village. From this graph, it can be seen that cassava production fluctuates throughout the year, with the highest production amount occurring in March at 180 kg, while the lowest production amount occurs in June at 80 kg. On the other hand, entrepreneurs' net income also varies throughout the year, with the highest income occurring in March at IDR 3,600,000 and the lowest income occurring in June at IDR 1,600,000. Despite fluctuations, this graph shows the general trend that production and income tend to increase at the beginning of the year and decrease towards the middle of the year, which may be influenced by seasonal factors or local market conditions. Further analysis of these trends can provide

valuable insights for entrepreneurs in planning future production and financial management strategies.

In this context, the Islamic economic approach emerges as an attractive alternative because it prioritizes the principles of justice, togetherness and fair distribution. These principles are in accordance with aspirations for prosperity and sustainable development in society. However, the implementation of these principles in the context of cassava processing in Cempedak Lobang Village is not yet fully understood. Therefore, research and a deeper understanding of how the principles of Islamic economics can be applied practically in marketing strategies for cassava businesses are needed. This involves identifying potential obstacles, establishing an appropriate framework, and developing implementation strategies that strengthen Islamic economic values while paying attention to the local context and environmental sustainability (Miftah & Syarbaini, 2017). Thus, the implementation of Islamic economic principles can become a strong foundation for the development of a cassava business that is sustainable and oriented towards community welfare (Ekonomi et al., 2016).

Therefore, research on marketing strategies for cassava businesses with an overview of Islamic economics in Cempedak Lobang Village is very relevant. By conducting this research, it is hoped that a deeper understanding of the potential and obstacles that exist in cassava business marketing strategies at the local level can be obtained. In addition, this research is expected to be able to investigate how Islamic economic principles can be applied concretely and effectively in cassava business practices. So, through this approach, it is hoped that the people of Cempedak Lobang Village will experience an overall increase in prosperity, both from the economic and social aspects, in accordance with the values and principles of Islamic economics which prioritize justice and togetherness. Nevertheless, the author is interested in conducting research entitled "Marketing Strategy for Processed Cassava Businesses in Improving Community Welfare. Review of Islamic Economics (Case Study of Cempedak Lobang Village)"

LITERATURE REVIEW

Business Marketing Strategy

A marketing strategy is a plan or steps designed and implemented to promote and sell products or services to the target market. It involves a careful planning process to determine the best way to achieve marketing goals, such as increasing brand awareness, attracting potential customers, and increasing sales. Marketing strategy encompasses a variety of decisions, including pricing, product placement, promotion, and distribution. The main goal is to satisfy customer needs and desires in a way that is profitable for the company and achieves the desired results. In the context of cassava processing, marketing strategies can include selecting appropriate distribution channels, setting competitive prices, effective product promotion, and using branding techniques to differentiate products from competitors (Imsar et al., 2022).

Marketing strategies in cassava processing require a deep understanding of the market and consumer needs and integrate Islamic economic values. First of all, the marketing strategy must consider the appropriate market segment, both local and regional, for processed cassava products. It involves comprehensive market analysis to understand consumer preferences, market trends, and competitors. In addition, it is important to identify the added value of the product, such as quality, sustainability or health aspects, which can be a key attraction for consumers. Second, marketing strategies must include effective promotion and wide distribution. Promotion can be carried out through various channels, including social media, local product exhibitions, or collaboration with local shops and restaurants. In addition, product distribution must be tailored to consumer preferences and can include direct sales from manufacturers to consumers or through a supply chain involving retailers and distributors. In all these steps, Islamic economic principles, such as justice, transparency, and social responsibility, must be upheld to ensure that marketing strategies are not only economically profitable but also

in accordance with Islamic values that promote shared prosperity.(Agiet Mutiara Rengganis et al., 2022).

Community Welfare Concept

Community welfare is a condition in which members of society feel satisfied with their lives and have fair access to various resources and opportunities. This includes economic, social, cultural and environmental aspects that influence the quality of life of individuals and groups in a community. Practically, community welfare is measured by taking into account several factors, such as economic (income, employment opportunities), education (access, literacy level), health (access to services, life expectancy), social aspects (equity, inclusion), and the environment (sustainability, air and water quality) (Blitar & Madiun, n.d.).

