

Village Marketing Development Model Through Local Resources to Alleviate Poverty in Benjeng Gresik Village

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Abstract: Marketing Village Development Model Through Local Resources to Alleviate Poverty in Benjeng Village, Gresik Regency. This research aims to test and analyze the Marketing Village Development Model through Local Resources to Alleviate Poverty in Benjeng Gresik Village. The sample in the research was 15 correspondents who were related to local resources. The sampling method used in this research was to take respondents who were interested in developing existing resources in Benjeng Gresik Village. The data collection method was carried out by distributing interviews to correspondents related to the research, namely respondents in Benjeng Village, Gresik Regency. The data analysis technique is PLC. strategy analysis. The research results from this research activity provide positive results in increasing contributions to improving the economy through developing marketing villages and local resources that can improve the welfare of the people of Benjeng Village, Gresik Regency.

Keywords: Village Marketing, Local Resources, Benjeng Village.

INTRODUCTION

The problem of poverty is quite complex and requires joint and coordinated intervention from all parties. However, the handling so far tends to be partial and unsustainable. The role of the business world and society in general is also not optimal. Social volunteerism in community life, which can be an important source of empowerment and solving the root causes of poverty, is also starting to fade. For this reason, systemic and comprehensive changes are needed in poverty alleviation efforts. Poverty is the level of society with low income. With low income, people are unable to meet basic needs such as food, drink, clothing, shelter and education (Paramita et al., 2018). The average population in Benjeng Gresik Hamlet has a sedentary livelihood and agriculture which is unstable in terms of economic growth and, moreover, currently there is an increasing daily need for basic necessities so that in Benjeng Gresik Hamlet it is very worrying. The government launched the Mandiri National Community Empowerment Program (PNPM) starting in 2007 to increase the effectiveness of poverty alleviation and job creation. The National Statistics Agency (BPS) noted that the poverty rate for Gresik Regency currently reaches approximately 12.42%, from around 1,280. Of the 000 residents of Gresik, there are still 153,600 people who are still poor.

Head of Bappeda Gresik Hermanto T. Sianturi, (2024) said that his party is projecting economic growth at the end of 2021 to reach 4.52 percent. However, looking at the trend in the first quarter, it seems that significant efforts are needed so that it continues to rise in the future. Even though in the first quarter economic growth was still 2 percent, compared to the end of 2020 there was an increase. However, the increase was only 0.98 percent. Hermanto said that the reasons for the slow movement of economic growth were quite complex. One of them is the MSME sector which has not yet recovered 100 percent during the one-year period of the Covid-19 pandemic.

Likewise, the impact on community welfare. Hermanto said that to realize the projected economic growth of 4.52 percent by the end of 2021, the district government's policy direction would be to reverse economic movements in villages. There are many points that have potential, such as labor-intensive programs to MSMEs. "The Regent plans to include MSME products so they can be sold in modern shops. "Well, this is being discussed," he said. Apart from that, from the district government's study, the sector that is attractive for reviving the economy is agriculture. Therefore, in April the district government will update the regional map. Including updating land use zones.

Mr Herman, (2024) said that the district government already had a plan so that the six agricultural pocket sub-districts would not be converted. Namely, Benjeng, Balongpanggang, Dukun, Cerme, Sittingsampeyan, and Kedamean Districts. Meanwhile, data on poverty figures in the first quarter also provided less encouraging news. Now, data on the poverty rate in Gresik Regency has increased by around 1 percent to 12.40 percent. In fact, at the end of last year, poverty data was at 11.35 percent. The figure of 11.35 percent has actually decreased from previous years. Hermanto, (2024) stated that there are at least three factors in the increase in poverty rates. First, there is social inequality. Gresik is an industrial city, but industry has not fully absorbed local energy. This condition is also in line with the industry's need for human resources with certain skills. The second cause is the implementation of strategies that are still considered conventional. There is no breakthrough that will trigger post-pandemic economic growth. Third, the government's attention to the agricultural sector. In fact, the agricultural sector was one of two sectors that was able to support the economy during the pandemic with an increase of 0.24 percent. However, the agricultural sector has not been able to improve poverty rates because there has been no massive government involvement. Currently, the problem is that there is a significant economic decline in the level of trade and this has resulted in a further decline in the level of economic capital. By using the marketing village and developing local resources that will be researched, it will be able to contribute to alleviating poverty in Benjeng Village, Gresik Regency.

