

Research Article

Market Penetration Strategy for Traditional Beverage Products: A Case Study of Bugis-Makassar's Typical Sarabba

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Abstract: *In the midst of increasingly fierce modern market competition, traditional beverage products such as sarabba from Makassar began to enter the competitive market. This study aims to analyze the market penetration strategy of Makassar's Sarabba traditional beverage product in an effort to expand its reach and increase competitiveness in local and national markets. Sarabba, as a traditional spice-based drink, has high cultural value and economic potential but faces challenges in terms of marketing and adaptation to modern consumer tastes. The research method used is a qualitative approach with a case study, through direct observation, interviews with business actors, and documentation analysis. The results showed that the market penetration strategy implemented includes product innovation in the form of ready-to-eat packaging, utilization of digital media for promotion, and collaboration with local MSMEs and creative industry players. With the implementation of effective marketing strategies (4P), Sarabba can maintain its traditional flavors while reaching new consumers in local and national markets. This research contributes to the development of marketing strategies for traditional products and suggests ways to improve the competitiveness of local products in the international market. This strategy is considered effective in increasing the visibility of Sarabba products among the younger generation and tourists. This research suggests the need for local government support in the form of training, product certification, and market access facilitation to strengthen Sarabba's existence as a competitive local culinary identity in the era of globalization.*

Keywords: Market Penetration, Traditional Drinks, Marketing Strategy, Sarabba, MSMEs

1. Introduction

Indonesia is known as a country that has a rich culture, especially a very diverse culinary, including its traditional drinks that have become part of regional identity (Rahman, 2021). Drinks such as jamu, wedang jahe, bandrek, and Sarabba not only have a distinctive taste, but also historical value and health benefits that are recognized by the local community (Alawiah, T. et, al. 2022). One of the regions in Indonesia that has traditional drinks is the Bugis tribe. The Bugis tribe is one of the largest tribes in the South Sulawesi province. They are the ones who still continue to preserve and maintain traditional drinks, namely sarabba until now.

Traditional beverages are cultural heritage products that still survive from generation to generation and are consumed by certain communities, with natural ingredients such as leaves, spices, fruits and trees. Their distinctive characteristics and unique flavors become the

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main identity of these traditional drinks (Hadiq, S. et al. 2024). In addition, traditional drinks reflect local wisdom and are part of the cultural identity of the consumer community. An example of a traditional drink that is still a cultural heritage in Makassar city is Saraba Makassar (Masyudi, A. R. et. al. 2022). Sarabba is a typical Bugis-Makassar hot drink consisting of ginger, cinnamon, coconut milk, brown sugar and various other additives that contribute to the complexity of the flavor. The drink is known for its sweetening aroma sensation and is traditionally consumed to support warming effects and vitality (Priyantono, E. et. al. 2024).

Sarabba Sukmajahe Makassar is one of the sarabba products that still exists today. Saraba is generally produced and served in traditional form, with little innovation in packaging, such as instant or simple variants. However, this product has enormous development prospects because, in addition to having a distinctive and delicious taste, sarabba also offers several health benefits, such as providing a sense of warmth to the body, improving blood circulation, and increasing immunity naturally (Lestari, R. et. al. 2023). However, in general, Saraba is still served in traditional form and has not undergone many innovative transformations such as instant or ready-to-drink packaging in accordance with modern market trends (Yasser et al., 2020). Because of this, Sarabba is not competitive in attracting millennials, who prefer practical products with an attractive appearance.

Sukmajahe Sarabba Makassar Micro, Small and Medium Enterprises (MSMEs) began to innovate to keep traditional products afloat and relevant by rebranding packaging, creating new flavors, and using digital technology to optimize distribution (Dian, P & Nadhar, 2020). In this case, a market penetration strategy is essential to accelerate the growth of conventional soft drink companies such as Sarabba. This strategy concentrates on increasing sales volume through intense campaigns, developing distribution networks, and using digital technology (Putri, O. A & Sri, 2022). There are some MSMEs in Makassar, such as Sukmajahe, that have adapted. They make Sarabba instantly for customers across the country and use e-commerce platforms as their main means of distribution.