Efforts to improve community welfare involve collaboration between government, non-government organizations and civil society. They work together to design policies and programs that support sustainable and inclusive economic, social and environmental development. This could involve infrastructure development, increasing access to basic services, local economic empowerment, human rights advocacy, and environmental conservation (Daulay et al., 2023). By focusing on societal well-being, a country or community can achieve sustainable and inclusive growth, which benefits all members of its society. This creates conditions where all individuals have equal opportunities to develop and contribute to society as a whole.

Diffusion Of Innovations Theory

Diffusion of Innovation Theory is a framework that explains how new ideas or innovations are spread and accepted by society or the market. In a business context, this theory helps business owners understand how new products or ideas can be received by their customers and markets. The term "diffusion" refers to the process by which an innovation is accepted, adopted, and used by individuals or groups in society. This process occurs through stages such as knowledge, persuasion, decision, implementation, and confirmation.

One of the key concepts in this theory is the characteristics of innovation. Successful innovations have certain characteristics such as relative advantage, simplicity, compatibility with user values and needs, and measurable superiority. Additionally, this theory classifies individuals or groups in society based on their propensity to adopt innovations. There are various categories, including innovators (the first to adopt an innovation), early adopters, early majority, late majority, and laggards (the last to adopt an innovation) (Hasibuan et al., 2024).

In practice, business owners can use this theory to plan marketing strategies, identify target groups, and increase the acceptance of innovations by their customers or markets. With a good understanding of the innovation diffusion process, companies can increase their chances of successfully introducing new products or services to the market.

Review Of Islamic Economics Maqashid Syariah

Review of Islamic Economics with the Maqashid Syariah approach discusses economic concepts and principles that are in accordance with the teachings of the Islamic religion. Maqashid Syariah, which literally means "goals of sharia," is a concept that emphasizes the achievement of the goals desired by Islamic sharia. Maqasid Sharia, or the objectives of Islamic law, includes five main principles often referred to as "Maqasid al-Shariah". One of these five main principles is "al-Adl" which means justice. The principle of justice in Maqashid Syariah emphasizes the importance of upholding justice in all aspects of life, including economic matters. This includes the distribution of wealth, fair treatment of all individuals, and guaranteeing the rights of all parties equally. Hifz al-Din, Protection of religion and belief. This involves safeguarding religious freedom and protecting the rights of individuals to practice their religion without interference or discrimination (Amini et al., 2023). Hifz al-Nafs, Protection of human souls and lives. This principle emphasizes the importance of maintaining the safety and

physical well-being of individuals and preventing all actions that could endanger life. Hifz al-Nasl, Protection of offspring or family. This means maintaining the institution of the family and ensuring the continuity of generations by providing protection for marriage, offspring and a stable family environment. Hifz al-Mal, Protection of property or wealth. This principle underlines the importance of safeguarding individual wealth and property and preventing all forms of misuse, theft or economic exploitation. The application of Maqashid Syariah in an economic context leads to fair, sustainable and inclusive economic development, which prioritizes human welfare and maintains balance in society.(Alam, 2016).

METHODS

This research uses a descriptive qualitative method with an interview approach to explore the Marketing Strategy for Processed Cassava in Improving Community Welfare with an Islamic Economic Review (Case Study of Cempedak Lobang Village). The research process began with an initial literature study regarding the concept of Islamic economic-based business marketing strategies and the economic characteristics of rural communities, especially in the context of cassava. After that, a research design was developed with a focus on a descriptive approach to describe in detail the Processed Cassava Marketing Strategy used in Cempedak Lobang Village.

This research focuses on collecting data through interviews with cassava business owners and related stakeholders in Cempedak Lobang Village. Interviews were conducted based on previously prepared guidelines, addressing business marketing strategies, experience in implementing strategies, and achievements that have been achieved. The data obtained from the interviews was then analyzed descriptively to identify patterns, themes and key findings related to the Processed Marketing Strategy. The population involved in this research consisted of 18 entrepreneurs, with 1 informant selected as a sample for further analysis. This interview method is expected to provide in-depth insight into the practices and experiences of marketing Cassava businesses at the local level.

