

# 7P Marketing Mix in Processed Farm Products by Urban Farming Businesses

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## ABSTRAK

Persaingan bisnis yang semakin pesat membuat setiap pelaku usaha dituntut untuk terus berinovasi guna mengembangkan dan mempertahankan eksistensinya. Salah satu alternatif bagi pelaku usaha untuk terus mengembangkan dan mempertahankan eksistensinya adalah dengan menerapkan bauran pemasaran 7P pada usahanya, khususnya di bidang urban farming. Penelitian ini bertujuan untuk menganalisis penerapan bauran pemasaran 7P pada produk pertanian olahan serta faktor pendukung dan penghambat penerapan bauran pemasaran 7P. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan FGD, untuk analisis data digunakan teknik koding. Informan dalam penelitian ini berjumlah 4 orang. Hasil penelitian ini menunjukkan bahwa secara umum bauran pemasaran 7P produk olahan Kelompok Wanita Tani Anggrek sudah diterapkan. Kemudian untuk faktor pendukung penerapan bauran pemasaran 7P yaitu (1) kepercayaan diri; (2) kerjasama; (3) dorongan dari penyuluh pertanian. Faktor penghambat meliputi (1) kurangnya literasi; dan (2) waktu yang terbatas. Seluruh unsur bauran pemasaran dalam produk olahan Kelompok Wanita Tani Anggrek dinilai mampu meningkatkan penjualan produk dan menjadikan Kelompok Wanita Tani Anggrek semakin eksis dan dikenal. Namun dalam proses pelaksanaannya, terdapat beberapa faktor pendukung dan penghambat seperti yang telah dipaparkan dalam hasil penelitian.

## ABSTRACT

The increasingly rapid business competition makes every business actor required to continue to innovate in order to develop and maintain their existence. One alternative for business actors to continue to develop and maintain their existence is to apply the 7P marketing mix to their business, especially in urban farming. This study aims to analyze the implementation of the 7P marketing mix on processed agricultural products as well as the supporting and inhibiting factors in implementing the 7P marketing mix. This study uses a qualitative approach with a descriptive method. Data collection techniques used were observation, interviews and FGD, for data analysis used coding techniques. There are 4 informants in this study. The results of this study indicate that in general, the 7P marketing mix for the processed products of the Orchid Women Farmer Group has been implemented. Then for the supporting factors for implementing the 7P marketing mix, namely (1) self-confidence; (2) cooperation; (3) encouragement from agricultural extension workers. The inhibiting factors include (1) lack of literacy; and (2) limited time. All elements of the marketing mix in the processed products of the Orchid Women Farmer Group are considered capable of increasing product sales and making the Orchid Women Farmer Group more exist and known. However, in the implementation process, there are several supporting and inhibiting factors as described in the research results.

## 1. INTRODUCTION

In some developing countries, the agricultural sector is one sector that is relied upon because it is part of the majority of livelihoods, and the main source of income (Kumar et al., 2021; Rathnayake et al., 2022). In Indonesia, the agricultural sector is the sector that mostly absorbs a lot of workers, that's why, the State of Indonesia is also called an agrarian country. Apart from the State of Indonesia, one of the developing

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countries whose majority of the population also earns a livelihood in the agricultural sector is the State of India. Previous study in India itself, about 50 percent of the population of India make a living in the agricultural sector (Bhanot et al., 2020)

The agricultural sector itself does not only exist in rural areas but also in urban areas. Basically, the agricultural sector in urban areas has existed as long as human settlements in urban areas have existed (Biechońska & Rawa, 2022; Graefe et al., 2019). However, there are still many who do not know about it. This is because there is still little contribution in theoretical terms related to the relationship between rural and urban areas specifically in the agricultural sector. In fact, if you want to study, the agricultural sector in urban areas even has an important role and contribution, namely a multi-functional role where apart from being a food provider, the agricultural sector is also a livelihood strategy and can provide job opportunities for urban communities (Follmann et al., 2021; Fournier, 2018). Apart from that, one of the real contributions of the agricultural sector in urban areas is in terms of conventional economic development goals and generating income (Hunold et al., 2017; Sadler et al., 2015).

Apart from that, basically if the agricultural sector in urban areas is considered, its existence will bring a number of benefits such as increasing local ecological sustainability, helping food security (Dimitri et al., 2016; Edmondson et al., 2020; Freedman et al., 2016) helping to implement healthy dietary patterns in urban areas (Ma et al., 2020; Warren et al., 2015). The agricultural sector in urban areas is defined as agriculture with a relatively small to large scale that carries out the processing of agricultural land in urban areas. The agricultural sector in urban areas is also referred to as sub urban agriculture and professional agriculture (Opitz et al., 2016; Pölling et al., 2017; Wästfelt & Zhang, 2016). At present, the agricultural sector in urban areas is facing various problems, one of which is the problem of land competition. The problem of competition to get access to this land occurs between the agricultural sector and the industrial sector. Where this competition can lead to conflict (Sroka et al., 2021; Torre et al., 2014).

