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## Production and Marketing Mix of Glutinous Corn Products in UPT. Agribusiness Development

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### ABSTRACT

*Increasing the production of products needed by customers and the marketing mix are the foundations of product marketing to spread products and become better known to the public. This study aims to examine the production and marketing of glutinous corn at UPT. Agribusiness Development. This research was conducted in November 2023 at UPT Agribusiness Development. The research method applied is the trend analysis method approach using a qualitative descriptive method through data collection from observations, interviews, and documentation. The approach I used was to interview each coordinator from each worker in the Production, Price, Place, Promotion, People, Process, Physical Evidence sections of marketing activities carried out by UPT Agribusiness Development. The contribution I made was to expand sales by introducing the public to the benefits of consuming glutinous corn products. The results of the study showed that the trend in the development of glutinous corn production at UPT. Agribusiness Development tends to fluctuate from 2020-2023, the marketing mix strategy implemented by UPT. Agribusiness development using the 7P method, namely there are innovative products, appropriate prices, strategic places, creative and targeted promotions, quality people/HR, processes, and complete physical evidence. It can be concluded that the implementation of the right marketing mix strategy can increase the production and sales volume of glutinous corn products (Suarni 2020).*

**Keywords:** Production, Marketing Mix, 7P Method, Sales Volume  
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## INTRODUCTION

Glutinous corn (*Zea mays* var. *Ceratina*) is an increasingly recognized food crop commodity, originally discovered and cultivated in China. With its chewy and sticky texture due to a high amylopectin content, glutinous corn is not only preferred in culinary uses but also valued for its nutritional and economic benefits. It is often used as a substitute for cassava flour and sorghum flour in various food applications. Beyond its role as an alternative carbohydrate source, glutinous corn is also known to have a relatively low sugar content, which contributes to its potential in diabetes prevention (Suarni, 2020). In Indonesia, particularly in East Java, glutinous corn has not been extensively cultivated or marketed, despite its growing potential. In response to the overproduction of sweet corn and subsequent market saturation—resulting in price drops and post-harvest losses—UPT Pengembangan Agribisnis (Unit Pelaksana Teknis for Agribusiness Development) has identified glutinous corn as a new and promising commodity to introduce innovation and economic diversification for local farmers.

Marketing in agribusiness plays a pivotal role in ensuring that agricultural innovations reach their intended consumers effectively. A strategic approach is required to penetrate markets, create consumer awareness, and stabilize commodity pricing. One such strategy is the marketing mix framework. The 7P marketing mix, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence, provides a comprehensive structure for aligning marketing activities with consumer needs and market dynamics. This concept, rooted in traditional marketing theory by McCarthy (1960) and later expanded by Booms and Bitner (1981), has been widely used in services and agriculture-related marketing strategies. According to Alma (2021), the marketing mix is essential in creating a well-balanced combination of

marketing variables that respond to both customer satisfaction and business competitiveness. Moreover, the development of agricultural products must be harmonized with market demand, involving customer-friendly pricing, accessible distribution, persuasive promotion, and consistent product quality.

The implementation of the 7P strategy in the context of glutinous corn production at UPT Pengembangan Agribisnis offers a timely solution to ongoing agricultural challenges. The phenomenon of sweet corn overproduction has forced many farmers to sell below market value, leading to reduced profits and increased waste due to spoilage. This situation reflects an urgent need for product diversification and a more innovative marketing approach. Glutinous corn, with its unique attributes and growing market potential, becomes a strategic alternative that not only addresses the surplus of sweet corn but also opens new market opportunities for farmers. While studies such as those by Saprianto (2021) and Kotler and Keller (2016) highlight the importance of aligning products with market demands through effective marketing, existing research tends to focus on mainstream agricultural commodities. There is a noticeable absence of studies dedicated to the marketing of niche products like glutinous corn, especially in the Indonesian context. This study addresses that gap by applying the 7P marketing mix framework specifically to glutinous corn as a newly introduced commodity in East Java.

