

# Analysis of Organic Fertilizer Marketing Strategy at the Indmira Company to Meet the Needs of Palm Oil Farmers in Kuantan Singingi Regency Using the SWOT Method

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## ABSTRACT

This research aims to analyze the marketing of organic liquid fertilizer at the Indmira Company in meeting the needs of Kuantan Singingi oil palm farmers using the SWOT method. The type of research used in this research is qualitative research. The research was carried out at PT. Indmira selected 32 respondents and resource persons from Kuantan Singingi Regency. The data collection techniques used were interview techniques and questionnaires. The results of the research show that using SWOT analysis, Indmira's organic liquid fertilizer product has the opportunity to increase sales of liquid organic fertilizer through outreach and introduction, as well as building cooperation and using information technology regarding the product in the people of Kuantan Singingi Regency. The results of respondents' answers showed a good perception of organic liquid fertilizer. There are several factors that make this organic fertilizer have a good perception, one of which is that organic fertilizer has a long-term effect on the health of palm trees and the price is still affordable. Some farmers believe that organic liquid fertilizer is an environmentally friendly product. The results of the questionnaire explained that respondents were interested in using organic liquid fertilizer as an alternative or as a distraction from chemical fertilizers. This is because organic liquid fertilizer is a green product or environmentally friendly fertilizer. Organic fertilizer has a long-term effect on the health of palm trees, reduces environmental pollution and is more affordable.

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## 1. INTRODUCTION

PT Indmira is a company that focuses on research and development in the environmental sector (agriculture, forestry, livestock and fisheries), located at Jalan Kaliurang Km 16.3, Pakem, Sleman, Yogyakarta. The company was founded in 1996 and was originally CV Indmira Citra Tani Nusantara and changed to PT. Indmira on October 30 2009. The company's mission is to carry out an R&D (Research and Development) program and train a team of experts to support consulting services and technology monitoring for environmentally friendly products. Therefore, the products produced by the company are made from renewable raw materials and are not harmful to the environment. The Indmira company has a research and technology-based vision, so it has the latest research center to accompany improvements (About – Indmira, 2021)[1].

The company has also carried out several developments, including the development of organic pesticides and natural animal feed. The company also has field research facilities for technology development and production control. PT Indmira's product manufacturing technology is designed to meet consumer needs.

Providing advice and support including plantation cultivation techniques and management. The company continues to carry out analyzes to determine the correct cultivation techniques and regular monitoring.

#### **Vision**

- a. To become a global leader in providing superior products and technology to improve ecosystems, agricultural and food production in order to maintain future and sustainable food security.
- b. Become a global leader in sustainable ecosystem, agriculture and food technology.

#### **Mission**

- a. Continuously focus on innovating the latest products and technology in finding solutions to problems in ecosystems, agricultural and food production that continue to develop.
- b. Operate the company effectively, efficiently and profitably in a manner oriented towards growth, commitment to customer service and human resource development.

INDMIRA Company is an agrocomplex company (agriculture, forestry, livestock and fisheries). Through the INDMIRA website, it is explained that INDMIRA has 3 business units, namely Environmental Solution, Fertilizer & Plant Protection and Animal Health & Aquaculture. Fertilizer & Plant Protection focuses on efforts to formulate products and technology that improve soil structure, improve the balance of the micro ecosystem in the soil, and improve the ability of plants to absorb nutrients. One of Indmira's products is SNN organic liquid fertilizer. This organic liquid fertilizer can be used for all plants. (Fertilizer Plant & Protection – Indmira, 2021) [2].

One of Indmira's products is Super Natural Nutrition/SNN, a liquid organic fertilizer product in harmony with nature which is obtained from the extraction of organic materials originating from natural waste, plant waste and livestock waste. The complex composition in this fertilizer starts from macro & micro nutrients, the growth regulator indole acetic acid and three other important hormones (gibberellins and cytokinins), which are important components that are really needed by plants in the growth process (vegetative phase). development (generative phase) so that plant productivity can be maximized.