The competition for land in urban areas that occurs certainly comes from 2 sectors, namely the agricultural sector which wants to maintain its agricultural land in the midst of identical attacks and land conversion for the industrial sector in urban areas. In order to maintain the land owned and its existence cannot be replaced, the agricultural sector must continue to innovate, one of which is to develop agricultural products, namely processing agricultural products into products that are worth selling. Where for every business carried out, of course, expects to continue to develop, to continue to grow, the business must have a marketing strategy to influence consumer decisions in making purchases. One of the marketing strategies that can be done to influence consumers is to apply a marketing mix.

The marketing mix itself is known as the 3P, 4P and 7P marketing mix. At first, the marketing mix known as the 4P marketing mix is why the 4P marketing mix is said to be a marketing pillar (Charmaz, 2006) the traditional marketing mix or the ancestor of the marketing concept consisting of product, promotion, place, and price (Fuxman et al., 2022; Hashim & Hamzah, 2014). However, over time, the concept of the 4P marketing mix has received a lot of criticism, one of which is because the 4P concept is too producer-centered (Lahtinen et al., 2020; Perreault et al., 2017). So, on the basis of these criticisms, academics then proposed a new concept so that there would be an increase in the marketing mix.

After receiving criticism, it was then recommended to add to the 4P marketing mix which became known as 3P. This 3P marketing mix complements the 4P marketing mix, which in this 3P marketing mix includes public, performance and preservation. One of the previous studies that examined the sustainable 3P marketing mix was the research conducted where in the research it is explained that the concept of a sustainable 3P marketing mix, can complement the 4P marketing mix, specifically can be centered on the service industry as well (Dharma, 2019; Rambe, 2018). In the previous research, it has specifications in the field of fashion, namely fashion. The research then offers a framework for designing marketing strategies in the fashion industry with a sustainable 3P marketing mix.

Based on the previous research, a new concept of the marketing mix emerged that combines the two, which is the main focus in this study, seeing the novelty of the existence of the marketing mix. The concept of the marketing mix is now known as the 7P marketing mix. The 7P marketing mix is a modern marketing system which consists of product, price, place, people, promotion, process and physical evidence. The 7P marketing mix is actually here to accommodate the service industry and answer the needs of the service industry because the 4P concept is not sufficient for the service industry (Astuti et al., 2015; Helm & Gritsch, 2014). The 7P marketing mix is considered important to be implemented in every business or business because it is able to increase sales. One of the businesses that need to pay attention to the marketing mix is the efforts made by urban farming entrepreneurs, this is because by paying attention to the marketing mix, urban farming entrepreneurs can continue to develop and maintain their existence in urban areas.

The urban farming business actors studied in this study were the Orchid Women Farmer Group located in Bara-Baraya Village, Makassar District, Makassar City, South Sulawesi Province. Where the

Orchid Women Farmer Group was chosen because it already has the development of its agricultural products, namely there are products produced and already have their own market. Therefore, with the products that are produced and have found their market, the researchers are interested in studying whether there is involvement of the 7P marketing mix in it which then makes the processed products of the Orchid Women Farmer Group exist in the market. Thus, it can be concluded that the purpose of this study is to analyze the implementation of the 7P marketing mix on processed agricultural products as well as the supporting and inhibiting factors in implementing the 7P marketing mix.

## 2. METHODS

This study was carried out using a qualitative approach and to provide an explanation of the data obtained in the field, a descriptive method was used (Almeida, 2020; Vaismoradi et al., 2016). Where the data that has been obtained, then collected, processed and then described in various forms. Informants in this study were determined through purposive sampling technique. The criteria that have been set are (1) knowing about the Orchid Women Farmer Group; (2) take part in cultivating, controlling, and assisting the Orchid Women Farmer Group in business development; (3) experienced and knew about processed products from the Orchid Women Farmer Group. Based on the criteria determined by the researcher, the informants in this study or research can be seen in Table 1.

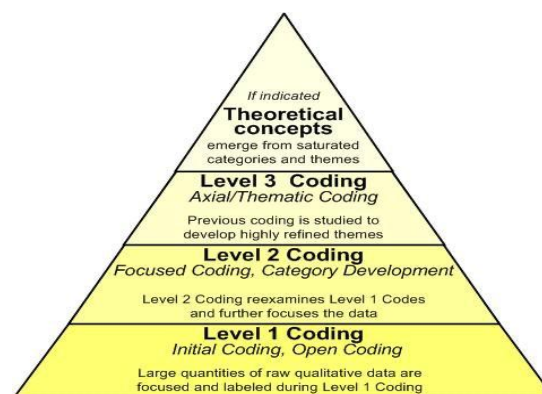
**Table 1. Research Informants**

No.	Name	Position
1	Ferdi Mochtar	Secretary of the Makassar City Food Security Service
2	Rustan	Agricultural Extension Workers Orchid Women Farmer Group
3	Jumriati	Chairman of the Orchid Women Farmer Group
4	Syamsuddin Paddi	Public Figure

After knowing the informants, the next step is to collect data, where the data collection techniques used in this study use 3 techniques, namely observation, interviews and Forum Group Discussion (FGD). Observations were carried out to observe directly the activities that occurred in the field, then the interviews here were semi-structured which were carried out directly with the informants to find out real information related to the topic of this study and FGD were conducted to find out the views of all informants and to validate the results of the interviews, FGD that took place during this study were also conducted.