The novelty of this research lies in its specific focus on glutinous corn marketing strategies, a topic that has received little academic or practical attention in Indonesia. Previous studies have explored marketing strategies for general agricultural products, yet few have examined the structured application of the 7P marketing mix in promoting glutinous corn. This study is, therefore, a pioneering attempt to pro-

vide both theoretical and empirical insights into how glutinous corn can be effectively marketed using a structured and adaptive approach. By examining each element of the marketing mix in detail—product development, pricing mechanisms, distribution strategies, promotional efforts, human resources, operational processes, and physical branding—this research proposes a replicable and practical model for agribusiness innovation in underutilized commodities.

This study draws upon Rogers' (2003) diffusion of innovation theory, which emphasizes how new technologies or practices are adopted within a social system over time. When applied to agriculture, this theory suggests that the success of introducing a new commodity such as glutinous corn depends significantly on communication strategies, the perceived benefits of the product, and the social dynamics of farming communities. This theoretical lens supports the relevance of the 7P framework in facilitating the acceptance and expansion of glutinous corn production through strategic marketing.

This research I made is a study that has never existed before regarding the marketing mix of glutinous corn products in East Java, where it is located at UPT. Agribusiness Development is a new commodity produced by UPT in developing glutinous corn commodities because of the large amount of sweet corn when it is produced, so that the selling price of sweet corn decreases, not in accordance with the general selling price, so farmers lower prices so that sweet corn does not rot, this phenomenon makes UPT. Agribusiness development produces glutinous corn production as a new innovation for other farmers so as to achieve equality in sales between sweet corn and glutinous corn and reduce the impact of losses for farmers, with the theory of the 7P marketing mix regarding Production, Price, Place, Promotion, People, Process, Physical Evidence,

it is hoped that farmers can have innovations that develop through the 7P process and produce products that can increase glutinous corn production so that there are no more production losses at harvest time.

## METHODOLOGY

### *Type of Research*

This study uses a qualitative descriptive method and trend analysis. According to Creswell (2021), qualitative descriptive research explores phenomena that cannot be quantified statistically. Denzin and Lincoln (2020) also emphasize that qualitative research aims to understand real-world phenomena deeply using various methods. Meanwhile, trend analysis observes long-term upward or downward data tendencies over time, helping forecast future changes (Muktiadji, 2020).

Researchers conducted field observations and interviews with UPT personnel involved in various marketing mix components (product, price, place, promotion, people, process, and physical evidence).

### *Time and Place of Research*

This research was conducted at UPT. Agribusiness Development, located at Jln. Raya Lebo No.48, Lebo, Sidoarjo District, East Java, Postal Code 61223. UPT. Agribusiness Development is a government institution engaged in managing food security through diverse agricultural products. The study took place in November 2023, focusing on the institution's innovation in developing glutinous corn as a new commodity. This product has gained consumer interest for both personal use and medicinal benefits. Many employees, visitors, and buyers have shown enthusiasm for glutinous corn, making it a relevant object of study.

### *Research Subject*

The subjects used by this study used interview source data from members who work in their respective fields at UPT. Agribusiness Development as follows:

- a. Ms. Novi as the head of marketing at UPT. Agribusiness Development
- b. Ms. Luluk as the head of the promotion sector at UPT. Agribusiness Development
- c. Mrs. Faridah as the head of the production field of UPT. Agribusiness Development
- d. Mr. Slamet as public relations at UPT. Agribusiness Development
- e. Mr. Didik as production at the UPT. Agribusiness Development
- f. Mr. Slamet as the head of the land at the UPT. Agribusiness Development
- g. Mr. Arie as the head of the HR field at UPT. Agribusiness Development
- h. Mrs. Ami as the production support field at UPT. Agribusiness Development

### **Research Instruments**

Qualitative descriptive analysis research according to Creswell is a type of research that produces findings that cannot be achieved using statistical procedures or other means of quantification or measurement (Creswell, 2021). Trend shows relatively long and stable changes over time. Forces that can affect trends are changes in population, prices, technology, and productivity. Trend lines are useful for making forecasts. Forecasting is the estimation of the occurrence of an event for the future and is indispensable for planning. Forecasting using trend lines is more realistic, because it already takes into account past capabilities According to Muktiadji (2020).