The gap theory in this research includes that marketing is one of the main activities that needs to be carried out by companies, whether goods or services companies, in an effort to maintain the viability of their business. This is because marketing is one of the company's activities, which is directly related to consumers. Then marketing activities can be interpreted as human activities that take place in relation to the market. (Kotler, 2018). Marketing Management regulates all marketing desires, therefore marketing management is very important for companies. Marketing Management according to (Kotler, 2018) in the 13th edition of the marketing management book is Marketing management as the art and science of selecting target markets and reaching, retaining and growing customers by creating, delivering and communicating general customer value. According to (Raymond P. Fisk, Stephen J. Grove, 2018), marketing management is the analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target buyers to achieve organizational goals. Marketing Management according to (Armstrong, 2018) is a total system of business activities designed to plan, set prices, and distribute products, services and ideas that are able to satisfy the desires of the target market in order to achieve organizational goals. Marketing strategy according to (Kotler, 2018) is a marketing logic where the company hopes to create value for customers and achieve profitable relationships with customers. A marketing strategy is a plan that outlines a company's expectations of the impact of various marketing activities or programs on the demand for its product or product line in a particular target market. Companies can use two or more marketing programs simultaneously, because each type of program such as advertising, sales promotion, personal selling, customer service, or product development has a different influence on demand. Therefore, a mechanism is needed that can coordinate marketing programs so that the programs are in line and integrated synergistically. This mechanism is referred to as a marketing strategy. According to (Santoso, Hudi Budi Priatna, Wahyu Wijaya, Abung Supama et al., 2023) marketing strategy is the company's overall program in determining market targets and satisfying consumers by building a combination of elements from marketing mix, product, distribution and price.

Village Marketing is a village product marketing system which is a business concept that aims to promote and market original products from the village. This concept is based on the spirit of advancing the village economy and improving the welfare of village communities (Ramadhani et al., 2021). Local resources are essentially capital for villages in fulfilling development towards a prosperous and prosperous society, with existing potential and culture that should be able to be an effort to deal with problems that exist in society. However, usually local resources tend not to get more attention from the community. For this reason, community empowerment is needed as an effort to maximize the potential that exists in the village so as to produce economic value for the community. (Paramita et al., 2018) In developing the local potential of villages and growing a prosperous and prosperous society, direct participation from the community is required, this is because community participation in empowerment has an important influence on the success of a program implemented by village institutions or community empowerment institutions. Referring to Law Number 6 of 2014 concerning Villages, village community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, as well as utilizing resources through establishing policies, programs, activities and assistance. which is in accordance with the essence and priority needs of village communities. (Muchlis, 2017).

(Andriyani et al., 2023) explained that human resources are all abilities or use values possessed by local people both in terms of quantity related to the number of human resources, and in terms of quality related to the quality of human resources such as physical abilities and non-physical (intelligence and mental). Meanwhile, according to Rivai (2004) human resources are productive individuals who work as drivers to achieve goals who function as assets so they must be trained and develop their abilities based on their function. According to (Suranny, 2020), human resources have a significant influence on increasing community development, for example, if the greater the quantity of human resources who have education or knowledge, both formal and non-formal, the greater the opportunity to increase the quality of community development. From the definitions above, it can be concluded that human resources are the strength or use value possessed by humans both in terms of quantity and quality of each individual which significantly influences the quality of local community development. Poverty is a condition of economic inability to meet the average living standards of people in an area. This condition of incapacity is characterized by the low ability of income to meet basic needs in the form of food, clothing and shelter. This low-income capacity will also have the impact of reducing the ability to meet average living standards such as public health standards and education standards. The condition of a society that is called poor can be determined based on the ability of income to meet living standards (Paramita et al., 2018). In principle, the standard of living in a society is not just about meeting the need for food, but also about meeting the need for health and education. A decent place to live or settlement is one of the living standards or standards of community welfare in an area. Based on this condition, a society is called poor if it has an income much lower than the average income so that it does not have many opportunities to prosper it'self (Suranny, 2020).