In collecting data using these 3 techniques, the researcher is guided by the research instruments that have been formulated, where the instruments in this study that want to be analyzed include 3 indicators, namely (1) the 7P marketing mix in the Orchid Women Farmer Group; (2) factors that support the implementation of the 7P marketing mix in the Orchid Women Farmer Group; (3) the factors that inhibiting the implementation of the 7P marketing mix in the Orchid Women Farmer Group. For more details, will be described in the results of the study or research.

After collecting data, the next step taken by the researcher was to analyze the data obtained by using qualitative data analysis, namely coding techniques. In carrying out the coding process there are two stages that are passed in this study which include initial coding and focused coding. In the context of this study, coding is a process of categorizing data with a short name until the data shows similarities with other data. The coding stages in this study can be seen in Figure 1.



**Figure 1. Data Coding Stages**

Furthermore, the data that has been obtained will also be tested for the validity of the data, which in this study is carried out through a process of triangulation of methods and reflexivity. Method triangulation is done through an effort to ask the same question using different methods with the aim of anticipating the shortcomings of one method. While the process of reflexivity is carried out to recognize the influence of a position of self and identity through the role of a researcher.

### 3. RESULTS AND DISCUSSIONS

#### Results

This study has a research focus on analyzing the implementation of the 7P marketing mix on processed products from urban farming business actors in Makassar City, namely the Orchid Women Farmer Group. In addition, this study will also provide an explanation of the factors that cause the implementation of the 7P marketing mix or not. In order to detail and clarify the answers of the informants regarding the interview questions in this study which are based on the instruments that have been formulated, the description of the answers from the informants is show in [Table 2](#).

**Table 2. Summary of Informant Interview Results**

Question	Informant's Answer
Product	There are 5 processed products from our farm, Kambu Paria Vegetable, Pakcoy Juice, Stir-Fried Chili, Dry Chili Flakes, and Yellow Chili, the only thing running now is Kambu Paria Vegetable and Pakcoy Juice if the Stir-Fried Chili, Dry Chili Flakes, and Yellow Chili don't sell (Jumriati). I've tried the product, it's delicious and fresh, only the lack of it goes stale quickly because the product doesn't use preservatives (Syamsuddin Paddi).
Place	For our place of business, it is in our own garden and the distribution channel of our products is to all circles and finally our product reaches Bone, namely Kambu Paria Vegetable (Jumriati).
Price	The price of our products is very affordable and can be classified as cheap with the quality we provide, because in setting the price we adjust to the economy of our consumers, the most important thing is that there is profit and consumers are satisfied (Jumriati). I give the price of the product for the Orchid Women Farmer Group to continue to refer to the consumer economy because this product is not yet very wide market, it's just well known, besides that I also give advice if you set the price, see also how the price of the same product is in the market so that it is more affordable can adjust (Rustan).
People	We have 30 employees according to the members of the Orchid Women Farmer Group, so all of these 30 have a part, some are processing, some are marketing (Jumriati).
Promotions	We did our own promotions at first, it was word of mouth, but now we have social media and we also collaborate with an application, namely Grab Mart (Jumriati). I know the product was there from scratch because I was told to try it before it was marketed. However, when this product was first available, it was just word of mouth, meaning from neighbor to neighbor, only now people can try it because it is already available at Grab Mart (Syamsuddin Paddi).
Process	The marketing process for our product, first we prepare the product, then we put it in the packaging and then we upload it on our social media products and at Grab Mart. Our service process is also good so far because we know that customer satisfaction is the main thing, so we also look at determining price (Jumriati).
Physical Evidence	The most important thing is actually the packaging, because what ordinary consumers see and attract purchasing power is from the packaging, so we design interesting packaging, for example we pay attention to color combinations. The facilities for processing our products are also easy to find, so we have everything from a blender, which is mainly for pakcoy juice, then a pot, a stove for the kambu paria vegetable, but the main thing is actually the raw material, which is our farm product (Jumriati).
Supporting factors	As far as I can see, one of the supporting factors for implementing the 7P marketing mix for their processed products is the Orchid Women Farmer Group, the main thing is the confidence of all members of the Orchid Women Farmer Group for the production of their products. I saw for my self how they want to continue to grow and not stop trying. Then also member cooperation. The Orchid Women Farmer Group is one of the farmer groups in Makassar City whose family members should appreciate because they do something hand in hand and the most supportive are also agricultural extension workers who are always there

Question	Informant's Answer
Inhibiting Factor	to provide motivation, input, ideas for a better Orchid Women Farmer Group. (Ferdinand Mochtar). If the inhibiting factor is actually in terms of their knowledge which is still minimal (Rustan). The obstacle is in terms of time because it is difficult to divide the time, especially housewife (Jumriati).