- a) The content of 1 (one) liter of SNN has the nutrient function equivalent to 1 (one) ton of manure. Benefits/multipurpose uses of SNN for important commodities: Able to increase the productivity (quantity & quality) of agricultural commodities, including seasonal crops which are dominated by food crops (rice, secondary crops, horticulture, etc.), industrial crops (sugar cane, tobacco, etc.) and ornamental plants as well annual/plantation crops (coffee, cocoa, rubber, tea, etc.).
- b) Able to repair damaged soil structure and help loosen hard soil composition.
- c) Helps restore soil fertility that has been lost due to the accumulation of chemical fertilizers in the soil by dissolving them gradually so that they become simple chemical compounds that are easily absorbed by plants.
- d) Maintains the function of the plant tissue metabolic system and polyphenol compounds as plant resistance so that they are not easily attacked by disease.
- e) Stimulates the growth of roots, stems and leaves; stimulates the formation of flowers, fruit and tubers; and reduces flower and fruit loss.
- f) Stimulates the activity of soil microorganisms so that fertilization is more effective and efficient.
- g) Can reduce the consumption of chemical fertilizers in the soil (Urea, SP-36, KCl and ZA) by up to 25%.
- h) With its distinctive aroma, SNN is able to reduce the level of pest attacks.

From the experience that the author has read and experienced in the field, public perception of PT Indmira products is still not good and there is a need to introduce organic liquid fertilizer products, so this certainly has an impact on marketing. Palm oil farmers also lack knowledge of the advantages of the products produced by this company. If you look at the situation in the field and the data that the author has taken, the perception of oil palm farmers in Kuantan Singingi Regency is that they still strongly believe in chemical fertilizers and have little interest in liquid organic fertilizer products. Perception of is a form of assessment in which a person faces the same stimulus, but can give rise to different perceptions in other circumstances (Suprihanto, 2003) [3].

Quoted from voaindonesia.com (2022), Misngadi, Chair of the Riau Indonesian Farmers' Union (SPI), told VOA that the combination of chemical fertilizers and organic fertilizers varies. Some chemistry is dominant, others the opposite, and some lean toward balance. Misngadi said that oil palm farmers were still reluctant to use liquid organic fertilizer because it was considered troublesome considering the size of the land they planted. Meanwhile, horticultural or food crop farmers in Riau are relatively more familiar with these products. Organic fertilizer is used as a supplementary method because there are still doubts, as pointed out by Yono. Misngadi hopes that organic fertilizer will receive greater attention, especially in terms of standardization. Misngadi wants research conducted by ministries or authorized bodies to be used by farmers and to provide outreach to remote communities. Indonesian farmers still rarely use organic fertilizer. The reason is, according to the Central Statistics Agency (BPS), only 13.5% use this fertilizer. For the rest, farmers still rely heavily on inorganic fertilizers[4].

With the increasing issue of global warming or increasing geothermal weather, the demand to preserve nature by going green is also increasing. Every country tries to make regulations that can save it

from the dangers of global warming. Likewise, many companies in various countries are competing to create environmentally friendly or go green products. Agricultural and plantation products and their derivatives that are directly related to nature are the ones that must adapt to these conditions. Methods for cultivating plants and managing them must be environmentally friendly or not damage nature.

According to Indonesia.id data (2022), the low consumption of organic fertilizer by Indonesian farmers according to Member of Commission VI DPR RI Achmad Baidowi is due to the farmers' mindset which is still difficult, the farmers think that if they don't use chemical fertilizer they will worry that their land production will not be optimal. According to Herta, one of the senior agricultural instructors, said, "Organic fertilizers are complementary. Organic fertilizer must be combined with inorganic fertilizer to increase soil and plant productivity in a sustainable and environmentally friendly manner. Therefore, unbalanced use of chemical fertilizers will be detrimental. soil structure and reduces soil biological activity. With the market opportunity still being very large and the existence of several existing obstacles,

In internship practice at PT. Indmira, the author conducted market research in Kuantan Singingi Regency, especially in oil palm plantations to study and analyze the conditions of market needs, namely the oil palm farming community and to find out the conditions of competitors. This is of course important for evaluating the Marketing Management Strategy at PT Indmira. Therefore, it is necessary to carry out an internship report entitled "Analysis of the Marketing Strategy of Organic Fertilizer at the INDMIRA Company in Meeting the Needs of Oil Palm Farmers in Kuantan Singingi Regency Using the SWOT Method".

