

Socialization of Building Business Organizational Culture Towards Sustainability in Culinary Business in Sukakarya District, Sabang City

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ABSTRACT

This Community Service should be able to contribute to culinary business Aguan Peanut Cake actors in the Sukakarya sub-district, Sabang City. A strong culture and good management of Human Resources are tools to compete with competitors in an organization. The result of a strong culture is that the culture will promote consistent behavior that can create organizational effectiveness that is influenced by employee performance. But if the culture is not good, then the goal will go in the wrong direction. There are 4 factors in the development of Organizational Culture, namely a culture of discipline, honesty and responsibility, a creative work culture, an environmentally friendly work culture and a work culture that is aware of local values. Changes in the organizational culture need to be disseminated to all employees so that it becomes a daily work behavior, so that the organizational culture becomes a collective awareness that can benefit all parties. However, it is not easy to create a new habit, it needs simultaneous and continuous encouragement and effort so that the organizational culture becomes a positive habit.

Keywords: Building Business, Culture towards, Culinary Business Aguan Peanut Cake

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INTRODUCTION

The culinary business has a tendency to continue to increase, both in terms of quantity and quality because food and beverages are basic human needs. Today the business in the culinary field includes various types, for example, the business of cafes, restaurants, coffee shops and other similar businesses. Businessmen definitely want a lot of profit. Various strategies and innovations were implemented as steps to achieve the desired goals. However, it is also necessary to maintain business continuity for a long time and to expand the business so that the wheels of business continue to run smoothly. A businessman needs to carry out its main function, which is to carry out marketing as an effort to attract consumer interest with the aim of generating profitability. This desire to develop their business requires business owners to think about how the right marketing strategy is implemented during the Covid-19 pandemic and also during this new normal period. Business owners realize that the current product marketing strategy is urgently needed to maintain its position in the food service industry and prioritize all the advantages it has. The owner must avoid all risks that could endanger the continuity of the cafe and can take advantage of existing opportunities to maintain the Aguan Peanut Cake position, for example by improving services through the provision of gosend services and others so that consumers can still buy the products sold at the café.

The company must be able to create a marketing strategy that is able to compete with other businesses, including utilizing technology, namely marketing online through delivery services to consumers. In principle, market orientation is a manifestation of the concept that the company's marketing efforts are the responsibility of all departments and functions. Marketing plays an important role and is most responsible for the clear identification of priority customer needs and concerns. In this case, the marketing manager is obliged to design a method of collecting and communicating information regarding customer needs and preferences to other units. The main objective of marketing is to satisfy the needs and wants of consumers satisfactorily. Consumers are satisfied to be loyal. Loyal consumers will buy many times, invite other people and tell others about the good services and products they market. This is free word of mouth promotion and is usually more effective than other types of promotion, because people believe what their close friends say more than what advertisers say, thereby increasing sales and in turn increasing company profits.

Marketing strategy is a top priority that must be owned by every company in order to achieve these goals. Strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing objectives of a company. The rotation of the wheels of the economy in the world cannot be separated from hard efforts in the field of marketing (marketing). We see and have even carried out the marketing process in selling the goods or services offered to consumers. Sometimes the marketing process is carried out only on the basis of habit, it often happens that a businessman cannot compete with other businessmen with the same type of business to win the hearts of the people, so as a businessman, he must have a careful planning of the marketing process using the right marketing strategy. Developments in the world of marketing are currently happening so fast that it has led to increasingly fierce competition, because every company is always trying to be able to increase market share and reach new

customers. Companies must be able to determine the right marketing strategy so that their business can survive and win the competition, so that the goals of the company can be achieved. Basically, the more competitors there are, the more choices there will be for customers to be able to choose products that match their expectations, so that the consequence of these changes is that they are more careful and smarter in dealing with each product launched.

METHODS

For this community service method, it will be carried out in a waterfall manner, where there will be stages that are used as a reference, including field surveys in the peanut bread business, constraints on marketing, marketing tests and improvements to business marketing techniques with sustainability and business management in Aguan bean bread business.

This community service is carried out in order to add insight to the peanut bread business owner and provide insight to employees in terms of marketing and developing business sustainability. This community service is carried out by outreach to all employees and owners of the Aguan peanut bread business which is carried out by the team, namely Atika Aini Nasution, M.M, Baginda Harahap, M.Kom, Dr. Rafli, M.T, dan Roy Nuhari Singarimbun, M.Kom. This activity went well and was structured in its implementation where each team provided knowledge capital to participants and provided insight from a business perspective, moreover the solution offered in this community service was how to promote this Aguan bean bread business on various social media and Google. my business.