### **Data Collection Technique**

The technique used for sticky corn production data from 2020 - 2023 at UPT. Agribusiness Development uses trend analysis to determine the level of production in 2020 - 2023 and produces a percentage as a nominal number to measure the increase or decrease in production each year. Descriptive with the 7P method from the beginning of pre- planting land processing to production and market results (Oktaviani, R., & Sutriani, E 2019). Data in the form of narratives or interview results in the form of text in the form of

answers to the results of questions to the workers studied regarding duties and obligations. The data obtained is primary data from the results of interviews, documents, photos, voice recordings from the results of questions in the form of quisoners and the results of in-depth interviews. Secondary data in the form of the number of products in the form of numbers from the production of glutinous corn.

### **Data Analysis Technique**

#### **1. Trend Analysis Method**

The trend analysis method is used to produce a percentage in annual form, after getting the percentage value this trend analysis produces a production graph per year, making it easier to analyze the level of rise and fall of a graph (Ayu,2024).

Total Production Difference per Year = Initial Production Amount - Next Year's Production Amount

Index number = Total Production Difference per Year x 100% Initial Production Quantity

where total production difference per year is the result of production difference per year. Initial production quantity is products produced in the initial year. Next year's production quantity is products produced in the following year. Index number is the result of percentage gain per year.

#### **2. Data Collection**

The data that has been found is then analyzed and collected in the form of questions covering the problems that occur then the questions will be asked to the role of the object to be interviewed by the researcher.

#### **3. Data Presentation**

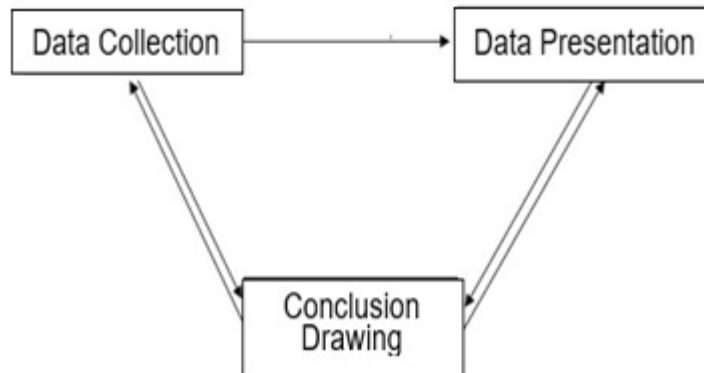
Presentation of this data is in the form of answers to questions that have been interviewed by researchers in the form of sound recordings, photos and documentation to be explained in the form of narrative text qualitative methods in real

terms.

#### 4. Inference

Conclusions are obtained from the results of the research and then conclusions are drawn in the form of a summary of the results of the answers to questions about the objects that have been studied.

duction produced by UPT. Agribusiness Development. This production can be determined by the supporting factor in the development of production is marketing Management, a management of organizing and structuring the way of performance in the production process in carrying out



Source : Ayu (2024)

**Figure 1.**  
**Components in Data Analysis**

## RESULTS AND DISCUSSION

Glutinous corn produced for the first time appeared in 2020 until 2023, this glutinous corn product is produced by UPT. Agribusiness Development with the amount of production per year based on the results of the acquisition of glutinous corn from 2020 - 2023 based on table.1 below :

a business in order to produce better and develop (Butarbutar, et.al.2020). Based on table 1, it is explained that the description of the model results from the translog production function submodel to the translog production function model. Based on the results of the generalized likelihood-test, the null hypothesis in the three translog

**Table 1.**  
**Total Glutinous Corn Production in the Agribusiness Development Unit**

Year	Total Production (Kg)
2020	5.469
2021	3.950
2022	2.859
2023	3.671

Source : UPT. Agribusiness Development, 2023

After the amount of production per year is known, then calculations are made using the trend analysis method to get the annual percentage of glutinous corn pro-

submodels was rejected, which means that the submodels included did not meet the requirements to represent the data. Therefore, the production function model chosen is the translog production function.