## 2. RESEARCH METHOD

In this research, researchers used descriptive qualitative data. This research method utilizes qualitative data and is described descriptively and used as a basis for thinking about the research. Qualitative research is a research approach that addresses certain social situations by describing reality in real terms, described through words based on data collection techniques and analysis of relevant data obtained from the situations experienced (Satori, 2011) [6]. Researchers used data in the form of questionnaires, interviews and observations.

The analysis unit in determining this marketing strategy uses data taken from 32 respondents from oil palm farmers in Kuantan Singingi district as well as interviews from the chairman of KUD Harapan Tani, Sungai Bawang Village, which is PT Indmira's target market. Researchers also carry out documentation in order to interpret the objects studied. This was chosen because it is related to the topic that I will discuss, namely Analysis of the Marketing Strategy for Organic Liquid Fertilizer at the Indmira Company in Meeting the Needs of Palm Oil Farmers.

The research location is at PT. Indmira whose address is Jalan Kaliurang km 16 Pakem, Sleman, Yogyakarta and continues in Sungai Bawang Village, Singingi District, Kuantan Singingi Regency, Riau. The internship program implementation time is March 4 2022 to July 29 2022 in semester 6.

In collecting data, researchers used several methods such as interviews and questionnaires.

### Questionnaire

In preparing the Questionnaire questions, the researcher asked Indmira's supervisor first. After obtaining approval, the researcher distributed the questionnaire to the respondents. The following are questions asked by researchers to respondents:

- a. Where is your oil palm plantation located?
- b. How long have you had an oil palm plantation?
- c. What is your opinion regarding liquid organic fertilizer?
- d. Are you interested in using organic fertilizer as an alternative or alternative to chemical fertilizer? If yes/no, why.
- e. With organic liquid fertilizer, the price is cheaper and more affordable and can be used as an alternative or distraction from using chemical fertilizers for oil palm plantations. Are you interested in using it? If yes/no, please provide reasons.
- f. How do you use the method of fertilizing oil palm plantations?
  - Spread liquid organic fertilizer on the palm tree disks
  - Spread liquid organic fertilizer on the palm tree disks
- g. What is your opinion regarding liquid organic fertilizer?
  - Good
  - Not good
  - Never used
  - Another answer
- h. What is your opinion regarding the current price of chemical fertilizers?
  - Affordable
  - Unreachable
- i. What other alternatives to the chemical fertilizers that you usually use?
  - Tankos Compost Fertilizer (Palm Palm Empty Bunches)

- organic liquid fertilizer
- Another answer
- j. How often do you fertilize your garden?
  - once every 6 months
  - once every 3 months
  - Once every 1.5 months
  - Another answer
- k. If fertilizer prices are unaffordable and palm oil prices are low, will you still use chemical fertilizers (NPK, urea, za, tsp etc.)?
  - Yes, keep using the fertilizer
  - Palm oil is not fertilized
  - Switch to liquid organic fertilizer
  - Switch to tankos fertilizer
  - Another answer

Table 1. Respondent Profile

Respondent	N
Gender	
Man	22
Woman	10
Age	
< 24 Years	5
25-35 Years	22
36-45 Years	6
46-60 Years	1
Respondent's Domicile	
Singingi District	22
Singingi Hilir District	8
Central Kuantan District	1
Pekanbaru City	1
Based on the length of oil palm plantation ownership	
< 5 Years	12
6-10 Years	11
11-15 Years	6
16-20 Years	6
21-25 Years	1
>25 Years	1

Source: Data processing (2023)

### 3. RESULTS AND ANALYSIS

#### 3.1. Questionnaire data

Below, the researcher will present the research data in the form of primary data which has been processed by the researcher from the interview, discussion, survey process using the questionnaire method.