Based on the results of interviews that have been conducted with informants as shown in [Table 2](#). It can be concluded that the 7P marketing mix has been implemented on processed products produced by the Orchid Women Farmer Group. This was concluded based on information from informants who answered every question given in a straightforward and clear manner. Where the 7P marketing mix includes (1) product, based on the results of interviews with informants, it is explained that there has been a development of agricultural products from the Orchid Women Farmer Group, namely making products; (2) place, where based on the results of interviews that have been conducted that there is a place to produce the product and there is already a place for the product to be distributed; (3) the price, based on the results of the interview, that the processed product of the Orchid Women Farmer Group has its own pricing strategy; (4) people, based on the results of interviews, for the human resources owned by the Orchid Women Farmer Group, in this case the workers have had their respective job descriptions including product processing; (5) promotions, based on the results of interviews that the processed products of the Orchid Women Farmer Group also use several promotional strategies that have an impact on the sales of their products; (6) process, based on the results of interviews that there are 2 processes referred to here, namely processes in the realm of marketing and the realm of customer services, both of which have been carried out by the Orchid Women Farmer Group; (7) physical evidence, based on the results of interviews that the physical appearance or evidence implemented by the Orchid Women Farmer Group is the product packaging and the facilities for producing the product; (8) supporting factors, for factors that support the implementation of the 7P marketing mix, namely self-confidence, cooperation and encouragement from agricultural extension workers; (9) inhibiting factors, while the inhibiting factors are the lack of literacy and limited time.

#### Implementation of 7P Marketing Mix



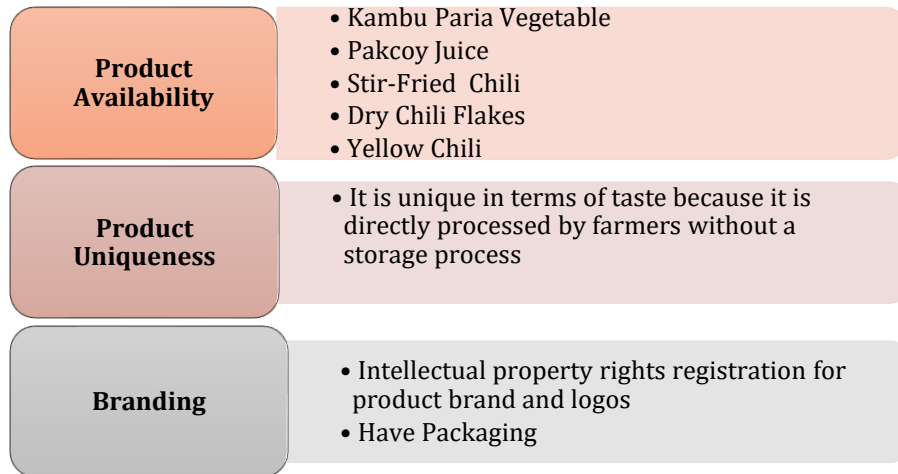
**Figure 2.** 7P Marketing Mix in the Orchid Women Farmer Group

Based on the results of observations and interviews that have been carried out, the processed products of the Orchid Women Farmers Group have implemented the 7P marketing mix in their business, the 7P marketing mix for the Orchid Women Farmer Group is depicted in [Figure 2](#).



*Product*

Products are basically goods or services offered to consumers to meet consumer needs and market desires. Products are divided into 2, namely goods and services. Goods lead to tangible products while services lead to products in abstract form. A good business or business is a business or business that always maintains the quality of its business or business products. The Orchid Women Farmer Group itself already has a product and pays attention to the quality of the product it produces. To find out more clearly, Figure 3 presented and explained the product scheme of the Orchid Women Farmer Group.