State of The Art and Novelty

The advantage of this research problem is that it can provide community economic development and increase the per capital income of the community in Benjeng Village, Gresik Regency by using a development of a marketing village model so that it can contribute to exploring the business potential that exists in Benjeng Village, Gresik Regency, as well as exploring MSME opportunities. to be developed with a theory and research model. The novelty of this proposal lies in a research model that will be used using a qualitative approach and research model development methods in Benjeng Village, Gresik Regency. From the existing problems, the researcher wants to formulate the problem as follows:

1. How is the development of the Village marketing model in Benjeng Village, Gresik Regency to help the development of the capital economy?

2. How is the marketing vilange model developed to alleviate poverty in Benjeng Village, Gresik Regency?

Research Goals and Objectives

Goals and Targets Goals are what you want to achieve through the research carried out. In this case, we will discuss the objectives to be achieved through research as well as the targets for achieving these objectives

Research Purposes

This research generally aims to develop new research models and theories in research in Benjeng Village, Gresik Regency as an effort to alleviate poverty factors in the community of Benjeng Village, Gresik Regency. Furthermore, a research model that will be found can contribute to the surrounding community in improving welfare. economy through the village marketing model and through local resources.

Research Targets

With these objectives, several targets must be formulated that must be met, namely:

1. Identify business potential in Benjeng Village, Gresik Regency
2. Identify business opportunities that can be developed in Benjeng Village, Gresik Regency
3. Developing a marketing village model in Benjeng Village, Gresik Regency
4. Development of existing infrastructure models in Benjeng Village, Gresik Regency to develop economic prosperity

Problem Solving Approach

The approach in this research refers to the problem of economic development in Benjeng Village, Gresik Regency by identifying business potential that can be developed to improve welfare in Benjeng Village, Gresik Regency as a business that can help contribute to improving the economy and competitiveness through the concept of a marketing village model and utilizing resources. existing local. The problem solving in this research is by identifying the potential that exists in Benjeng Village, Gresik Regency in the form of natural potential for agriculture, animal husbandry and plantations, natural scenery, cultural potential, potential for customs and SME business sectors as well as identifying SME business development in Benjeng Village, Gresik Regency. Next, identify existing infrastructure development in Benjeng Village, Gresik Regency. Image of Research Road Map as follows:

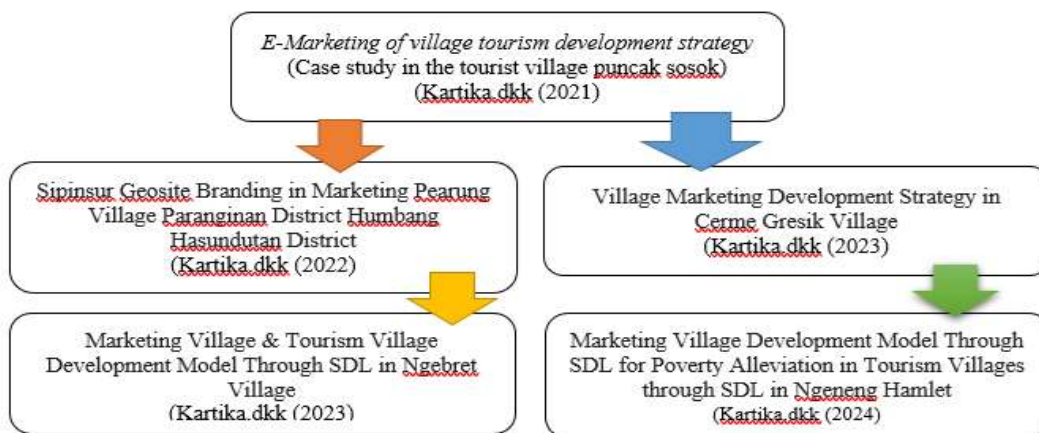


Figure 1. Research Roadmap

Research Urgency

The urgency of this research is considering that it is very necessary to carry out this research because it is to help develop SME businesses in Benjeng Village, Gresik Regency to improve economic welfare which is currently still very declining and the level of income obtained is very minimal, thus affecting the development of the circulation of community life. is in Benjeng Village, Gresik Regency.

METHODOLOGY

Research Data Collection Methods

(Arikunto, 2016) Data The data collection method was carried out in two ways, namely primary survey (data obtained directly from the field/resources) and secondary survey (data obtained from related documents, etc.).

Stages of research that will be carried out during the research period:

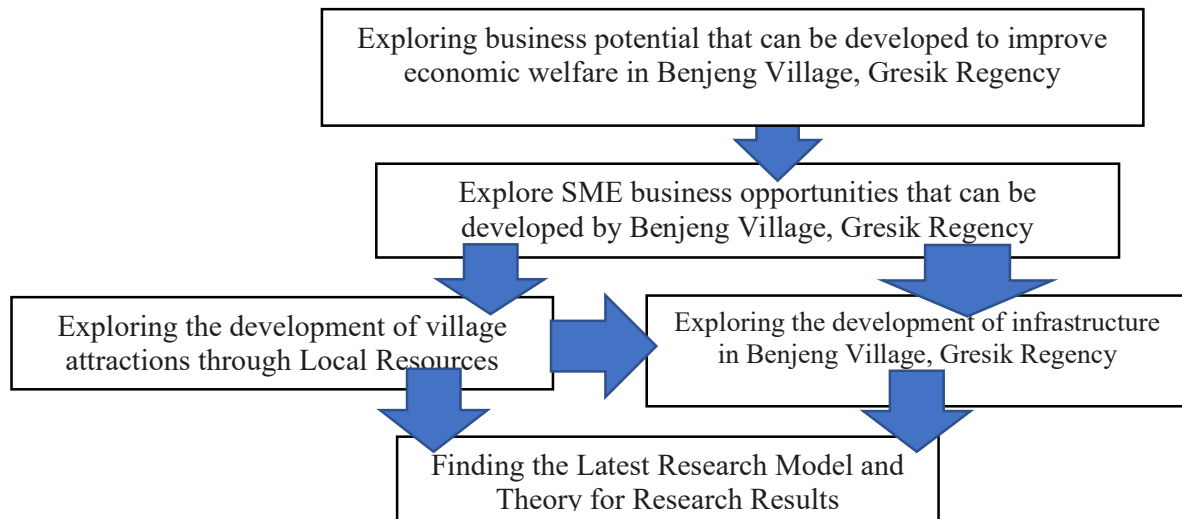


Figure 2. Stages of research carried out by researchers, (2024)

Primary Survey

Primary data collection is data collection carried out to obtain data that is not available in the agency through direct collection from the field. This primary data collection was carried out in the following way: Observation (Observation) observation or direct observation. (Sugiyono, 2018). The results of observations or observations in this research were recorded descriptively, which accurately observes and records phenomena that arise and determines the relationship between aspects of these phenomena in the form of geographic and demographic conditions, as well as potential tourism potential by paying attention to real conditions or phenomena that occur. is in the field. The data and information can be in the form of quantitative or qualitative data tables, illustrative images or maps in the research area, as well as photo visualizations, as material for analysis and explanation. Furthermore, Documentation Data obtained from documentation is Monographic data from Benjeng Village, Gresik Regency, which consists of the socio-economic conditions of the population, administrative maps of villages in Benjeng Village, Gresik Regency, East Java. Village Profile of Benjeng Village, Gresik Regency, East Java.

