

## MARKETING AND INNOVATION STRATEGIES USED BY COCOA LAND BALI TO MAINTAIN CONSUMER BUYING INTENTIONS

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**Abstract:** *In order to satisfy their demands and needs, the marketing strategy is willing to spend what is required. Cocoa Land Bali is a popular destination for classic chocolate souvenirs in Tabanan. To keep up with advances, marketing firms must be able to see opportunities or be sensitive to current ones in order to generate creativity and new achievements. This study was carried out at Cocoa Land Bali, which can be found at Jalan Raya Denpasar Bedugul, Mekarsari, District Baturiti, Tabanan Regency. The informants in this study were Cocoa Land Bali's leadership and personnel, as well as visitors who were photographed utilizing purposeful procedures. In this study, data was gathered through interviews, observation, and documentation. The validity of the data in this study is tested using triangulation of sources and procedures. In this study, data analysis includes data reduction, data display, and generating conclusions. The results show that there are four ways for businesses to keep customers coming back: coming up with new ways to do business, using good marketing strategies, being competitive in how you do business, and making sure you meet customers' needs through focused buying programs.*

**Keywords:** *Target Market; Marketing Strategy; Innovation; Cocoa Land's*

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### 1. Introduction

Cocoa plantations in Indonesia have experienced rapid development in the last 20 years and in 2002 the area of Indonesian cocoa plantations was recorded at 914,051 ha. Most of the cocoa plantations (87.4%) are managed by the people and the remaining 6.0% are managed by large state plantations and 6.7% by large private plantations. Lindak cocoa with the main production centers is South Sulawesi, Southeast Sulawesi and Central Sulawesi. Apart from that, noble types of cocoa are also cultivated by large state plantations in East Java and Central Java (Zulfiandri, 2018). In terms of quality, Indonesian cocoa is not inferior to world cocoa, where if fermented properly it can achieve a taste equivalent to cocoa from Ghana and Indonesian cocoa has the advantage that it does not melt easily so it is suitable when used for blending. In line with these advantages, opportunities for the Indonesian cocoa market are quite open, both for exports and domestic needs. In other words, the potential for using the cocoa industry as a driver of growth and income distribution is quite open.

Cocoa Land Bali is one of the central locations for iconic chocolate souvenirs in Tabanan. This is because the business initiated by these young entrepreneurs prioritizes the welfare of chocolate farmers in Tabanan, starting from creating a mutually beneficial ecosystem between the organic production process by farmers, which is processed in factories to the display process and direct marketing in stores. Moving on from the development of globalization which has had

quite a big influence on the marketing of a product, especially Cau Chocolates, where in marketing companies are required to be able to see opportunities or be sensitive to existing opportunities to create creativity and new breakthroughs in order to keep up with existing developments. One of the innovations made is product design, that product design is a feature provided by a product to make it more attractive and easier to use, as well as efforts made by the Cocoa land company to make the company's products offered to consumers more attractive and aimed at increasing company profits. in order to increase the competitiveness of the company itself. Companies are also required to be able to fulfill consumer desires, both in price, quality and service in order to continue to maintain their performance. One of the important things that can be done to assess company performance is to analyze customer satisfaction, because customer satisfaction is the key to building profitable relationships with consumers, namely being able to maintain and grow consumer loyalty and accumulate customer lifetime value (Kotler & Keller, 2016).

According (Tjiptono & Chandra, 2018), marketing Strategy is one way of introducing consumer products to, in order to achieve the targets and goals of a company. Along with the rapid development of the times, business people are increasingly responsive to the changes that occur, giving rise to strong competition, especially in the field of marketing. The existence of very strong competition means that strategies implemented in the previous period may not necessarily be successful if applied in the current or future periods. Companies are required to look forward and develop implemented strategies to adapt to current changes aimed at maintaining and expanding their target market. Corporate concept and strategy planning is an effort to keep the company consistent with its business environment and marketing has a traditional function as a catalyst between the company and its customers, distributors and competitors (Umar Husein, 2019).