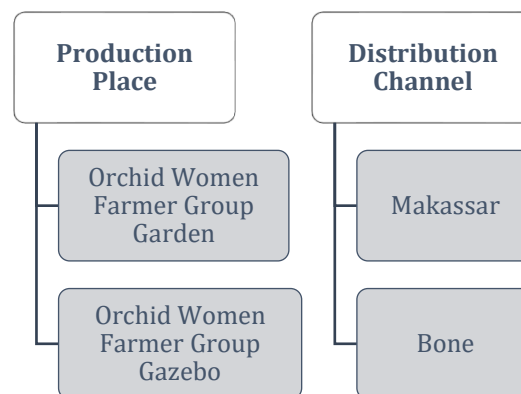


**Figure 3.** Product Scheme of the Orchid Women Farmer Group

When viewed in terms of products, based on the data obtained and depicted in Figure 3, it is explained that the Orchid Women Farmers Group already has products that are part of the development of their agricultural products, where there are five products produced by the Orchid Women Farmers Group namely Kambu Paria vegetables which is processed from their farm products, namely paria, then pakcoy juice which is processed from their farm products, namely pakcoy vegetables, and stir-fried chili, dried chili flakes, yellow chili which are processed from agricultural products which are the main source of income, namely chili. This product from the Orchid Women Farmer Group can be said to be feasible because it pays attention to product quality, is unique in terms of taste and has made branding or branding efforts while at the registration stage of Intellectual Property Rights for product brands and logos and already has packaging.

*Place*

Talking about the place will certainly lead to the location of the business and the location of distribution. Place is the location of consumers in making purchases of products. Place is a very important part in the marketing mix, where place refers to a distribution location that must be positioned in a place that is easily accessible to potential buyers. Referring to the above, presented and explained the scheme of the place of business of the products produced by the Orchid Women Farmer Group is show in Figure 4.



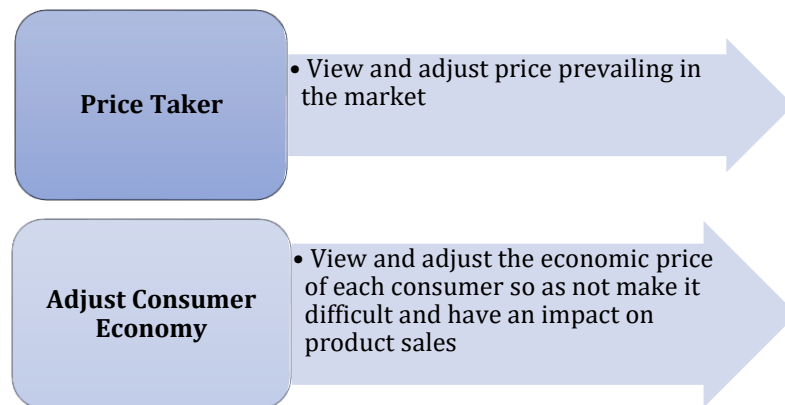
**Figure 4.** Place Scheme for the Orchid Women Farmer Group

When viewed from the point of view of the place, it is divided into two as illustrated in [Figure 4](#), namely the place of production or the place of processing agricultural products into products and the place of distribution or better known as the distribution channel. Based on the data that has been obtained that the Orchid Women Farmer Group produces its products in its own garden, this is because, the Orchid Women Farmer Group garden has been designed in such a way that there is a gazebo that is used to process agricultural products into these products and the garden the Orchid Women Farmer Group is integrated with one of the members' houses, namely the Secretary, so that production equipment that is less than anticipated can be anticipated.

Then for the distribution site or distribution channel itself, the products of the Orchid Women Farmer Group are still processed by households, so they have not spread to big areas or cities, even though they have collaborated with one of the online markets, namely Grab Mart, however, as far as this product of the Orchid Women Farmer Group, namely Kambu Paria vegetables, has been successfully introduced in the Bone area, South Sulawesi.

### Price

Price is basically one of the powerful variables in the marketing mix. In setting prices, it must be in such a way and have a strategy so that it can provide added value and an indication of quality to consumers. Pricing itself is very important because it can be the main driving factor for consumer variables which are certainly very important in marketing which can encourage consumer attractiveness, consumer satisfaction and lead to consumer loyalty. The Orchid Women Farmer Group has its own pricing strategy, which is presented and explained in the pricing scheme as show in [Figure 5](#).



**Figure 5.** Price Scheme of the Orchid Women Farmer Group

When viewed in terms of price, based on the data obtained and illustrated in [Figure 5](#), it is explained that this product of the Orchid Women Farmer Group has its own selling price strategy, namely setting the selling price based on the prevailing price in the market (price taker) and adjusting it according to the price, consumer economy. The pricing strategy carried out by the Orchid Women Farmer Group based on the results of interviews is in reality able to provide an increase in product sales.

### People

People also known as human resources refers to all actors involved and playing their role in the production process to distribution. If we look at the human resources in the Orchid Women Farmer Group itself, it consists of members thrity, each of which is involved in the processing of the products produced by the Orchid Women Farmer Group. In a sense, these thrity members have their respective job descriptions in accordance with the mutually agreed organizational structure, there are several fields ranging from cultivation to marketing.

### Promotions

Basically, promotion has a main focus, namely attracting consumers by providing short-term incentives. There are many promotional strategies that can be used, where all promotional strategies must be used because then it will be a motivating factor for consumers to make repeat purchases or even collaborate and do joint efforts. When viewed from the side of the promotion itself, the Orchid Women Farmer Group in promoting their processed agricultural products applies several promotional strategies.