RESULTS AND DISCUSSION

a. Organizational Culture Culture

Culture has been an important concept in understanding societies and human groups for a long time. Culture in the sense of anthropology and history is the core of different groups and societies regarding the perspective of its members who interact with outsiders and how they complete what they do (Rivai, 2003). By definition, culture is elusive, intangible, implicit and taken for granted or standard. Culture as a pattern of shared basic assumptions acquired by a group when solving problems of external adjustment and internal integration that has worked out well enough to be considered valid and is therefore expected to be taught to new members as the correct way to perceive, think and feel related to the problem (Rivai, 2003).

Organizational culture is a system of spreading beliefs and values that develops in an organization and directs the behavior of its members. Organizational culture can be the main competitive advantage instrument, that is, if the organizational culture supports the organization's strategy. Robbins (2002) defines organizational culture as a system of shared meaning shared by members that differentiates the organization from other organizations. Schein (1985) defines culture. Based on the several definitions of organizational culture above, it can be concluded that organizational culture is the norms, values, assumptions, beliefs, habits that are made in an organization and approved by all members of the organization as a guide or reference

in the organization in carrying out activities both intended for employees and for the benefit of others.



Figure 1. Peanut Bread business work culture

b. Culinary Business

Culinary is a cultural element of a nation that is very easily recognized as the identity of a society. Culinary is one element of culture and shows social relations. What we eat, with whom we eat, and how food is presented plays an important role in interpreting social relations. Eating is the basic form of all transactions with other parties and any exchange of objects (Woodward [ed.], 1999:31). In this case I agree with the statement that every country, even every community group has culinary according to their individual tastes and in accordance with their natural conditions. Spontaneously our minds will lead to a specific food when mentioning a particular appetite. Furthermore, Anna Meigs shows that culinary is the result of cultural construction that explores how food and eating are understood as tools that unite diverse organisms, both physiological and mystical, in a single life (Meigs, 1997: 95-106).

Apart from being a biological need for humans to survive, food is also a social and cultural need for humans in a community or society. Food choices for food intake are shaped by social and cultural factors that give food symbolic meaning. Cultural factors are part of the ever-evolving and changing human experience. In this article, the authors will examine how processes shape the production, distribution, preparation, and consumption of food across cultures in many ways. In this connection, culinary can be interpreted as a source of power in the heterogeneity of cross-cultural relations. The cross-cultural result occurs in the 'dialogue' between culinary nations from nations that meet each other. The agent of the dominant 'dialogue' is the communication media which is currently becoming more open and pervasive in human life in all corners of the world.

c. Marketing Management

We can distinguish between needs, wants and market demands. Human needs are the absence of some basic satisfactions. Humans have many complex needs, not only physical (food, clothing, housing, etc.), but also psychological: security, self-actualization, socialization, appreciation, belonging, and others. Needs are not created, but are the biological nature and human condition. Forms of human needs that are influenced by culture and individual personality are called wants. Desires (wants) are described in the form of objects that will satisfy their needs or in other words, desires are desires for specific need bidders. As people develop, their wants also become wider, however, there are limited funds, time, manpower and space, so that not all wishes are accompanied by the ability and willingness to buy them. Desires accompanied by the ability and willingness to buy them are called demands.

The emergence of various market needs, wants and demands, encourages producers to study, conduct market research, observe consumer behavior, analyze complaints and dissatisfaction experienced by consumers, find answers to what products or services are currently preferred, will be liked and which consumers will not like. Thus, producers can offer products (goods, services, and ideas) to the market for attention, possession or consumption so that consumer satisfaction can be achieved. Companies often make the mistake of paying more attention to physical products than to the services these products provide. A physical product is a way of packaging a service. The marketer's task is to sell the benefits or services embodied in a physical product, not just describe the product's features. Marketers who focus their thoughts on physical products, not on customer needs and wants, are said to suffer from marketing myopia (marketing myopia), namely indifference to the determinants of customer satisfaction. Consumers served by sellers who are marketing myopia become disloyal and have a great tendency to switch to other substitute producers/products.