Question 1 asks about how you use the method of fertilizing oil palm plantations with a summary of the answers as follows.

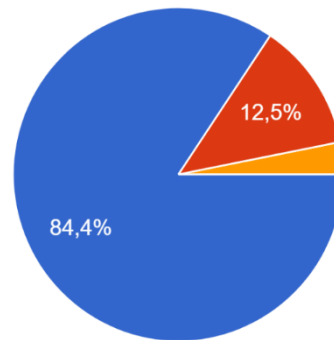


Figure 1.

In Figure 1., as many as 27 farmers (84.4%) chose to spread chemical fertilizer on the palm tree disks. Then 4 farmers (12.5%) chose to spread liquid organic fertilizer on the palm tree disks. From the respondents' answers, it can be concluded that farmers still have a strong interest in chemical fertilizers for their oil palm plantations compared to liquid organic fertilizers.

Question 2 asks what the response is regarding liquid organic fertilizer with a summary of the answers as follows.

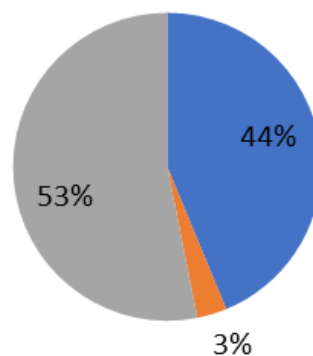


Figure 2.

Figure 2., explains that 14 respondents (44%) chose the answer "good". then 1 respondent (3%) chose not good. 17 respondents (53%) chose the answer that they had never used it. From the respondents' answers, it can be concluded that there are still many farmers who have never used organic liquid fertilizer, this could be due to several factors. One of them is a lack of knowledge regarding organic liquid fertilizer. From these results, the Indmira company can provide explanations and counseling regarding organic liquid fertilizer so that it can market its products in the Kuantan Singingi district, Riau.

Question 3 asks what respondents think regarding the current price of chemical fertilizers? with a summary of the answers as follows.

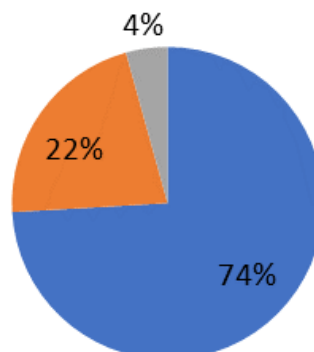


Figure 3.

In Figure 3., the results of questionnaire question 3 explain that as many as 24 respondents or 74% think that the price of chemical fertilizers is increasingly expensive and unaffordable for farmers, in addition to the unbalanced factor of palm oil prices. 7 respondents or 22% thought that fertilizer prices were still affordable and 1 respondent or 4% answered that they wanted to produce their own fertilizer.

Question 4 asks what is your response regarding chemical fertilizers (KCL, Za, TSP, etc.) so far? The following are some responses from respondents to chemical fertilizers.

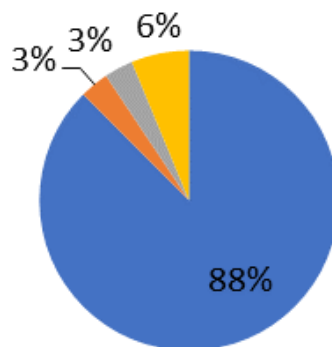


Figure 4.

In Figure 4, 28 respondents (88%) chose good responses regarding chemical fertilizers. According to respondents, the growth and development of oil palm trees is good and can also make oil palm trees produce lots of fruit and good quality. Good. Then 1 respondent (3%) chose a bad response. 1 respondent chose the response of not knowing, and 2 respondents chose the other answer, namely considering that single fertilizers are expensive, farmers prefer compound fertilizers which have complete ingredients. NPK 13-8-27 for example. Currently chemical fertilizers are too expensive, not in line with the price of FFB (fresh fruit bunches). From the respondents' answers, it is known that chemical fertilizers have been proven to be good in the eyes of farmers, but farmers also complain a lot about fertilizer prices which continue to rise and are increasingly unaffordable. then besides that, the price of palm oil is now only around 1200/kg in July 2022 PT Sinar Utama Nabati Sungai Bawang, this makes it difficult for farmers to use chemical fertilizers. Liquid organic fertilizer could certainly be another alternative if farmers believe in the results obtained from this liquid fertilizer.