Apart from that, SWOT analysis is used as an additional step that can be taken to evaluate the marketing strategy of a Cassava Business, identifying strengths, weaknesses, opportunities and threats that influence the success of the business.

These findings are then interpreted and used to draw conclusions regarding an effective marketing strategy for processed cassava businesses in improving community welfare, taking into account the principles of Islamic economics. The research results are presented through a research report which includes a description of the Processed Cassava Marketing Strategy, data analysis, and conclusions drawn. Research findings can also be disseminated through presentations or scientific publications to contribute to academic knowledge and Islamic economics-based business marketing practices.

RESULTS

Cempedak Lobang Village is in Sei Rampah District, Serdang Bedagai Regency, which is known for its fertile natural potential. The majority of the residents of this village are diligent and dedicated cassava farmers. They cultivate their cassava fields with enthusiasm and implement sustainable agricultural practices. The main business in this village is processing cassava into processed products. Every stage of production is carried out with care and concern for the surrounding environment. This initiative not only creates local jobs but also adds value to cassava products.

In this business, the marketing strategy for processed cassava products is based on Maqashid Syariah principles, which include economic justice, environmental sustainability and social benefits for society. The resulting marketing strategy consists of several key components:

1.Price

Prices for processed cassava products will be set fairly, ensuring that the profits earned by farmers and producers are commensurate with their efforts. Affordable prices will also be maintained to ensure product accessibility for local consumers.

2.Place

Product distribution channels are expanded, including sales at local markets, grocery stores, and through online platforms. This step aims to expand the product range so that it can be accessed by consumers from various regions.

3.Products

Processed cassava products continue to be enriched with a variety of innovative and quality products. Product development will consider consumer needs and tastes, while still ensuring added value and customer satisfaction.

4.Promotion

Product promotion is carried out through various communication channels, including social media, local exhibitions in villages. Promotional messages will emphasize the values of Islamic economic justice, environmental sustainability, and social benefits for society. Promotional programs such as discounts or additional prizes will be used to increase consumer interest. By implementing this marketing strategy, these businesses can achieve sustainable success while providing fair benefits to all parties involved, including farmers, producers, consumers, and society at large.

From the results of this research, it can be seen that the application of the principles of Islamic economic justice in the marketing strategy for processed cassava has the potential to create a significant positive impact on the community and environment in Cempedak Lobang Village. Through an inclusive and sustainable approach, marketing strategies can increase farmers' income, improve community access to health and education services, and maintain ecological balance. Fair distribution of profits among all parties involved, attention to social and environmental welfare, and application of Maqashid Syariah principles are a strong basis for formulating effective marketing strategies. Thus, implementing a marketing strategy for processed cassava based on the principles of Islamic economic justice can be an inspiring model for sustainable and inclusive local economic development (Nurbaiti et al., 2023).

Apart from that, in the marketing strategy efforts for the cassava business in Cempedak Lobang Village, there are several obstacles that require attention and strategic action to ensure the success of these marketing steps. From infrastructure challenges to changes in weather patterns affecting production, all these aspects demand innovative solutions and close collaboration from all parties involved in the project.

This research also describes the challenges faced in increasing cassava production capacity in their businesses due to the lack of infrastructure and modern equipment. You conveyed the importance of the first step to improve production infrastructure through updating equipment and building more efficient infrastructure. This is expected to significantly increase production capacity and optimize the overall production process, thereby helping to increase business efficiency and competitiveness in the market. In other words, they acknowledge the challenges they face and plan concrete steps to overcome them for the progress of their business.

In carrying out a cassava processing business strategy in Cempedak Lobang Village using Islamic economic principles, several obstacles emerged. Limited capital, access to sharia financial services, as well as limited infrastructure such as transportation access and market connectivity, are the main obstacles. In addition, lack of knowledge about modern agricultural practices and climate fluctuations also affect business productivity. However, with cooperation from government, financial institutions and communities, as well as support in the form of training and infrastructure, these obstacles can be overcome, helping to strengthen cassava businesses and improving the welfare of local communities.