**Table 2.**  
**Trend Analysis of Glutinous Corn Production in 2020-2023**

<b>Year</b>	<b>Production (Kg)</b>	<b>Percentage %</b>
2020	5.469	-
2021	3.950	-28
2022	2.859	-28
2023	3.671	28

Source : UPT. Agribusiness Development, 2023

After knowing the initial data and production then using the trend analysis method helps to obtain the percentage results of the amount of glutinous corn production from 2020 - 2023.

Based on the results of the percentage in table 2, we can see that the development of glutinous corn production in 2020 can produce up to 5,469 kg of glutinous corn with a percentage of 0% this percentage is due to the fact that there is no comparison year for previous production, so there is no percentage in 2020.

The development of glutinous corn production in 2021 can produce up to 3,950 kg of glutinous corn with a percentage of 72%. The percentage in 2021 is stated to be quite high because of the results of the increase in 2020 so that the glutinous corn products produced increased in terms of percentage. The amount of production in this year can be said to have decreased from the previous production year due to factors experienced by glutinous corn production due to high and continuous rainy weather resulting in poor glutinous corn production decreasing.

The development of glutinous corn production in 2022 can produce up to 2,859 kg of glutinous corn with a percentage of 52%. The percentage in 2022 is stated to decrease compared to the percentage results in 2021 so that the glutinous corn products produced decrease in terms of percentage. The amount of production in

this year can be said to have decreased from the previous production year due to factors experienced by glutinous corn production during the flowering period of strong winds extreme corn can still grow but the results are not good such as: corn that is ready to be produced but the contents are empty or there are no seeds, there are also corn whose seeds are holes, most experienced in 2022 this corn in post-harvest a lot of corn is not filled in whole only half of the filled and the other half does not grow corn content and there is also only growing fronds no content.

The development of glutinous corn production in 2023 can produce up to 3,671 kg of glutinous corn with a percentage of 67%. The percentage in 2023 is stated to increase compared to the percentage results in 2022 so that the glutinous corn products produced increase in terms of percentage. The amount of production in this year can be said to decrease from the previous production year due to good weather resulting in good corn production without holes or corn without contents.

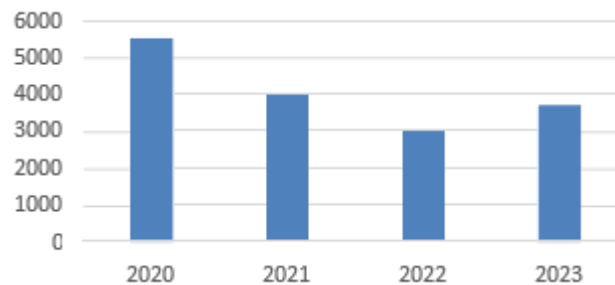
The data above is processed data from glutinous corn production from 2020 - 2023 in the form of percentage data using the trend analysis method aims to determine the percentage of glutinous corn production per year. The present is used as a standard measuring tool for the production graph method of the rise and fall of glutinous corn products per year, from

the percentage that has been processed it produces fluctuations in glutinous corn production that do not settle every year or the rise and fall of glutinous corn production.

Amount of production obtained helps in analyzing the graph line that occurs, in 2021 there was a decrease in production of up to -1,519Kg due to factors experienced by glutinous corn production in 20221 this is due to high and continuous rainy weather resulting in less good glutinous corn production, so that the decline in production was very drastic from 2020.

curs during the production process, there are also products that are not suitable for consumption and sale such as: there are caterpillars in the corn kernels, corn is not filled (kopong), corn kernels are only two lines, the harvested corn products are small.

It can be seen that the amount of glutinous corn production difference produced by UPT. Agribusiness Development has decreased so that the resulting production has also decreased. The difference in the In 2022 the amount of glutinous corn production difference produced by the



Source : Ayu (2024)

**Figure 2.**

### **Trend analysis of Glutinous Corn Production 2020 – 2023**

Based on Figure 2 above, it can be seen that the results of the trend analysis on glutinous corn production in UPT. Agribusiness Development from year to year show that the production year in 2020 with a total production of 5,469 kg is the highest compared to the following year, in 2022 glutinous corn production experienced the lowest level of decline with a production of 2,859 kg. Seen in the last year 2023 glutinous corn production can increase by 3,671 kg.