Question 5 asks related to What other alternatives to the chemical fertilizers that you usually use? with a summary of the answers as follows.

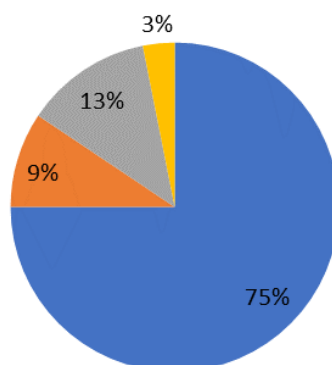


Figure 5.

In figure 5., A total of 24 respondents (75%) chose to use Empty Bunches fertilizer or what is usually called (Tankos), this fertilizer is waste from the palm fruit itself. Then 3 respondents 9% chose to use organic liquid fertilizer. 4 respondents or 13% chose to use manure such as chicken manure and other livestock and 1 respondent chose not to fertilize. From the respondents' answers, it is known that there are several alternatives used by farmers in Kuantan Singingi apart from organic liquid fertilizer. Farmers prefer to use Tankos fertilizer and also manure. However, there are also those who use organic liquid fertilizer. This could be a consideration for PT Indmira if the company wants to market its products.

Question 6 asks related Have you ever used liquid organic fertilizer?

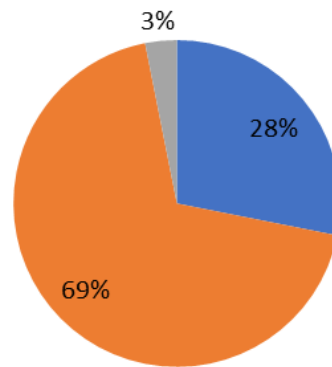


Figure 6.

In Figure 6., of the 32 respondents obtained, 22 respondents (69%) have never used organic liquid fertilizer. Then 9 respondents, 28%, had used organic liquid fertilizer. 1 respondent or 3% used homemade organic liquid fertilizer.

Question 7 asked for respondents' responses regarding their interest in using organic fertilizer as an alternative or alternative to chemical fertilizer with a summary of the answers as follows.

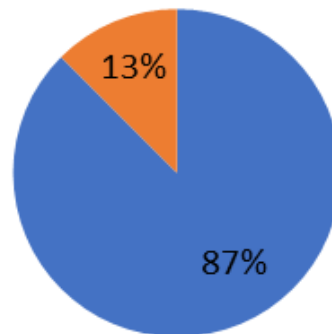


Figure 7.

In figure 7. above, it is known that 28 or 87% of respondents are interested in using organic liquid fertilizer as an alternative or as a distraction from chemical fertilizers. There are several responses from respondents including the following:

- Organic fertilizer has a long-term effect on the health of palm trees.
- Reduce pollution to the environment.
- Organic fertilizer is cheaper and more affordable and does not damage soil elements.
- Using organic liquid fertilizer can help farmers because the price of chemical fertilizers is increasingly expensive.
- Want to see the difference in results from using chemical fertilizer and organic liquid fertilizer.

Then 4 respondents or 13% were not interested in using organic liquid fertilizer as an alternative or alternative to chemical fertilizer because they were hesitant to use it and had not yet gained knowledge regarding organic liquid fertilizer.

Question 8 asks how often farmers fertilize oil palm plantations with a summary of answers as follows.

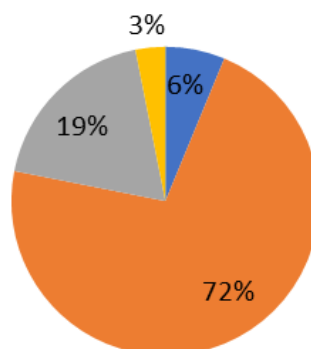


Figure 8.