The following is a SWOT quadrant analysis and SWOT analysis of cassava business marketing in Cempedak Lobang Village, Serdang Bedagai:

Table 1 SWOT Quadrant Analysis



a. Quadrant I: Strengths - Opportunities (S-O)

In this quadrant, we see that internal strengths (such as close partnerships, well-implemented Islamic economic principles, and fertile natural potential) can be used effectively to take advantage of external opportunities (such as the adoption of modern agricultural technology, cooperation opportunities with distributors, and utilization of online platforms). This shows that the company has a strong foundation to seize existing market opportunities.

Quadrant I, namely Strengths - Opportunities (S-O), was chosen because it allows businesses to utilize their internal strengths to pursue external opportunities. In the context of a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), this quadrant shows that the business has a strong foundation that can be used to seize existing market opportunities.

The model used is SWOT analysis, which is a strategic management tool commonly used to evaluate an organization's internal strengths and weaknesses, as well as the external opportunities and threats it faces. By including a combination of internal (Strengths) and external (Opportunities) factors, SWOT analysis helps businesses identify strategies that can be used to utilize their internal strengths to pursue existing external opportunities.

In the context of this quadrant, businesses can focus on utilizing their internal strengths such as close partnerships, well-implemented Islamic economic principles, and fertile natural potential, to take advantage of external opportunities such as the adoption of modern agricultural technology, opportunities for collaboration with distributors, and utilization of online platforms. In this way, businesses can optimize their position in the market by utilizing their internal strengths to respond to existing external opportunities.

b. Quadrant II: Weaknesses - Opportunities (W-O)

Here, we identify internal weaknesses (such as lack of modern infrastructure, limited access to agricultural technology, and limited capital) that must be overcome to take advantage of existing external opportunities (such as adoption of modern agricultural technology or

collaboration with distributors). Companies need to focus on overcoming these weaknesses in order to take advantage of available market opportunities.

c. Quadrant III: Strengths - Threats (S-T)

This quadrant shows that internal strengths (such as close partnerships or the adoption of Islamic economic principles) can be used to overcome existing external threats (such as intense market competition or market uncertainty). This shows that companies have internal resources that can help them better face external challenges.

d. Quadrant IV: Weaknesses - Threats (W-T)

In this quadrant, internal weaknesses (such as regulatory constraints or capital limitations) can exacerbate the impact of existing external threats (such as the risk of weather changes or market uncertainty). Companies need to pay attention to reducing these internal weaknesses and develop strategies to overcome or reduce the impact of external threats that may arise.

Based on the results of internal and external matrix analysis, the cassava processing business in Cempedak Lobang Village is in Quadrant I (S-O) in the SWOT matrix. This indicates that the business has significant internal strengths (with a total strength score of 3.75) which can be used to take advantage of existing external opportunities (with a total opportunity score of 4.0). In this context, the right strategy is to optimize internal strengths such as fertile natural potential and close partnerships to take advantage of opportunities such as the adoption of modern agricultural technology and collaboration with local distributors. This can be done by allocating resources and efforts to develop initiatives that combine internal strengths with external opportunities for business growth and sustainability.

Table 2 SWOT Analysis

(Strengths)	(Weaknesses):
<ol style="list-style-type: none"> 1. The fertile natural potential allows good growth of cassava. 2. Close partnerships between farmers, processors and marketers increase efficiency and equal distribution. 3. Islamic economic principles are applied well, creating justice, partnership and social care. 4. The existence of cooperatives as a forum for cooperation in business provides a platform for sharing risks and profits. 5. The people of Cempedak Lobang Village are diligent and dedicated in business. 	<ol style="list-style-type: none"> 1. Lack of infrastructure and modern equipment in production hinders efficiency. 2. Limited access to modern agricultural technology hampers innovation. 3. Limited markets and lack of broad market access limit business growth. 4. Limited capital significantly hinders business marketing. 5. Challenges in business risk management such as price and production fluctuations.
(Opportunities)	(Threats)
<ol style="list-style-type: none"> 1. Adoption of modern agricultural technology can increase productivity. 2. Opportunities for collaboration with local and regional distributors to expand market reach. 3. Utilization of online platforms increases product accessibility to a wider market. 4. Support from local governments, educational institutions, and non-governmental organizations can provide additional resources. 5. Potential to develop a strong brand and diversify products to add added value. 	<ol style="list-style-type: none"> 1. Increasingly tight market competition makes market penetration difficult. 2. The risk that changes in weather patterns can disrupt production and quality. 3. Market uncertainty and government policies related to agriculture affect business strategies. 4. Obstacles in regulation and licensing of agricultural businesses can slow down growth. 5. Challenges in financing and access to capital can hinder business marketing.

