

Integrated Marketing Communication (IMC) of Palm Oil Product in The Province of Bengkulu

Machyudin Agung Harahap^a, Willy Abdillah^b, Susri Adeni^c, Boko Susilo^d

**^aCommunication Study Program, University of Bengkulu
machyudinagung@gmail.com ^bDevelopment Studies,
University of Bengkulu ^cCommunication Study Program,
University of Bengkulu ^dInfomatics Study Program,
University of Bengkulu**

Abstract

Sumatera Island contributes almost 30% from its product to the national development or it was around 23,77% in 2012. The contribution is mostly from the commodity of palm oil, rubber, sugar, other mineral or coal mining (dprd-lampungprov.go.id, 2013). However, this contribution is not well integrated yet in order marketing matters especially for palm oil product. It can be said that there is no integrated marketing communication in order to This research is important due to explore the integrated marketing communication of palm oil to facilitate the acceleration of national development where there will be a connectivity between the stakeholders. Another aim of this research is to increase the farmers' income by having a good network with the palm oil company and the local government.

Keywords: Integrated Marketing Communication (IMC), palm oil, media, market

BACKGROUND

Sumatra Island has a wide variety of superior products which can be used for export and selling value; call it from a rubber plantation, palm, coal mining and gold and so forth. The contribution of products in Sumatra contributes nearly 30% to national development or precisely 23.77% in 2012. Contributions are supported, among others, the accumulated production of oil palm, rubber, sugar as well as minerals and coal (DPRD-lampungprov. go.id, 2013). But the major contribution is not yet well integrated in terms of marketing the product.

Great contribution of excellent products, especially palm oil in Sumatra should be encouraged by increasing integration of existing products. In addition to the efficiency by opening the manufacturers for the production of finished goods can increase the selling value of Sumatra superior products, which have not been well managed comprehensive and integrated manner. This is what will be one of the masterplan of economic development and the acceleration of Indonesia's Sumatra Corridor.

In addition, the existing problems in achieving the integration of superior products are meeting the governors that almost every year, but not accompanied by the results and concrete action; there is only ceremonial meeting that concentration only the improvement and development of infrastructure and yet to the essential problem such as building a superior product Sumatra in a business communication with the concept of intergrated marketing communication: where business

communication is a major factor in developing the information will be summarized by the concept of the foregoing.

Integrated marketing communication (or better known as IMC) should be a market to sell the product in Sumatra. IMC is "planning concept of marketing communication that recognizes the added value of a comprehensive plan that examines the strategic role of each form of communication and combine them to achieve clarity, consistency and impact of maximum communication by integrating the message" (4 As in Sulaksana, 2005: 30). From the definition of the IMC can be concluded that the existence of a comprehensive plan on Sumatra corridor marketing superior products integrated marketing mainly palm oil to boost the economy, especially in the corridors of Sumatra and Bengkulu Province. So with the IMC is to facilitate and expand the marketing of superior products Sumatra. This is because the concept of IMC is more comprehensive and touches various aspects related to farmers, governments and stakeholders.

Seeing the problems and phenomena mentioned above, it is urgent to conduct a research in order to develop a healthy business communication with integration, which will help in accelerating of the development of the national economy. Another aim is to increase the value of the contribution or contributions from Sumatra corridor for national development and improve marketing information and the price of palm oil to increase revenue and advances Bengkulu area.

The outcome of this research is the strategic business communication through IMC palm oil products in the province of Bengkulu, which is expected to be the integrity of all parties in the corridors of Sumatra in developing and marketing superior products.

LITERATURE REVIEW

Integrated Marketing Communication (IMC)

IMC concept is actually not new to the world of marketing. IMC concept is then starts to be developed in Indonesia when companies are trying to sell their excellent products so that people know more about what is produced by a company or other services. There are five (5) basic premise underlying the IMC according Sulaksana (2005: 31), i.e.:

1. Integration (integration) is limitless and endless process, because it covers various levels
2. The IMC is not the job of the function, but the multifunction (cross-functional)
3. All parties associated with the company (stakeholders) essential to be handled proportionately, no longer focused only on the customer alone
4. Companies need to hear from all parties (stakeholders) including customer
5. Each point of contact with the public to spread the message of communication that are able to spread in a chain.