In Figure 8. 23 respondents or 72% chose to fertilize their oil palm plantations every 3 months. 6 respondents or 19% chose to fertilize once every 6 months and 2 respondents or 6% chose to fertilize their plantations once every 1 and a half months and 1 respondent or 3% answered that they were uncertain about fertilizing their oil palm plantations.

Question 9 asks related If fertilizer prices are unaffordable and palm oil prices are low, will farmers continue to use chemical fertilizers (NPk, urea, za, tsp etc.)? with a summary of the answers as follows. The answer is summarized in Figure 9.

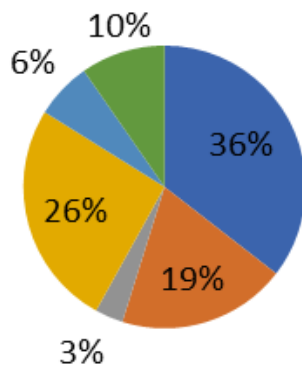


Figure 9.

Question 10 asks about farmers' interest in organic liquid fertilizer if the price is cheaper than chemical fertilizer with a summary of the answers as follows. 27 or 84% of respondents were interested in using organic liquid fertilizer and 5 respondents or 16% were not interested in using organic liquid fertilizer even though it was cheaper. The answer is summarized in Figure 10.

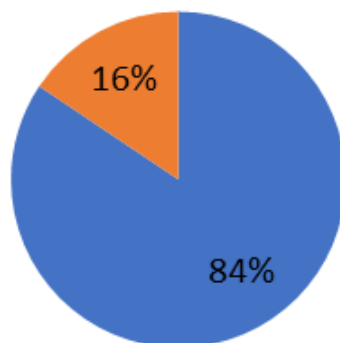


Figure 10.

### 3.2. Interview data

To find out the response of the community that will be targeted, researchers had the opportunity to conduct an interview with Mr. Budi as chairman of KUD Harapan Tani, Sungai Bawang Village.

In this research, I also conducted an interview with a farmer and chairman of the Harapan Tani KUD, he was also part of the Sungai Bawang Village replating team. The results of the interview can be seen in Table 2.

Table 2. Results of the Harapan Tani KUD Interview, Sungai Bawang Village

<ul style="list-style-type: none"> <li>Researcher: What is your opinion regarding organic liquid fertilizer?</li> </ul>	<ul style="list-style-type: none"> <li>Head of KUD: I think organic liquid fertilizer is good for plants such as chilies and corn, as for oil palm plantations, I have never tried it</li> </ul>
<ul style="list-style-type: none"> <li>Researcher: What fertilizers are sold and at what price are they sold at KUD Harapan Tani?</li> </ul>	<ul style="list-style-type: none"> <li>Head of KUD: At KUD Harapan Tani we provide fertilizers such as Phosphate, Dolomite, Kisrit, Granular, KCL, TSP, Phonska, UREA, ZA. It can be seen in table 3.</li> </ul>
<ul style="list-style-type: none"> <li>Researcher: What fertilizer is used to meet the needs of your oil palm plantation?</li> </ul>	<ul style="list-style-type: none"> <li>Head of KUD: For my own plantation, fertilization is carried out for oil palms over 5 years old, usually around once every 2-3 months using chemical fertilizer, at a rate of 10/2 hectares.</li> </ul>



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- Some of the fertilizers used by farmers for oil palm are urea, ZA, dolomite, TSP, KCI. Meanwhile, for newly planted oil palm plantations (replanting), fertilization is carried out every 2 months at a rate of 2 hectares/2 sacks. Fertilizing and cleaning the land is carried out regularly so that the seeds can grow optimally as expected.
- Researcher: Did you know PT Indmira before?
  - Researcher: PT Indmira is an agro-complex company, one of which operates in the agricultural sector and produces organic liquid fertilizer.
  - Chairman of KUD: I happen to have never heard of the Indmira company
- 