Starting from the conventional way to digital. For more details, the promotion strategy carried out by the Orchid Women Farmer Group is described in Figure 7.

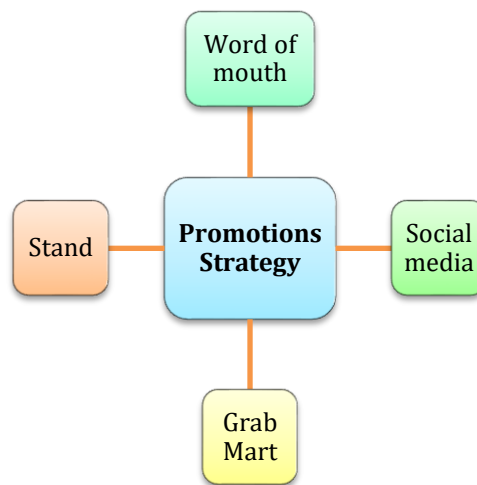


Figure 7. Product Promotions Strategy Schema of the Orchid Women Farmer Group

The promotional strategy carried out by the Orchid Women Farmers Group as depicted in Figure 7 provides an explanation that at the beginning of the introduction of processed products from the Orchid Women Farmer Group, the promotional strategy used was still conventional, namely word of mouth. Word of mouth promotion is defined as a process of exchanging information about products, services, brands that will affect consumer purchasing decisions. Over time, after the product was known by the public and market demand also increased, the Orchid Women Farmer Group took the initiative to create social media to meet market demand. Apart from that, to expand the market for its products, the Orchid Women Farmer Group then collaborated with one of the online markets, namely Grab Mart.

Process

The process itself will lead to service in a sense, the process will provide an overview of the systematic way of providing services and creating the value proposition that has been promised to consumers. For the process carried out at the Orchid Women Farmer Group, it is presented and explained in Figure 8.

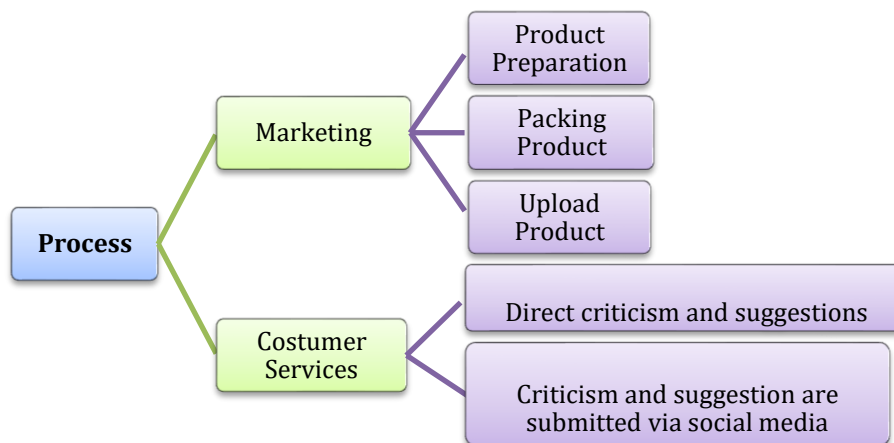


Figure 8. Product Process Schema of the Orchid Women Farmer Group

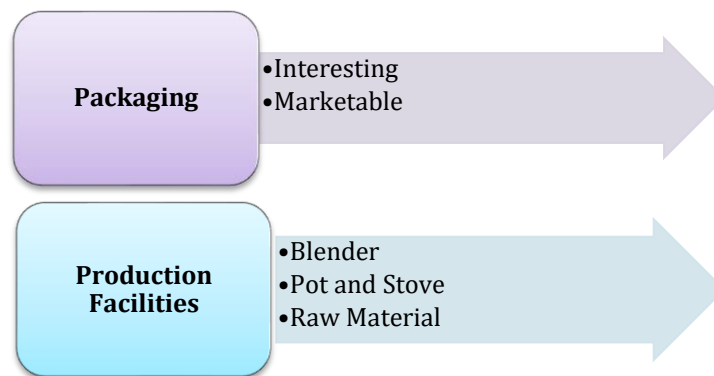
The process itself includes two domains, namely the process in the realm of marketing and the process in the realm of customer services carried out by the Orchid Women Farmer Group as depicted in Figure 8. The process in the marketing realm itself, based on data obtained from informants that in marketing processed products the farmer, through several processes, namely (1) preparing the product; (2) product packing; (3) upload products to social media and supporting platforms such as Grab Mart.



While the process is in the realm of customer services itself, which is based on the data obtained that the Orchid Women Farmer Group is very concerned about its consumers, this is because the Orchid Women Farmer Group understands the position of the consumer. Usually, consumers who have criticism or suggestions go directly to the business location or communicate through various social media owned by the Orchid Women Farmer Group. Every criticism and suggestion is heard and evaluated for future business improvement.