From the SWOT analysis above, it can be seen that the cassava processing business strategy in Cempedak Lobang Village has the strength of a close partnership between farmers, processors and marketers to increase efficiency and equal distribution. Islamic economic principles are applied well, creating justice, partnership and social care. And the existence of cooperatives as a forum for cooperation in providing a platform for sharing risks and profits. However, there are still weaknesses in infrastructure, technology access and market access that need to be addressed. On the opportunity side, there is the potential to increase production through the adoption of modern technology, collaboration with distributors, and the use of online platforms. However, businesses also need to be alert to threats such as intense market competition and the risk of weather changes.

Ife And Efe Matrix Analysis

The IFES matrix is used to determine how big the role of internal factors is in the cassava business. The IFE matrix describes internal conditions consisting of strengths and weaknesses which are calculated based on branch weights taken from interviews conducted with several informants in the Opak Cassava Products business in Cempedak Lobang Village, which can be seen in the table below:

Table 3 IFES Matrix Analysis Results

No	Internal factors	Rating	Weight Score	Value
(Strengths)				
1	The fertile natural potential allows good growth of cassava.	0.15	4	0.6
2	Close partnerships between farmers, processors and marketers increase efficiency and equitable distribution.	0.2	4	0.8
3	Islamic economic principles are applied well, creating justice, partnership and social care.	0.2	4	0.8
4	The existence of cooperatives as a forum for cooperation in business provides a platform for sharing risks and profits.	0.25	3	0.75
5	The people of Cempedak Lobang Village are diligent and dedicated in business.	0.2	4	0.8
TOTAL (Strengths)		1.0		3.75
No	Internal factors	Rating	Weight Score	Value
Kelemahan (Weaknesses)				
1	Lack of infrastructure and modern equipment in production hinders efficiency.	0.15	2	0.3
2	Limited access to modern agricultural technology hampers innovation.	0.2	2	0.4
3	Limited markets and lack of broad market access limit business growth.	0.2	2	0.4
4	Limited capital significantly hinders business marketing.	0.25	2	0.5
5	Challenges in business risk management such as price and production fluctuations.	0.2	3	0.6
TOTAL (Weaknesses)		1.0		2.2

From the IFES Matrix analysis, it can be seen that the internal strengths (total score 3.75) of the cassava processing business in Cempedak Lobang Village are more dominant than the weaknesses (total score 2.2). However, it is necessary to acknowledge the existence of

weaknesses such as less modern infrastructure, limited access to agricultural technology, and obstacles in access to markets and capital. To optimize growth, infrastructure improvement strategies, increasing access to technology and markets, as well as capital-related solutions need to be prioritized. Thus, this business can develop optimally in the future.

EFES Matrix Analysis

The EFES Matrix (External Factor Evaluation Matrix) is an evaluation tool used to analyze external factors that influence the performance of an organization or company. Through the EFES Matrix, factors such as market opportunities, technological developments, regulatory changes, industry competition and other environmental aspects are assessed based on their level of importance. This evaluation helps organizations to understand the extent to which they can exploit existing opportunities and overcome threats that may arise from the external environment. Thus, the EFES Matrix provides a basis for formulating strategies that are appropriate to external environmental conditions in order to achieve organizational goals more effectively.