Table 3. Price list for KUD Harapan Tani fertilizer

NO.	FERTILIZER	PRICE
1.	Phosphathe	110,000
2.	Dolomite	55,000
3.	Kisrit	165,000
4.	Granular	320,000
5.	KCL	295,000
6.	TSP	285,000
7.	Phonska	180,000
8.	UREA	145,000
9.	ZA	145,000

Researchers also asked questions regarding the replanting program that was being implemented. With the following explanation. Trans area KUD, namely F1-10, received financial assistance to carry out replanting. Replanting is rejuvenation carried out on oil palm plantations that are more than 25 years old or whose production is not optimal. Oil palm plantations that are no longer productive must be re-processed so they can be more optimal. There are various techniques for carrying out this replanting procedure. However, according to Mr. Budi, the most important thing in this whole process is reducing pest reproduction. The trees in the plantations are cut down over a long period of time with heavy equipment, farmers have to be patient in caring for the oil palm plantations, because palm oil can only be harvested and bear normal fruit at the age of 3-5 years.

### 3.3. Perception

Description of the results of respondents' answers which show a "good" perception of organic liquid fertilizer. This is in line with research regarding the perception of organic fertilizer according to Pujiastuti (2021), who believes that the level of public perception of the use of organic fertilizer is quite good. Fertilizer accounts for 20% of the success of increasing agricultural production. There are several factors that make this organic fertilizer have a good perception, one of which is that organic fertilizer has a long-term effect on the health of palm trees and the price is still affordable [7].

Some farmers believe that organic liquid fertilizer is an environmentally friendly product. The results of the questionnaire explained that respondents were interested in using organic liquid fertilizer as an alternative or as a distraction from chemical fertilizers. This is because organic liquid fertilizer is an environmentally friendly fertilizer. Some of the respondents' responses to organic liquid fertilizer include the following:

- Organic fertilizer has a long-term effect on the health of palm trees.
- Reduce pollution to the environment.
- Organic fertilizer is cheaper and more affordable and does not damage soil elements.

From the statement above, it is in line with the understanding according to Kasali (2005) that green products are products that do not harm humans and the environment, do not waste resources, do not produce a lot of waste [8]. From the statement above, it also refers to the opinion of Pankaj and Vishal (2014), green product indicators are divided into 3 (three), namely: (1). Green products are good for the environment. A good product is a product that does not pollute the environment. (2). Green product performance is in line with consumer expectations. High performance products are the target of consumers to satisfy their needs. (3). The raw materials for green products are made from materials that are not harmful. Consumers who buy a product will have the consideration that the raw materials they buy are safe for them [8].

However, apart from the use of organic liquid fertilizer, the people of Kuantan Singingi still rely heavily on the use of chemical fertilizers, this is indicated by the results of the questionnaire, the majority of farmers choose chemical fertilizers. Inorganic fertilizers are easy to find in KUDs or agricultural depots. This is in accordance with what is explained regarding inorganic products revealed that almost 90% of Indonesian agricultural products are produced using inorganic materials such as chemical fertilizers and pesticides [10].

### 3.4. SWOT Analysis

As mentioned in the previous chapter, researchers will use SWOT analysis which is an abbreviation for Strength, Weakness, Opportunity, Threats. This SWOT analysis is taken from the results of questionnaires and interviews. This integration aims to determine the best strategy and solution according to the current conditions for the Indmira company. alternative strategies to be used. To formulate various organic fertilizer production strategies, the SWOT matrix can be used.