Factors that cause fluctuations in the ups and downs of glutinous corn production are caused by natural factors in the harvesting process, these obstacles can be in the form of extreme weather continuously so as to produce glutinous corn products that are not perfect the products obtained become unfit for sale or consumption. In addition to the extreme weather that oc-

Agribusiness Development Unit increased compared to the previous year but the resulting production decreased. The difference in the amount of production obtained helps in analyzing the graph line that occurs, in 2022 there was a decrease in production increasing to -1,091Kg due to factors experienced by glutinous corn production during the flowering period there were strong winds extreme corn can still grow but the results are not good such as: corn that is ready to be produced but the contents are empty or there are no seeds, there is also corn with holes in the seeds, most experienced in 2022 this corn in post-harvest experienced a lot of corn not filled in whole only half of the filled and the other half did not grow corn contents and there also only grew corn stalks no contents.

In 2023 the amount of glutinous corn production difference produced by the

Agribusiness Development Unit increased compared to the previous year so that the resulting production increased. The difference in the increase in the amount of production obtained helps in analyzing the graph line that occurs, in 2023 there was an increase in production up to 812Kg of production in this year can be said to have increased from the previous production year due to good weather resulting in good corn production without holes or corn without contents.

The percentage graph is the result of the level of growth or decline in a production, this percentage is easier to know the accumulative results of each year of production so that it becomes part of the whole number expressed in percent.

that the percentage produced in 2022 obtained the same results as in 2021 but the factors that occurred at the time of production in 2022 were different many glutinous rice corn products failed to produce the factors experienced by glutinous rice corn production during the flowering period there were strong winds extreme corn can still grow but the results are not good as: corn that is ready to be produced but the contents are empty or there are no seeds, there is also corn with holes in the seeds, most experienced in 2022 this corn in post-harvest experienced a lot of corn is not filled completely only half of the filled and the other half does not grow corn contents and there is also only growing corn stalks no contents. So that the resulting percentage in 2022 will be -28%.



Source : UPT. Agribusiness Development, 2023

**Figure 3.**  
**Percentage of glutinous corn production**

In graph3, it can be seen the number of percentages generated in each glutinous corn production each year by UPT. Agribusiness Development the results of this percentage can find out how many percent of production has decreased and find out how many percent of production has increased each year, in 2021 glutinous corn production experienced a decrease in the percentage of production caused by high and continuous rainy weather factors resulting in less good glutinous corn production resulting in the percentage obtained in 2021 being - 28%.

In 2022 glutinous rice production experienced a decrease in production so

In 2023 glutinous corn production experienced an increase in production so that the percentage produced in 2023 experienced a significant increase in production. This increase can be a motivation in further production with the production results obtained in 2023 production in this year can be said to have increased from the previous two years of production due to good weather with hot weather to help in the production process so as to produce good corn products without holes or corn without contents. So that the resulting percentage in 2023 is 28%.

Relevant research Lampung (Kasrino 2022). In irrigated rice fields, corn



is mostly planted in the second and third planting seasons after rice (Sumaryanto 2021). In Indonesia, the growth in corn production is more due to the development of demand for animal feed, while the growth in rice production is due to supply driven because it is driven by innovation in superior seed technology. Today there has been a change in corn production centers. In the 1980s, the centers of corn production were East Java, Central Java, East Nusa Tenggara, and South Sulawesi, then in 2005 it had shifted to East Java, Central Java, Lampung, and North Sumatra.