#### *Physical Evidence*

This physical appearance or physical evidence will lead to the design of the service environment which will then make consumers recall related to the business or product. Where the appearance of buildings, facilities, equipment, communications and others is tangible evidence that can provide an overview of the quality of a business. For evidence or physical appearance in the Orchid Women Farmer Group, as show in [Figure 9](#).



**Figure 9.** Products Physical Evidence Schema of the Orchid Women Farmer Group

When viewed from the side of physical appearance or commonly referred to as physical evidence, this can be seen in the packaging of the processed products of the Orchid Women Farmer Group and its production facilities as illustrated in [Figure 9](#). The processed products of the Orchid Women Farmer Group themselves have attractive and marketable packaging. Where the packaging for the processed products of the Orchid Women Farmer Group is well designed, especially paying attention to color combinations that attract consumers attention, because one of the factors for increasing consumer purchasing power is seen from the main packaging color.

Then for other physical evidence is the production facility owned by the Orchid Women Farmer Group. Based on the data obtained, that the Orchid Women Farmer Group has the readiness to produce processed products from their farms as evidenced by the existence of production facilities. Its production facilities range from blender for pakcoy juice products as well as pot and stoves for kambu paria vegetable products. However, according to the informants, the most important production facilities are raw materials, which of course are always available because they come from their own farms and become assets for the business of the Orchid Women Farmer Group.

#### *Supporting and Inhibiting Factors in the Implementation of the 7P Marketing Mix*

Based on the results of observations and interviews conducted by the informant, in this case the Secretary of the Makassar City Food Security Service, Agricultural Extension Workers and the Chair of the Orchid Women Farmer Group, that in implementing the 7P marketing mix on processed agricultural products owned by the Orchid Women Farmer Group, there are factors Supporting and inhibiting factors in implementing the 7P marketing mix.

#### *Supporting Factors*

There are several factors that support the implementation of the 7P marketing mix on processed agricultural products from the Orchid Women Farmer Group, these supporting factors can be seen in [Table 3](#).

**Table 3. Supporting Factors for the Implementation of the 7P Marketing Mix**

No.	Supporting Factors	Descriptions
1	Confidence	The confidence referred to here is the confidence of the Orchid Women Farmer Group to start developing their agricultural products. In a sense, the trust of the Orchid Women Farmer Group to process their agricultural products into products that are worth selling, even with the risk or threat of failure of the product in the market.
2	Cooperation	Cooperation is an important thing in an organization. The collaboration that is meant here is how the Orchid Women Farmer Group jointly executes their confidence to process their agricultural products into products. It is the cooperation in processing these products that makes the product still considered in the market today.
3	Encouragement of Agricultural Extension Workers	Agricultural extension workers are one of the parties who play a very important role in the implementation of the 7P marketing mix in the Orchid Women Farmer Group. Considering the role of agricultural instructors as educators, motivators and facilitators. The encouragement from agricultural extension workers to continue to innovate so as not to be replaced, makes the Orchid Women Farmer Group confidence to continue to innovate by developing agricultural products.

#### *Inhibiting Factors*

Apart from the supporting factors, the reality is that although the 7P marketing mix on processed agricultural products from the Orchid Women Farmer Group has been implemented, it can be said that it is not optimal in the sense that there are still shortcomings. The implementation of the 7P marketing mix is not optimal due to several inhibiting factors which can be seen in [Table 4](#).

**Table 4. Inhibiting Factors for the Implementation of the 7P Marketing Mix**

No.	Inhibiting Factors	Descriptions
1	Lack of Literacy	The lack of literacy that is meant here specifically is entrepreneurial literacy. This is because entrepreneurial literacy in it discusses business development, namely how to think creatively, innovate and take advantage of opportunities. The Orchid Women Farmer Group still lacks understanding regarding this matter so that it is hampered in carrying out business development. For example, the products produced by the Orchid Women Farmer Group are still limited in terms of their market. This happens because of the lack of entrepreneurial literacy.
2	Limited Time	Time constraints are also an inhibiting in implementing the 7P marketing mix. The intended time limitation is the limited time for members of the Orchid Women Farmer Group due to their status as housewife. In a sense, with the status as a housewife, her activities can not only be oriented to farming, but there are household affairs as well.

#### **Discussion**

Basically, when it comes to the concept of the marketing mix itself, it has been developing for a long time, since 1960 the concept of the marketing mix came with only limited product, price, promotion and place or what is known as the 4P marketing mix ([Musfar, 2020](#); [Ng et al., 2012](#); [Saleh & Said, 2019](#)). However, as time went on and the development of the business world expanded, the 4P marketing mix was deemed insufficient, resulting in an expansion which became known as the 7P marketing mix ([Jain, 2013](#); [Khan Tariq, 2014](#); [Ünal & Karsali, 2022](#)). The 7P marketing mix is considered capable of accommodating various businesses being carried out and making marketing activities seem easy to handle because the 7P marketing mix already has delegation of their respective tasks so that this will make company goals easier to achieve because the 7P marketing mix is able to increase sales ([Burksiene et al., 2019](#); [Levyinna et al., 2018](#)).