Secondary Survey

Secondary data was obtained from literature and several related agencies and the validity of the data can be accounted for. Secondary data collection was carried out through surveys to agencies to obtain data released by these agencies and document review. Apart from that, the secondary survey also carried out a literature study which was a survey of data and literature related to the geographical conditions of Benjeng Village, Gresik Regency, the population conditions of Benjeng Village, Gresik Regency, East Java, the number of SME businesses in Benjeng Village, Gresik Regency, East Java. This literature was obtained from the internet, handbooks, and other references.

Data Analysis Methods

The analysis used in the study of developing a marketing village model through Local Resources in Benjeng Village, Gresik Regency uses qualitative descriptive analysis techniques and data analysis using the marketing product life of cycle calculation method.

Descriptive Analysis

This research is descriptive research so that the data analysis technique uses descriptive statistical analysis. The data presentation in this descriptive statistical analysis uses descriptions, pictures and maps.

RESULTS AND DISCUSSION

The development of the Village marketing model in Benjeng Village, Gresik Regency is very worrying, starting from the mindset for developing your business to wanting to start your business, you still don't have the courage to start something that can improve the economy there. After conducting a survey using interviews, there are still weaknesses in the development and innovation that will be created by business actors. In an interview with villagers around Benjeng Village, Mr. Agus said that the development of village marketing located in Benjeng Gresik Village is still far from perfect because there has been no attention from the central government and regional government so that business actors who have businesses in the agricultural sector and trade sector flow accordingly. with the capabilities of the business actors themselves. Furthermore, an interview with Mrs. Sumiati, an agricultural business actor, said that the development of the village marketing model in Benjeng Gresik Village still lacks support from the village government and there is no counseling and training program for MSMEs from various sectors so that many business actors do business with their own competence and competencies. each of them so that regional per capital income still does not meet the expectations of business actors and village government. Furthermore, the researcher conducted interviews with business actors named Mrs. Novianti who said that the development of village marketing models, especially in Our Village, Benjeng Gresik Village, is still not optimal in improving the economy of the residents in this hamlet and there is no full attention to business actors in any sector. agriculture, trade, MSMEs as well so that many business actors carry out development according to their own abilities and the village government and central government also do not have programs that help to develop village marketing which will have an impact on improving the village's per capital economy.

Development of a marketing villa model to alleviate poverty in Benjeng Village, Gresik Regency. Researchers conducted research in the field by exploring business potential that could be developed to improve economic welfare in Benjeng Village, Gresik Regency. First, the researcher identified the business potential developed by Benjeng Village so it was found that the potential in Benjeng Village was the large number of facilities and infrastructure in the village so that it could be used as a means of developing tourism, but these places and facilities were still not widely known by some people. (Elfrida et al., 2024) The village potential possessed by Benjeng village includes village identity, geographical factors in Benjeng village, social capital owned by Benjeng village, economic

infrastructure that is still unstable, financial infrastructure exists but is still not maximum for residents around Benjeng village, the electrification that Benjeng village has but the results are still not optimal and the accessibility that Benjeng village has is also still not optimal and technological support is still not optimal. (Andriyani et al., 2023) say that everything that exists in an area that can be utilized further is called regional potential. Fertile land, beautiful natural scenery, seas rich in fish are examples of the potential that exists in an area.

The potential possessed by researchers in Benjeng village is still not maximized for development to support the economy. Because the aim of developing village potential is to improve community welfare and reduce poverty levels. Efforts to develop village potential also aim to improve the quality of life of the community, increase productivity and create more job opportunities. Next, the researchers explored SME business opportunities that could be developed by Benjeng Village, Gresik Regency. Researchers found that there are superior products from Benjeng village and they are divided into various groups, namely Klampok village. Klampok village is divided into four regions, including Klampok hamlet, Ngepung hamlet, Karangploso hamlet, and Kalipang hamlet. From each hamlet there is their own UMKM organizer, which has become a routine activity for mothers and fathers as their livelihood. Klampok hamlet's superior products: the majority of people's mothers are seamstresses and coincidentally here the products we are raising are koko clothes and dolls. Next, in the majority village, there are many mothers who are independent businesses and coincidentally here the product we are raising is broom craftsmen. Next, in Karangploso hamlet, the majority of women in the community are weavers and the product we produce is a woven sarong of the best quality.