- a. Strengths
  - Organic fertilizer has a long-term effect on the health of palm trees and reduces environmental pollution.
  - Organic fertilizer is cheaper and more affordable and does not damage soil elements.
  - Using organic liquid fertilizer can help farmers because the price of chemical fertilizers is increasingly expensive.
  - Farmers want to see the difference in results from using chemical fertilizers and organic liquid fertilizers.
- b. Weakness
  - Farmers who have never used organic liquid fertilizer could be due to several factors. One of them is a lack of knowledge regarding organic liquid fertilizer.
  - Public perception of chemical fertilizers is good. According to farmers, chemical fertilizers are good for the growth and development of oil palm trees and can also make oil palm trees produce lots of fruit and good quality.
- c. Opportunities
  - Farmers think that the price of chemical fertilizers is increasingly expensive and unaffordable.
  - With more affordable prices, farmers are interested in using organic liquid fertilizer as an alternative or as a distraction from chemical fertilizers.
  - The disproportionate factor that palm oil prices tend to be cheap.
  - The existence of a replanting program can increase demand for fertilizer.
- d. Threats
  - Farmers have other alternatives for fertilizing such as using Empty Bunches fertilizer or commonly called (Tankos), this fertilizer is waste from the palm fruit itself.
  - Farmers also use chicken and livestock manure as manure.

Based on the SWOT matrix analysis, there are several strategies in responding to public perceptions that are recommended for Indmira to increase sales of liquid organic fertilizer in Kuantan Singingi Regency. These strategies include:

- a. Conducting outreach and product introductions to increase knowledge of organic liquid fertilizer among the people of Kuantan Singingi. With this outreach, it is hoped that the public's perception will become more open towards organic liquid fertilizer. As explained by Harijati (2016), extension is an educational process using a non-formal system, behavior change, and empowerment, all three of which must be present in every agricultural extension activity [11]. Apart from that, Indmira can also collaborate with the agricultural service to raise farmer awareness, so farmers are given the opportunity to see for themselves real evidence of the experiments and pilots that have been carried out.
- b. Building strong cooperative relationships with oil palm farmers. Establishing cooperative relationships with other parties in terms of distribution of goods such as farmer groups in Kuantan Singingi Regency such as KUD. Farmer Group Associations are a combination of several groups of farmers who carry out agribusiness with the principles of solidarity and cooperation in order to increase agricultural yields and income of group members and other farmers. In addition, several government parties have suggested that farmers form farmer groups or organizations supported by small oil palm farmers to form strength [12].
- c. Using increasingly developing information technology to improve promotional strategies such as the marketplace on the Facebook application. Facebook marketplace is an online market that allows users to carry out various buying and selling activities [13]. Apart from utilizing the marketplace by using Facebook, we can market products to large groups in Kuantan Singing Regency.
- d. Improve product quality. Apart from price factors and customer choice of services or products, the main factor that determines whether a product can successfully enter the market is the quality of the product that is maintained. This is in line with the theory related to quality control expressed by Irwan and Didi (2015:63) that quality control is a combination of all tools and techniques used to control quality at economical costs and to fulfill order requirements. Based on this, it is necessary to carry out quality control to maintain quality stability in order to satisfy customers [14].

#### 4. CONCLUSION

Based on the results of this research, to further improve marketing in the sale of organic liquid fertilizer, the company PT. INDMIRA, recommendation researcher for the business development and marketing division in particular and the company PT. INDMIRA in general is:

- a. Approaching farmers by carrying out counseling and activities that have been determined consistently and continuously to change people's mindsets and perceptions about environmentally friendly products so that they increase.
- b. Using information technology that is familiar to the Kuantan Singingi community such as Facebook Marketplace to improve promotional strategies.
- c. Create attractive and complete packaging regarding product uses

The author also provides the results of the SWOT analysis. It is concluded that compared to Weakness, the Indmira liquid organic fertilizer product has more strength for farmers. Organic liquid fertilizer provides long-term effects for the health of oil palm trees and reduces environmental pollution, organic fertilizer is more affordable and does not damage soil elements, using fertilizer Organic liquid can provide relief for farmers due to the increasingly expensive price of chemical fertilizers. Then compared to Threats, organic liquid fertilizer products are more dominant than Opportunities because farmers think that the price of chemical fertilizers is increasingly expensive and the prices are unaffordable. Farmers need organic liquid fertilizer as an alternative or as a distraction from chemical fertilizers. The disproportionate factor that palm oil prices tend to be cheap.

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