Relevant research Corn commodities are classified as strategic commodities because they meet the criteria including having an influence on the prices of other food commodities, having bright prospects, having fairly good forward and backward links (Suwito, 2021). In the last 30 years, the development of the corn commodity has experienced various dynamics. In recent years, the need for corn has continued to increase, this is in line with the increasing population growth rate and the increasing demand pattern for the industrial sector. This growth is accompanied by various innovations and policies so that the demand for corn can be met, starting from changing the corn ecosystem to irrigated rice fields, changing irrigation and drainage technology, to developing hybrid corn seeds.

#### **Marketing Strategy for Sticky Corn Products UPT. Agribusiness Development Products**

The products produced must guarantee the feasibility of these products to be bought and sold to the public. The number of large companies requires quality human resources so that the development and innovation of the products produced continue to develop and run in accordance with company goals (Adinata and Faizal, 2020). Glutinous corn products at upt are produced, packaged and marketed by upt itself so as to produce quality products and

have their own taste image. The seeds used are seeds from CV. Paradikma Upt strives to develop local production that has been produced in its own lahan. So that buyers can directly taste the fruit of the original panan in the upt's own garden. The statement delivered by Mrs. Faridah as the head of production section at UPT. Agribusiness Development.

q"The products produced by the upt are mustard greens, shallots, water spinach, sticky corn, sweet corn, tomatoes, eggplants, watermelons, golden Langkaw melons, chilies, cucumbers. Superior products that already have certification 53 are 4 products, namely: melon golden langkawi, black seed corn crystal guava, red super guava, shallots, this certification is a certification that certifies pesticide-free, glutinous corn began to be produced and known by the community in 2020 and is widely known by the community in 2022, This glutinous corn product was produced when farmers were saturated with sweet corn because during the harvest the price was destroyed and did not find BEP, finally farmers tried to switch to the same commodity but varieties and have different benefits - different as purple glutinous corn has antioxidant content, the texture is more filling, the white one has a fluffier texture, and the color that mixes white and purple has a low sugar content".

#### **Price**

Shinta (2021) price is a monetary unit or other measure (including others) that are exchanged in order to obtain ownership rights or use of a good or service. Price has a very dominant role in marketing strategy. Especially in marketing strategy, pricing is an important part of the positioning aspect, so the implementation of pricing decisions requires coordination with decisions for all positioning components. Price is the single most decisive element for companies to generate revenue.

A statement from the interview with the head of the marketing department Mrs.

Novie, setting the selling price of glutinous corn products looking at the price of market conditions that have been set. "The application of the selling price of glutinous corn products at kiosks and in supermarkets is different, based on the color of glutinous corn, the selling price at the kiosk is white at 6,000 / seed, purple color at 9,000 / seed, purple and white mixed color at 6,000 / seed, the same as the price of white corn. Meanwhile, the selling price at Hokky supermarket changed to 17,000/kg for white maize, 19,000/kg for purple maize, and 17,000/kg for mixed color maize."

### **Place**

Tjiptono (2018) argues that distribution channels as marketing activities which seeks to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is as needed (type, quantity, price, place). The sticky corn kiosk is within the scope of puspa lebo which is located at Raya Lebo No.48, Lebo, Sidoarjo District. This location has the same scope as puspa lebo, namely as facilities and infrastructure as an agro- tourism place as well as a place to shop for vegetable and fruit goods. This location is on the edge of the lebo highway which is easily crossed by public transportation, puspa lebo is an educational and interesting tourist spot for children, teenagers and parents, especially understanding and instilling the value of the habit of enjoying fruits and vegetables. From the city of Surabaya is not far, approximately 25 km to the southeast. A playground while planting a variety of vegetables and fruits that may be quite unfamiliar but very interesting for children, especially for those who have never grown vegetables and fruits at all. Determining the location of the company is an important factor, considering that this factor can help smooth the business so that the company's goals can be achieved. Buyers can obtain their products through purchases at puspa lebo kiosks or at hokky supermarkets. When buyers buy directly,

they can direct the picking field to direct buyers to the picking field. To direct buyers to the land of picking glutinous corn that is ripe or ready to harvest with the condition that the store directs which aisles can be picked. Glutinous corn products can also be found at bazaars or vegetable and fruit exhibitions.