One sector that requires the 7P marketing mix is the urban agricultural sector. This is because the urban agricultural sector tends to still use traditional marketing strategies so that it only settles down and does not experience development. Apart from that, one of the limitations of agricultural business in urban areas is the narrow size of the land so that in order to continue to grow urban agriculture must produce products as a continuation of its farming business not only limited to selling agricultural products but there

is development (Grebitus et al., 2020; Jonkman et al., 2019; Mhache & Lyamuya, 2019). This is what the Orchid Women Farmer Group is trying to implement.

The research findings revealed that the Orchid Women Farmer Group in general had implemented the 7P marketing mix on their processed agricultural products. Where, the Orchid Women Farmer Group implements the 7P marketing mix because it is very important, this is then in line with the theory forward in research conducted by previous study at first, the Orchid Women Farmer Group only focused on the 4P marketing mix which only included product, price, place and promotion, but did not have a significant impact because there were several aspects that could not be accommodated (Nur et al., 2022). This is in line with previous research conducted which suggested that the dimensions of the 4P marketing mix, namely product, price, place and promotion, were considered less important to study because they did not pay attention to the dimensions of interactive marketing, namely people, processes and physical evidence (Kushwaha & Ratan, 2015).

Apart from that, the findings of this study indicate that the Orchid Women Farmer Group implementing the 7P marketing mix can have a positive impact in terms of increased sales. The findings of this study are also in line with previous research conducted which shows that implementing the 7P marketing mix for music products in Indonesia is able to increase consumer intentions in purchasing products (Kusumawati et al., 2014). Furthermore, other research conducted shows the same thing as which suggests that implementing the 7P marketing mix is one of the factors that greatly influences decisions the main purchase 7P has a positive influence on consumer purchase intentions (Astuti et al., 2015; Ho et al., 2022). Thus it can be concluded that every business or business that is run should implement the 7P marketing mix because it is considered important and able to provide benefits for the business.

In this study it was found that one part of the 7P marketing mix that had the most influence on increasing product sales from the Orchid Women Farmer Group was price (Bang & Philipp, 2013; Fukey et al., 2014; Gupta & Dev, 2014). Where, with the condition that the Orchid Women Farmer Group has its own pricing strategy, one of which is price takers, makes the Orchid Women Farmer Group products attractive to consumers, especially in the midst of market competition between similar products (Amin et al., 2013; Liao et al., 2021; Salloum & Ajaka, 2013). This is also in line with the research results which shows that price is the most influential marketing mix variable on consumer purchasing decisions for Malang apple products at Giant MOG, so why Malang apple products at The MOG giant pays close attention to its price-focused marketing strategy (Astuti et al., 2015). From the results of the research which were then reviewed by making comparisons with several previous studies, basically, it can be seen that the novelty of this research is that there is no previous research that examines the marketing mix, especially for urban farming entrepreneurs, in this case the Orchid Women Farmer Group (Goyal & Joshi, 2012; Ho et al., 2022; Michael & Mekoth, 2012). Apart from that, the research results also have differences with previous studies, especially from all aspects of the 7P marketing mix which have been described in detail in the research results section.

In the research results section. From the results of this study it can also be seen the positive impact of this research in the future, where this research will have an impact on the Orchid Women Farmer Group itself in evaluating the business processes that have been carried out to date, especially in terms of the marketing mix used, this research can be used as by the Orchid Women Farmer Group to see how far the effectiveness of implementing the 7P marketing mix is for their processed agricultural products, so that in the future the Orchid Women Farmer Group can make updates or improvements. Apart from that, another positive impact that comes from the results of this study is the increase in knowledge and material for future discussion related to the effectiveness of the 7P marketing mix, whether implementing the 7P marketing mix can have an impact on business, and whether the expansion process from the 4P marketing mix to 7P is the right or necessary step to be re-evaluated for experts.

#### 4. CONCLUSION

Based on the results of the research that has been presented, the researcher can conclude that for processed agricultural products produced by the Orchid Women Farmer Group, all elements or aspects of the marketing mix have been applied, namely starting from the product, where there have been results of farming development in the form of products and have found its own market, then the place which includes the production site and distribution channel for its processed products, then the price which is also the Orchid Women Farmer Group has its own pricing strategy which has an impact on the sales of processed products, people who include human resources owned by the Orchid Women Farmer Group, where each member contributes to the process of producing processed products, promotions that also pay attention to technological developments, the production process for processed products from the Orchid Women Farmer Group and the presence of a physical appearance that attracts the attention of consumers. All

elements of the marketing mix in the processed products of the Orchid Women Farmer Group are considered capable of increasing product sales and making the Orchid Women Farmer Group more exist and known. However, in the implementation process, there are several supporting and inhibiting factors as described in the research results.

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