Table 4 EFES Matrix Analysis

No	Opportunity Factor	Rating	Weight Score	Value
(Opportunities)				
1	Adoption of modern agricultural technology increases productivity	0.2	4	0.8
2	Collaboration with local and regional distributors expands market reach	0.2	4	0.8
3	Utilization of online platforms increases product accessibility to a wider market	0.2	4	0.8
4	Support from local governments, educational institutions, and non-governmental organizations	0.2	4	0.8
5	Potential to develop strong brands and product diversification	0.2	4	0.8
TOTAL Opportunities		1.0		4.0
No	Threat Factors	Rating	Weight Score	Value
(Threats)				
1	Increasingly tight market competition	0.2	3	0.6
2	Risk of changing weather patterns disrupting production and quality	0.2	3	0.6
3	Market uncertainty and government policies related to agriculture	0.2	3	0.6
4	Obstacles in regulation and licensing of agricultural businesses	0.2	2	0.4
5	Challenges in financing and access to capital	0.2	2	0.4
TOTAL Threat		1.0		2.6

The EFES Matrix reveals significant opportunities, such as the adoption of modern agricultural technology, collaboration with distributors, utilization of online platforms, government support, and brand development potential, which can provide a major boost to

business performance. However, along with these opportunities, there are threats that must be faced, including intense market competition, the risk of weather changes, market and government policy uncertainty, regulatory constraints, and challenges in financing. Companies need to be able to identify and manage these threats while taking advantage of existing opportunities to create adaptive and sustainable strategies in facing the dynamics of the business environment.

Internal External (IE) Matrix

Tabel 5 IFE Score

IFE SCORE			
	Strong (3,0 – 4,0)	Average (2,0-2,99)	Weak (1,0-1,99)
Strong (3,75-4,0)	III		
Average (2,5-3,74)		II	
Weak (1,0-2,49)			I

IFE Score is an evaluation tool used to assess the internal strengths and weaknesses of an organization. On this scale, a score between 3.75 to 4.0 is considered "Strong," indicating significant excellence. A value between 2.5 to 3.74 is considered "Average", indicating a good balance between strengths and weaknesses. Meanwhile, values between 1.0 and 2.49 are considered "Weak", indicating weaknesses that need to be corrected. By using IFE an organization can identify aspects where they excel and where they need to improve performance to achieve desired business goals.

SWOT Matrix

Table 6 SWOT Matrix

Matriks SWOT:	
Strategi W-O (Weaknesses - Opportunities):	Strategi S-T (Strengths - Threats):
- Lack of infrastructure and modern equipment in production hinders efficiency.	- The fertile natural potential allows good growth of cassava.
- Limited access to modern agricultural technology hampers innovation.	- Close partnerships between farmers, processors and marketers increase efficiency and equitable distribution.
- Limited markets and lack of broad market access limit business growth.	- Islamic economic principles are applied well, creating justice, partnership and social care.
- Limited capital significantly hinders business development.	- The existence of cooperatives as a forum for cooperation in business provides a platform for sharing risks and profits.
- Challenges in business risk management such as price and production fluctuations.	- The people of Cempedak Lobang Village are diligent and dedicated in business.
S-O Strategy (Strength- Opportunities):	W-T Strategy (Weaknesses- Threats):
- Adoption of mo agricultural technology	- Increasingly tight market competition makes market penetration difficult.
dern can increase productivity.	- The risk that changes in weather patterns can disrupt production and

quality.	
- Opportunities for collaboration with local and regional distributors to expand market reach.	- Market uncertainty and government policies related to agriculture affect business strategies.
- Utilization of online platforms increases product accessibility to a wider market.	- Obstacles in regulation and licensing of agricultural businesses can slow down growth.
- Support from local governments, educational institutions, and non-governmental organizations can provide additional resources.	- Challenges in financing and access to capital can hinder increasing business marketing.

Total Score Weight

Table 7 Total Score Weight

Internal/Eksternal	Strengths (S)	Weaknesses (W)
Opportunities (O)	Strategy S-O Total Score $3.75+4.0 = 7.75$	Strategy W-O Total Score $2.2+ 4.0 = 6.2$
Threats (T)	Strategy S-T Total Score $3.75+2.6 = 6.35$	Strategy W-T Total Score $2.2+2.6 = 4.6$

DISCUSSION

From the results presented, the S-O (Strengths-Opportunities) strategy has the highest score, namely 7.75, illustrating that utilizing the company's internal strengths to respond to external opportunities is the most effective step. This indicates that the company has internal advantages that can be optimized to take advantage of opportunities that exist in the external environment. Meanwhile, the W-O (Weaknesses-Opportunities) strategy showed a score of 6.2, highlighting the importance of overcoming internal weaknesses to take advantage of external opportunities. On the other hand, the S-T (Strengths-Threats) strategy has a score of 6.35, emphasizing the importance of using internal strengths to overcome external threats. Meanwhile, the W-T (Weaknesses-Threats) strategy has a score of 4.6, indicating that overcoming internal weaknesses in the face of external threats is a significant challenge. Therefore, focusing on S-O strategy is the key to optimizing company performance by utilizing its internal strengths to seize external opportunities.