### **Promotion**

Tjiptono (2018) promotion is a form of marketing communication. Marketing communication in question is a marketing activity that seeks to disseminate information, influence / persuade and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company. The promotion used by UPT. Agribusiness Development uses promotional methods (direct marketing, advertising, order by order, personal selling), The personal selling method is the oldest and most important way. This method is unique, not easily repeated, can create two-way communication between buyers and the community. This method is the only way of word-of-mouth communication, the results of an interview by Mrs. Luluk in the field of sales "people buy glutinous corn products because they see other people buying products from the kiosk, the majority of people are curious and have the desire to buy the same product so as to create communication between buyers and new consumers come to the kiosk and buy glutinous corn products, the communication that is generated can arouse consumer interest immediately at that time it is hoped that consumers can make a decision to buy".

### **People/Human Resources**

Hururiyati (2010) argues that people are all actors who play a role in the presentation of services so that they can influence buyer perceptions. The elements of people are company customers, consumers, and other consumers in the service environment. Workers at UPT. Agribusiness Development are mostly civil servant

workers (Civil Servants) who work under the auspices of the government in agriculture, for the land worker sector, additional workers are needed from outside government employees to assist the production process in accordance with the SOPs that have been set by the regulations that work at UPT. Agribusiness Development, the results of an interview with Mr. Ari as the field of human resources (HR).

"The workforce that assists in the activities of this upt is the majority of people around the office and are willing to follow the rules applied by the upt, the labor used is assistance from internal parties, namely: upt employees themselves, external assistance such as: local residents, apprentice children in the post-harvest section, but apprentices only function for post-harvest only, for labor from outside government employees employed are under 50 years old ".

### **Process**

Hururiyati (2010) that the process is the entire actual procedure, mechanism and flow of activities used to deliver the product. This process element means the company's efforts in running and carrying out activities to meet customer or consumer needs. Land that has been used to produce sticky corn commodities should not be planted with sticky corn again, this will cause the next product produced with the same commodity to shrink the weight of the sticky corn and the physical product is not healthy.

The purpose of the harvest distance is not continuous - so that the harvest time is not abundant and can continue the production of glutinous rice corn so that buyers do not easily get bored with products that are continuously produced. During the harvesting process, glutinous corn products are assisted by external labor and internal labor, interview results from Mr. Slamet as the land manager.

"Tahal early in the harvesting process by tilling the fields then given the ba-

sic fertilizer selection of harvesting can be in single or in seedlings depending on the demand for the amount of production desired by consumers, glutinous corn seeds had no stock then because there is additional labor of apprentices we do seeding glutinous corn seeds approximately 7 - 14 days seeding period, different when the upt has a stock supply of glutinous corn seeds after the process of processing resistant seeds directly planted with a distance of 1 row of 20 seeds 50 cm or 70 cm wide doing media bwornies glutinous corn harvest duration for 60 days for white glutinous corn, while for purple glutinous corn has 75 days already in the harvest phase ".

### **Physical Evidence**

Physical evidence (Physiscal Evidence) is the environment, color, layout and additional facilities related to the appearance of a product / service offered. The form of packaging that is presented to attract consumer interest. An effective layout can help organizations achieve a strategy that can support deviation, low cost or fast response (Fatihudin & Firmansyah, 2019).

The results that have been in glutinous corn products by upt can attract the attention of consumers, one of which is the color, shape, quality and price of these products can be produced more and known by many people because of the existence of vegetable and fruit products that have many benefits such as glutinous corn products themselves have superior value in their products more filling, have low carbohydrate, suitable for consumption by people who have a history of diabetes in maintaining sugar levels when consuming, interview results from Mr. Didik as the production field .

"Initially this sticky corn product was produced due to several factors, one of which was because the price of sweet corn fell and the amount of production was booming in post- harvest, the hokky supermarket received sticky corn products from

Sulawesi, then the upt cooperated with the hokky supermarket to make sticky corn production on the upt's own land by building a brand image for sticky corn products, after being successfully produced on its own land, it was tried by office friends and was interested, then tried to be offered to residents and were interested and wanted to buy more.

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