Figure 2. Aguan Peanut Cake Products in Marketing

d. Market Share

According to William J.S (1984) market share or market share (market share) is a market controlled by a particular company, it could be comparison of sales results of a particular company with sales results competitors (William J.S, 1984). According to Charles W. Lamb (2001) how much the size of the existing market share will certainly change according to consumer interest, consumer tastes for products (Charles W. Lamb, 2001). According to Baroes (2009), market share is the percentage of the market controlled by certain companies (Baroes, 2009). This means that the demand for a product or control of a company's product is greater than the number of certain products on the market. There are several characteristics that can influence a user to make a purchase, namely a person's psychological factors, a person's personal factors, a person's cultural factors, and a person's social factors. According to Kotler (1993) to buy a product, consumers usually go through certain stages, namely knowing needs, looking for product information, product alternatives, making decisions to buy, then behavior after buying a product (Kotler, 1993). From some of the experts' understanding of market share, it can be concluded that market share is a certain part of the market that is controlled by certain companies and their sales results are compared to competitors, as well as knowing what factors consumers buy a product from.

e. Community Needs

The community's need for products and services is increasing, so it needs to be strengthened by intensive marketing activities (Suharyono & Kusumawati, 2015). How to market products to reach a very wide range of consumers can be done through e-word of mouth.

e-WOM plays a persuasive role in influencing consumer purchasing decisions (Lin & Ching Yuh, 2010).

The human need for a sense of security for the long term also helps increase consumer buying interest. The need for guarantees for the safety, health and future of the family (Ruswanti, 2015). E-commerce is a trading activity via the internet media known as a term consisting of trade segments between business actors and consumers. The development of the internet which is increasing can be one of access to information in expediting the world of marketing. The internet can be used as a hub for knowledge and makes it easier to access various needs. The internet provides various facilities that greatly facilitate its users. The internet provides various facilities, one of which is shopping. Online shop is one of the facilities provided by the internet which provides various conveniences in shopping. The convenience presented in shopping is time efficiency, without having to meet face to face customers can buy the desired item (Rahmat, 2015). How to shop online shop is slightly different from shopping that is done in person.

Online shops transact only through the internet network without meeting face to face so there is no bargaining process or verbal communication like shopping in person. Users of this online buying and selling service can easily see the choice of goods and prices they want to buy. The advantage of an online shop is that the process can be easily carried out and can be seen anywhere as long as there is an internet network connection (Suharsimi & Arikunto, 2006). In addition, online shopping aims

to increase consumer purchase interest supported by sophisticated technology so that it can attract consumer attention both from the images, colors, sounds, shapes, services and availability that are sought so as to attract consumer interest in buying products/services from the online site (Sophia , 2014).



Figure 3. Empowerment of the Aguan Peanut Bread Business Community Economic improvement

The existence of the Covid 19 pandemic has had a negative impact on almost all aspects of human life, one of which is the economy. The beginning of the Covid 19 pandemic in Indonesia caused national economic growth to decline and lead to an economic recession. However, the Covid 19 pandemic is seen as a momentum to increase national economic growth through the digital economy. One of the most visible developments in the digital economy during the pandemic is the e-commerce industry. During the Covid 19 pandemic, 80% of human life has shifted to the digital realm. Almost all activities are carried out online or online, for example online conferences, school from home, and work from home. As for the necessities of life that can now be enjoyed digitally, such as: financial technology (fintech) services, online shopping, on demand services, and IoT (Internet of Things). This proves that the Covid 19 pandemic has accelerated digital transformation, especially in the economic field. The digital economy was first introduced by Tapscott. According to him, the digital economy is a social phenomenon that has characteristics as an intelligence space, including information, various access to information instruments, information capacity, and information processing that can affect the economic system.

The digital economy can also be interpreted as fulfilling economic activities carried out with technological intelligence. The current situation of Covid 19 in Indonesia is much better than before. This means that there is a high probability that Indonesia will soon recover and be completely free from the pandemic. Therefore, Indonesia can increase national economic growth by utilizing the potential of the digital economy after the Covid 19 pandemic.

CONCLUSION

Describe the marketing strategy carried out by the owner of the Aguan Peanut Cake business before the Covid-19 pandemic in the Surakarya sub-district, Sabang City. Describe the marketing strategy during the Covid-19 pandemic in the Surakarya sub-district, Sabang City. Practically, the results of the research are expected to be taken into consideration in preparing marketing strategies during the Covid-19 pandemic and the new normal period for business owners of peanut cakes. Theoretically, it can be useful for the development of marketing science, especially regarding marketing strategies in companies. The results of this study are expected to reveal more about how to carry out marketing strategies and their benefits for the company's existence.

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