Apart from the author using SWOT analysis, market share analysis was also carried out in this research to determine the market analysis of the Opak Cassava product business in Cempedak Lobang Village. In an effort to develop a cassava business, the first step that must be taken is to identify potential markets. This involves in-depth analysis of local and regional markets to understand demand for cassava and processed products. With a strong understanding of market needs, companies can direct business marketing efforts to match existing demand, increase competitiveness and business relevance in the market.

Furthermore, market segmentation is the key to understanding the market in more detail. This analysis includes mapping different market segments based on demographic characteristics, consumer preferences and market needs. By understanding these variations, companies can devise more targeted and effective marketing strategies, allowing them to target market segments with appropriate approaches.

After understanding the market and consumer segments, the next step is market penetration. This involves strategic planning to expand market share by entering new markets and developing an efficient distribution network. By expanding market coverage, companies can increase growth potential and business opportunities in various regions.

Lastly, customer care is key in maintaining business continuity. By having an effective customer retention strategy, including providing superior service, maintaining consistent product quality, and carrying out product innovation regularly, companies can maintain customer loyalty and extend the life of their business. Overall, by following these steps, cassava companies can strengthen their position in the market, develop strong relationships with customers, and contribute to their economic growth and prosperity

To optimize potential and overcome challenges, Cempedak Lobang Village needs to focus on developing infrastructure, increasing access to technology, product diversification, brand development, and building wider collaboration with various related parties. By taking these strategic steps, it is hoped that the cassava business can continue to develop sustainably and provide greater benefits to the local community and economy.

CONCLUSION

In the context of the marketing strategy for cassava businesses in Cempedak Lobang Village, overall, this research highlights the importance of applying the principles of Islamic economic justice in the marketing strategy for processed cassava products in Cempedak Lobang Village. By paying attention to fair distribution of profits, attention to social and environmental welfare, and the application of Maqashid Syariah principles, this marketing strategy is able to provide a significant positive impact on society and the environment. Through an inclusive and sustainable approach, farmer incomes can be increased, community access to health and education services improved, and ecological balance maintained. In conclusion, the integration of Islamic economic principles in marketing strategies can be a strong foundation for sustainable and inclusive local economic development.

Theoretically, this research is based on Islamic economic principles which emphasize economic justice, social welfare and environmental sustainability. Concepts such as fair distribution of profits, attention to human welfare, and maintaining economic balance are the main foundations in formulating marketing strategies for processed cassava. Apart from that, the principles of Maqashid Syariah are also an important basis, which directs marketing strategies to achieve the main goals of Islamic law, such as justice, prosperity and balance. The integration of this theoretical foundation ensures that marketing strategies not only generate financial profits, but also provide equitable benefits for all parties involved and maintain environmental sustainability and overall community welfare.

SUGGESTION

Based on the analysis of marketing strategies employed by processed cassava businesses to enhance community welfare in Cempedak Lobang Village, it is recommended to focus on several key areas. Firstly, fostering partnerships with local cooperatives or Islamic financial institutions can facilitate access to funding and resources, enabling businesses to scale up operations and offer more employment opportunities within the community. Additionally, leveraging digital marketing platforms and SSSsocial media channels can enhance visibility and reach new customer segments beyond the local market. Furthermore, investing in training programs and capacity building initiatives for local farmers and entrepreneurs can improve the quality and efficiency of cassava production processes, thereby increasing the competitiveness of products in the market. Lastly, fostering collaboration with government agencies and NGOs to address infrastructure challenges, such as transportation and storage facilities, can further

optimize supply chain efficiency and ensure product quality, ultimately contributing to the overall welfare and prosperity of the community.

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