## **2. Research Method**

This study employs a qualitative research approach, utilizing in-person interviews with primary sources at the research site. Qualitative data refers to information pertaining to an object or subject that is not quantifiable using numerical values, but rather perceptible through visual or sensory means. The data is acquired through several modalities, including textual content, visual representations, auditory recordings, and audiovisual materials (Arikunto. S, 2017). The reason researchers use qualitative data is to find out more about the marketing strategy carried out by COCOALAND to innovate in competing to maintain consumer buying interest, where this reviews the facts and phenomena that occur. The present study was carried out in COCOA LAND Bali, situated on Jalan Raya Denpasar Bedugul, Mekarsari, in the Baturiti District of Tabanan Regency. The participants in this study consisted of the leaders and personnel of COCOA LAND Bali, as well as visitors who were selected using purposive sampling procedures. The purposive sampling strategy involves the deliberate selection of a sample that is deemed capable of providing the necessary data and information required by the researcher (Sugiyono, 2019). The research employs a data collection methodology that encompasses interviews, observation, and documentation. The assessment of data validity in this research employs the method of triangulation, which involves the utilization of many sources and approaches. The present study employs data reduction, data presentation, and deriving conclusions as data analysis techniques, as outlined by (Miles & Huberman, 1994).

### **3. Results and Discussion**

This The concept of success is a widely discussed and researched topic in various academic disciplines. It is The success of a firm is heavily reliant on the marketing strategy and innovation that is applied. If a business does not have an effective and acceptable marketing strategy, it will not be able to achieve its sales targets in line with the desired objectives. Hence, it is imperative for a corporation to adopt efficacious marketing techniques to captivate consumer interest and drive purchase behavior, ultimately leading to the attainment of sales objectives. The business landscape is highly competitive, particularly in the chocolate industry. Therefore, it is imperative for business owners in the food sector to demonstrate perseverance and develop an effective marketing plan in order to succeed in the face of intense competition, particularly among the millennial demographic. The subject of interest is to a moving company operating within the food industry, with a specific focus on the transportation of chocolate products. Cocoa Land is utilizing many social media platforms for promotional purposes and offering recommendations for a certain location. From Instagram and TikTok to YouTube. One efficient strategy for promoting a brand is to engage customers in an exciting manner, while simultaneously targeting promotional efforts towards educational institutions such as schools. In the current digital era, it has become feasible for the general people to have access to internet platforms. Cocoa Land has not yet implemented any marketing strategies uniformly across Bali, but it has already begun to attract significant attention from children, teenagers, and parents. Cocoa Land has the potential to attract a diverse customer base across different locations due to its easily accessible sales method. Additionally, Product One has obtained certification from BPOM (Badan Pengawas Obat dan Makanan) and Halal certification, which serves as evidence of its safety for eating.

Cocoa Land Bali is considered to be one of the prominent destinations. The renowned chocolate souvenir center located near Tabanan. Businesses are often established by young entrepreneurs who prioritize the well-being of farmers in Tabanan by implementing a mutually beneficial ecosystem. This involves engaging in organic farming practices, processing the produce in factories, and directly marketing the final products in stores. The marketing organization is being sued due to its potential to identify and exploit current opportunities, as well as its inclination towards generating innovative ideas and advancements solely for the purpose of conforming to present trends. One of the improvements achieved by Cocoa land is the design of their products, which incorporates features that enhance user experience, making them more engaging and user-friendly. Additionally, Cocoa land has put considerable work into developing these design aspects, aiming to offer customers with a seamless and enjoyable experience when using their products. In order to enhance the appeal and significance of the products given to consumers, companies strive to augment their profitability, thereby bolstering their competitive advantage in the market. The company faced legal action due to allegations of failing to meet consumer expectations in terms of pricing, quality, and service, which could potentially impact its ability to sustain its performance. One crucial task in evaluating corporate performance is the analysis of consumer happiness. This is because consumer satisfaction plays a pivotal role in establishing lucrative relationships with consumers, which in turn can foster consumer loyalty and facilitate the accumulation of lifetime customers. Innovation might occur due to necessity or a company's desire to differentiate itself from competition. It is plausible for a corporation to successfully penetrate a previously untapped market segment with its range of products and services. The primary objective of innovation in business inside a firm is to ultimately enhance income, expand the consumer base, and attain recognition and accolades within the industry. This study demonstrates that the implementation of an efficient marketing

plan enables a company to achieve growth and gain a competitive advantage, leading to sustained success. This essay aims to provide evidence supporting the marketing strategy idea pertaining to selective and defensive consumers, as well as highlight some relevant past studies. After completing the research on marketing strategy, the researcher conducted interviews with two informants. One of the informants was Mrs. MAS, who holds the position of General Manager at Cocoa Land. Mrs. STW played a crucial role as the primary informant in this study. Furthermore, the researchers conducted interviews with informant supporters, including Mr. WY, an employee of Cocoa Land Bali Baturiti who is involved in the staff of Cocoa Land education.