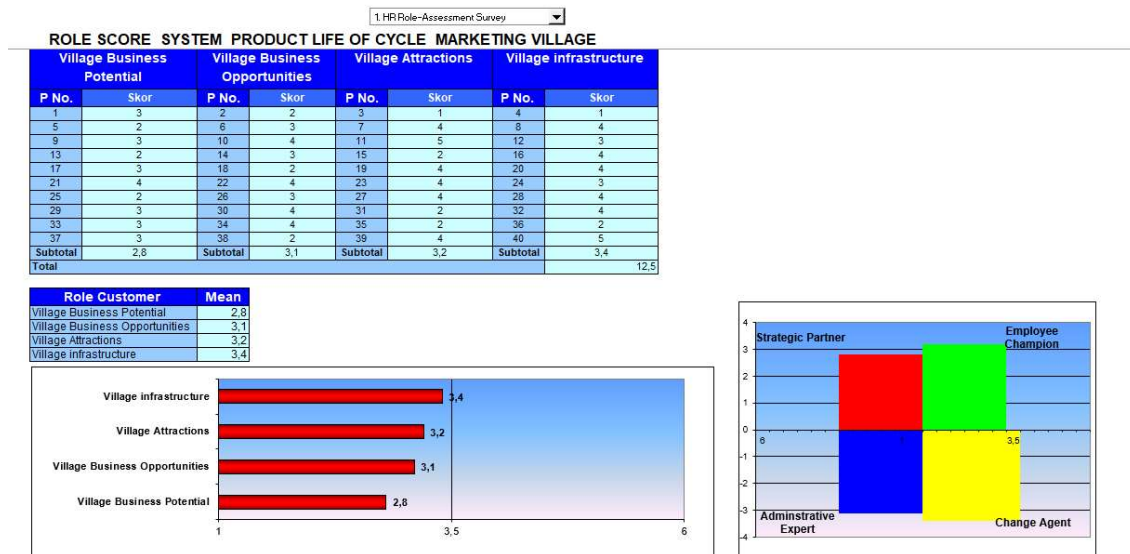


Figure 3. Image of the Product Life Of Cycle Method

Furthermore, in Kalipang hamlet, the majority of women are weavers and the products we produce are woven sarongs of the best quality. Next, the researcher explored the development of village attractions through local resources and found that in Benjeng Gresik village, the development of local potential began with the use of unique natural resources available around Benjeng Gresik village, involving agricultural products, handicrafts or other unique things that could be used as attractions. for tourists. through developing these local products, villages can create additional income and promote sustainability. After that, the researchers developed the tourist village economy in Benjeng Gresik village by involving local business actors in the tourism value chain, not only making an economic contribution but also building a strong network between Benjeng village and the business sector. This could include collaboration with local restaurants, accommodation, or other service providers and the

Benjeng Gresik village community needs to utilize technology to promote their local potential. Marketing initiatives through social media, websites and other online platforms can help villages attract the attention of more tourists by using the principle that resource use must be done responsibly, and communities must be involved in decision making to ensure long-term sustainability. Next, the researchers carried out information about the development of infrastructure in Benjeng Village, Gresik Regency. The researchers found that Benjeng Gresik Village had a very important role in improving the welfare of rural communities. The infrastructure of Benjeng Gresik village includes various aspects such as roads, bridges, clean water, electricity, health, education and sports facilities and all infrastructure was found to be running well but the only obstacle was the level of difficulty of the infrastructure supporting clean water for the people of Benjeng Gresik village. So researchers coordinate with the relevant government authorities so that weaknesses in water sources are prioritized and given high priority so that people can live healthily.