The basic premise of the fifth IMC is a comprehensive concept for the company to improve productivity. When examined in more detail, the IMC has four (4) levels, namely (a) the philosophical aspects; (b) employment linkages across functions; (c) integration or integration; and (d) strengthen the relationship to establish loyalty and equity products to stakeholders

These concepts above then is needed to design superior product marketing communications in accordance with the character and identity of the island of Sumatra. So with the concepts and models of IMC appropriate, it can be used to enhance the economic value of selling a superior product Sumatra corridor.

RESEARCH METHODS

Research methodology is conducting through the stages of data collection (observation and surveys, questionnaires, interviews); with the following stages:

Data Research

a. Data Source

Determination of research data is done by classifying the data based on the way to obtain the data, so they are primary data and secondary data. Related to this research, primary data can be obtained by observations, questionnaires, in-depth interviews and FGD (Facused Group Discussion) involving traditional leaders / people related to poverty reduction programs. While secondary data is data obtained indirectly from the collection performed by another person or institution that has been published in the form of books, scientific articles, research reports, annual reports, etc. (Kusmayadi and Sugiarto, 2000).

b. Type of Data

Based on the type, the data used in this study is qualitative data and quantitative data. Qualitative data is data that is not worth a numeric or value is not a number, and usually in the form of words, sentences, schema, or images (Kusmayadi and Sugiarto, 2000). Related to this research, qualitative data is in the form of opinions, perceptions and expectations of stakeholders (stakeholders). While quantitative data is data whose value is numeric or numeric form, which can also be obtained by clicking on the numbers-through scoring the qualitative data which is also called the data quantification (Kusmayadi and Sugiarto, 2000). Related to this research, quantitative data, among others, are the values associated with the level of education, level of prosperity, the level of productive age, and potential in the community.

c. . Respondent

The amount and composition of the respondents in this study can be categorized as follows.

Respondent	Status of Respondent
Community	Community members, especially smallholders/farmers group
	Community Leader / Society / Palm oil company

Research Data Collection

Methods of data collection in this study is using qualitative and quantitative data collection techniques in accordance with the type of data that has been determined. Data collection is done at the study site through several stages, namely:

a. Observation and Survey

The research is to conduct observations on society and farmers in Bengkulu rprovince. It is also conducted on-site surveys of research It is expected to conduct empirical observations that can be used as a starting point of this research.

b. Deployment questionnaire

After doing observations and surveys at the study site, then it is carried out questionnaires to obtain primary data from survey respondents that include community members, especially a group of palm oil farmers. The instrument used is a

list of questions that are relevant to the research topic and arranged in the form of sheets and filled in questionnaires answered by the respondent.

c. Interview

To further strengthen the quality of the data from the results of the questionnaire, depth interviews is done. The instrument used was an interview guidelines referenced in conducting in-depth interviews (depth interview), which contains questions that are relevant to aspects of the problems in research.

d. FGD (*Facused Group Discussion*)

Focus Group Discussion (FGD) method is used in this study as a systematic effort in data collection and research information on very specific issues through group discussion. In the implementation of FGD is involved a group of people to discuss with the guidance of a facilitator on the topic of research and long implementation of FGD between 1-2 hours involving 10-15 respondents (Irwanto, 2006), namely that represents stakeholders in the research location, which includes members of the community, especially women , community / public institutions. Thus, after the FGD is done through several stages and processes as well as the analysis, it will be known more in-depth information (thick description) about the palm oil farmers and their group.

DISCUSSION

Bengkulu Province is located in the west of the *Bukit Barisan* mountains, which has total area of approximately 1,991,933 acres or 19,919.33 square kilometers. The province of Bengkulu province extends from the border to the border of West Lampung province has a range of commodities both in the field of agriculture, mining, fisheries, forestry and other (Zily, 2013).