Innovation has a crucial role in ensuring the survival and sustainability of an organization. This proposition entails the incorporation of novel value propositions into corporate operations, with the ultimate goal of fostering enhanced development and increased productivity. Innovation can occur either out of necessity or as a strategic response by a corporation to differentiate itself from its competition. It is plausible for a corporation to tap into a previously untapped niche market for its range of products and services. Innovation plays a crucial role in ensuring the survival and sustainability of an organization. Deep Cocoland has successfully developed an innovative product that has expanded its target market by effectively catering to the interests of specific customer segments. The design of the product prioritizes simplicity and minimalism to cater to the preferences of local consumers, and taste adjustments are made to suit local consumer preferences. Additionally, maintaining consumer loyalty involves innovation in business practices, effective marketing strategies, competitive business practices, and catering to consumer interests through targeted purchasing initiatives (Sandrawati et al., 2016). The product in question demonstrates a targeted approach by including deep brown color and adapting its content to appeal to the taste preferences of consumers. The percentage of chocolate content for consumers outside ranges from 70% to 90%, but local consumers typically have chocolate content below 60%. Cocoland engages in taste adjustments to cater to specific consumer preferences.

The marketing strategy implemented by Cocoa Land can be categorized into two distinct approaches: the primary needs strategy and the selective needs strategy. The primary needs strategy aims to enhance the level of request form and class product from both existing and potential users. Additionally, the company implements a strategy of healthy competition to sustain consumer engagement and loyalty. Continuously pursuing innovation to enhance consumer interest and attract new consumers, while also providing support and knowledge through various channels such as social media and educational galleries, is an effective strategy to retain existing customers (Bowden et al., 2017). There are four ways for maintaining consumer loyalty in the corporate context: innovation in business practices, effective marketing strategies, competitive business practices, and catering to consumer interests through targeted purchasing initiatives. The topic of discussion pertains to the subject of innovation within the realm of business. Cocoland can engage in innovative practices by altering the visual aesthetics of its product packaging, specifically targeting the local consumer base. Next, let us go into the marketing strategy implemented by Cocoland, which can be categorized into two distinct approaches: the primary needs strategy and the selective needs strategy. This key needs strategy is intended to enhance the level of request form and class product from both existing and potential users. The individual who is interacting with the system. Currently, there exists a necessity for the development of a well-crafted plan to address the competitive landscape in the realm of repairing various products, services, or businesses. In addition, it is worth noting that in

the realm of business, Cocoaland implements a strategy of healthy competition in order to sustain consumer engagement and loyalty. Lastly, there is a notable interest in purchasing Cocoaland. Continuously pursue innovation to enhance consumer interest and attract new consumers, while also providing support and knowledge through various channels such as social media and educational galleries. Additionally, offering promotional incentives to consumers can be an effective strategy to retain existing customers.

#### **4. Conclusion**

A business's success relies on effective marketing strategies and innovation. Cocoa Land, a chocolate company, uses social media platforms to promote its products and reach a wide audience. The company has a strong presence in Bali, particularly in Tabanan, and has a strong focus on welfare of farmers. Cocoa Land has also implemented innovative products, such as design products that are more interesting and easier to use. The company has also been sued for fulfilling consumer desires, such as price, quality, and service. Innovation can be driven by need or desire to make a company different from competitors. Cocoa Land has implemented four strategies to maintain consumers: innovation business, marketing strategy, competition business, and interests buy. Innovation business involves changing product packaging to target local consumers, while marketing strategy focuses on primary needs and selective needs. Competition business involves healthy competition and continuous innovation to increase consumer interest.

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