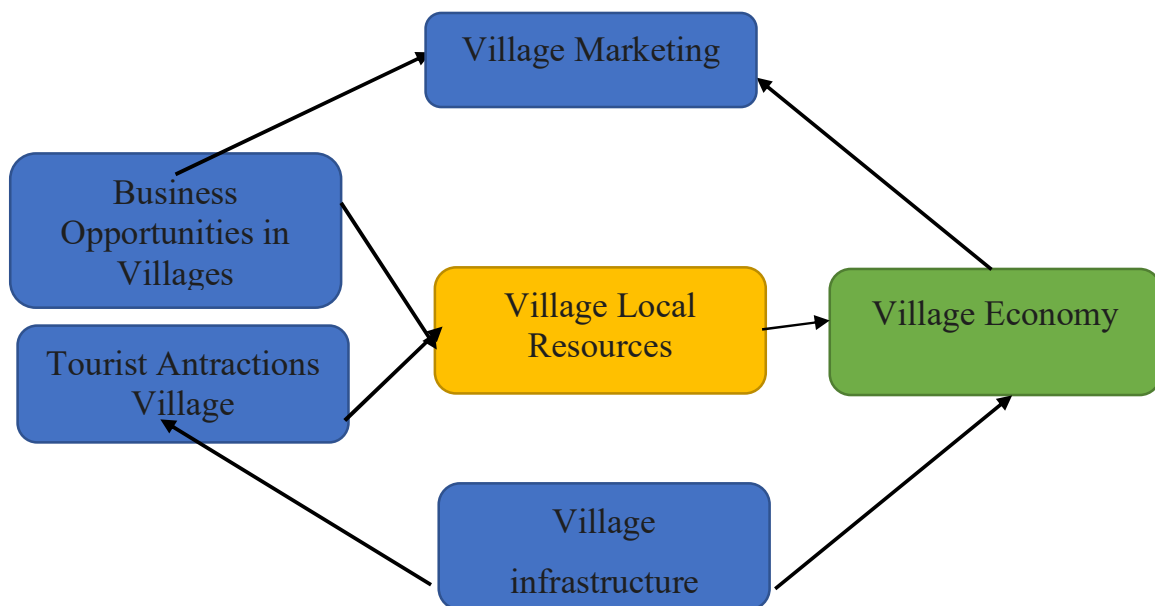


Figure 4. Latest Model from Research Results, (2024)

From the results of this research, a research model was found to help the village government, especially the village of Benjeng Gresik. From the model that has been found by researchers, it will become a reference for the government and the people of Benjeng Gresik village to improve the poverty factor in the area so that the economy will improve and can improve the welfare of the village community. Benjeng Gresik.

CONCLUSIONS

The development of the Village marketing model in Benjeng Village, Gresik Regency to help the development of the capital economy is still not maximal in improving the economy of the population in this hamlet and there is no full attention to business actors in any sector, agriculture, trade, MSMEs, so that the Many business actors carry out development according to their own capabilities and the village government and central government also do not have programs that help to develop village marketing which will have an impact on improving the village's per-capital economy. After implementing the village

marketing model, a solution is found to utilize local resources which will have an impact on economy of the people of Benjeng Gresik. Furthermore, the development of a marketing vilange model to alleviate poverty in Benjeng Village, Gresik Regency, is very effective in helping identify business potential that can be developed to improve economic prosperity in Benjeng Village, Gresik Regency, SME business opportunities that can be developed by Benjeng Village, Gresik Regency, development of village attractions through Sumber. Local Power, infrastructure development in Benjeng Village, Gresik Regency. In the future, the researcher hopes that regional and village governments will pay attention to existing regional potential and business opportunities as well as developing village attractions by paying attention to good infrastructure in order to improve the economic level of the Benjeng Gresik village community.

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