Research conducted in Bengkulu, shows that have great potential in oil palm plantations due to natural conditions in geographical and climate. This is evidenced by the data many companies both private and state-owned land has oil in some areas or locations in Bengkulu Province; as seen from the table below:

No	Location (District)	Total Concession Area (Ha)
1.	Muko-Muko	5.2845,88
2.	Bengkulu Utara	45.191,06
3.	Bengkulu Selatan	3.990,40
4.	Rejang Lebong*	0
5.	Lebong*	0
6.	Bengkulu Tengah	20.854,34
7.	Seluma	30.118,70
8.	Kaur	37.456,00
	Total Concession Area	190.456,38

Tabel 1. Distribution of palm oil plantation in the province of Bengkulu
 Source: Plantation Office of Bengkulu Province, 2014

* Plantations of tea and coffee

From these data, it appears that almost all districts in the province of Bengkulu has oil palm plantation areas. The extent of oil palm plantation land area is not balanced with the welfare of smallholders and the problems of the company as well. Researchers then found several problems that are relatively common in some districts that have been visited in the field, among others:

1. The letter transport of oil (owned factories), the company's monopoly
2. cheapening the price of oil from the farmers is Rp 980 - Rp 990
3. no accommodation of palm farmers group manager
4. the obligatory pieces provided by the oil companies to farmers range between 2% - 5%
5. The party that does not want to open a factory in providing price information to farmers and oil
6. no test yield any results when the palm fruit oil palm farmers will be paid

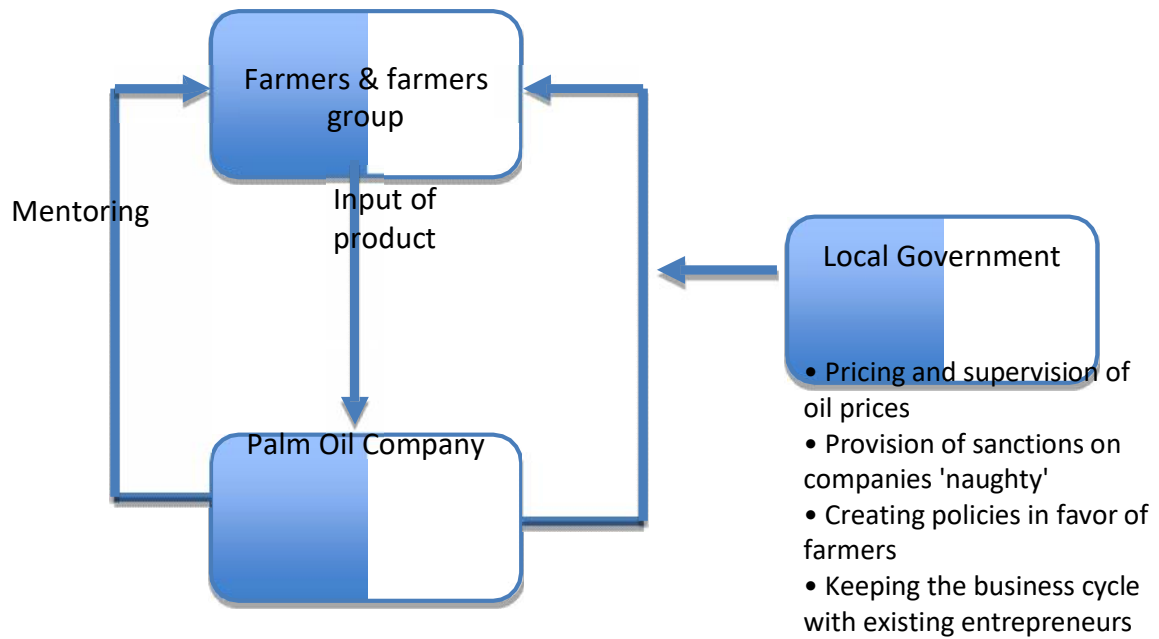
The problems mentioned above are also not followed the policy of the Central Government, Provincial Government of Bengkulu and companies that can help the smallholders. There are some records that need to be considered when researchers dialogue with stakeholders, among others:

1. The basic price is different in each district make the market price is also different
2. The company should not be allowed to set prices below the standard or average but in reality there is still a price below the average
3. The information about the price is not known by smallholders
4. no action formula pricing
5. the bargaining power of farmers is still low
6. groups of farmers who are not empowered to participate as much as possible in monitoring the market price
7. technology that does not support the success of oil palm farmers in production and market share or the price of oil

Of these problems, it appears that the existing constraints has not been resolved. Palm oil business in the interest of certain parties without seeing the benefit of smallholders. Then, other things are found by researchers is the palm oil business is not supported by the development of communication technologies, especially internet media marketing that integrates palm oil products. So the lack of business communications that help stakeholders in increasing production and stabilizing oil prices for farmers. In addition, the role of local governments has not been seen and has not been in favor of the economic improvement of smallholders.

In accordance with the purpose of research, problems and data obtained showed the study of business communications that benefit smallholders and other stakeholders. However, in reality many obstacles encountered in the oil palm business marketing and farmer level, employers and governments in the synergy of marketing products that improve people's economy.

From the findings of the above study, it can be formulated that there should be the termination of the chain from farmers to collectors so that farmers can be directly related to the company and the government. So it can be described IMC concept that can be applied are as follows:



Picture 1. IMC Palm Oil Product

IMC concept of the picture, it is expected there will be an increasing in the integrity of the product marketing of oil palm in the province of Bengkulu, which will ultimately have an impact on the welfare of farmers and gains in business and government area.

CONCLUSIONS

The conclusions of this research are:

1. Only a handful of oil palm farmers who benefit from the management of oil palm
2. The extent of oil palm plantation in Bengkulu province have not been able to accommodate the oil palm farmers in improving their economy
3. Erratic oil prices make oil palm farmers do not benefit from the middlemen and lack of openness palm entrepreneurs in providing information to farmers palm oil
4. The oil marketing system is also not supported by integrated marketing communication, which basically will be greatly assist in the marketing of oil.

DAFTAR PUSTAKA

- Bungin, Burhan., 2008, Sosiologi Komunikasi: Teori, Paradigma dan Diskursus Teknologi Komunikasi di Masyarakat, Jakarta: Kencana
- Danibarata, Auli., 2011, Pengaruh Intergrated Marketing Communication terhadap Brand Equity pada Sebuah Bank Pemerintah di Jakarta, Jurnal Bisnis dan Akuntansi, Vol. 13, No.1, hal 21-38
- DPRD-Lampung.go.id, 2013, Rakorgub se-Sumatera Sepakat Percepatan Pembangunan Infrastruktur, <<http://www.dprd-lampungprov.go.id/pre/berita/nasional/237-rakorgub-se-sumatera-sepakat-percepatan-pembangunan-infrastruktur.html>>, diakses pada 6 November 2013
- Mahfouz, A. 2000. Web sites interface design: External and internal factors, open hypermedia systems and structural computing. Proceedings of 6th International Workshop. San Antonio, Texas, USA, May 30–June 4.
- Powell, T., 1998, Website Engineering: Beyond Web Page Design, Upper Saddle River: Prentice Hall.
- Sigala, M., 2003, Competing in the Virtual Market space: a strategic model for developing e-commerce in the hotel industry, International Journal of Hospitality Information Technology 3 (1). pp. 43 – 60.
- Simamarta, Janner, 2009, Rekayasa Web, Yogyakarta: Penerbit Andi
- Sulaksana, Uyung., 2005, Integrated Marketing Communication: Teks dan Kasus Yogyakarta: Pustaka Pelajar
- Zily, Dwi Erza., 2013, Geografi dan Iklim, <<http://go.bengkuluprov.go.id/ver3/index.php/profil-bengkulu/geografi-dan-iklim>>, diakses pada 1 Mei 2015