In the market penetration strategy, it does not only focus on the commercialization aspect, but also includes efforts to maintain the cultural values and local wisdom inherent in traditional products such as Sarabba, even in the context of broader market expansion (Kasih, N. L. S et al. 2023). In this case, the marketing mix approach that includes four main elements: product, price, place, and promotion acts as a strategic framework to analyze the potential and competitiveness of products in an increasingly competitive market (Saputra, A. R & Kustini, 2024). For this strategy to produce optimal benefits, the four elements must be integrated and work synergistically (Itan, S. L et, 2023). The product itself is understood as a set of physical attributes that are packaged in a certain form and can be marketed as meeting consumer needs (Dzikrulloh, A. et al. 2022). In practice, consumers tend to choose products that have superior quality. Therefore, product innovation based on local values, pricing in accordance with people's purchasing power, efficient distribution systems, and promotional strategies that are able to create emotional closeness with consumers are fundamental elements in strengthening traditional beverage market penetration (Simanjutak, H. et al. 2024).

Given the urgency of preserving culture through a sustainable business approach, this study aims to evaluate the market penetration strategies implemented by Sukmajahe Sarabba processing MSMEs in Makassar. This study also aims to examine how the components of marketing strategy can play a role in supporting the sustainability of traditional products amid the dynamics of cutting edge market competition. It is hoped that the results of this study can make a significant contribution to the formulation of policies related to the development of MSMEs, strengthening the promotion of local products, and enriching academic literature in the fields of marketing management and local wisdom-based creative economy (Wulandari, S. et, 2020).

2. Literature Review

2.1. Traditional Drinks

Traditional beverages are part of the cultural heritage that has been passed down from generation to generation and are generally consumed by certain groups of people. These drinks are usually formulated from natural ingredients such as spices, leaves, fruits, or other plant products, with a distinctive aroma that reflects the identity of the region of origin, according to the tastes and preferences of the local community (Yuliari, N. L. M.K. & Pranadewi, 2023). Products such as jamu, bandrek, and sarabba have considerable economic potential if developed through a more modern approach (Lestari, R. et, al. 2023). However, the lack of innovation and dependence on traditional serving methods are the main challenges in competing with modern drinks, such as instant coffee, practical brewed tea, and contemporary drinks such as boba which are easier to consume and in accordance with current market trends.

2.2 Market Penetration Strategy

Market penetration strategy is one of the approaches in the Ansoff Matrix that aims to expand the market share of existing products in existing markets, through strengthening promotional efforts, adjusting pricing strategies, and strengthening distribution networks (Ansoff, 1972). This approach is considered effective for micro, small and medium enterprises (MSMEs) because it allows product development without having to make major innovations (Wulandari, S. et al. 2020). By optimizing the elements in the 4P marketing mix (product, price, place, and promotion), businesses such as Sukma Jahe Sarabba have the opportunity to expand their market share and increase the competitiveness of their products.

2.3 Product Innovation

Product innovation is one of the important strategies implemented by companies to increase competitiveness in the market. This innovation is not only limited to the creation of new products, but also includes improvements to existing products in order to adapt to the evolving needs and expectations of consumers (istifa, 2024). Such innovation does not necessarily mean changing the original flavor, but rather focusing more on changing the product to make it more practical, hygienic, and visually appealing (Nurhaliza & Puspitasari, 2021). For example, by changing the packaging design to be more modern and attractive. Meanwhile, the development of flavor variants remains one of the key factors in increasing the appeal of traditional products. Traditional products that are repackaged

in a more modern way have proven to be more effective in attracting young consumers who are interested in visual aspects and certain lifestyles (Setiawati, W. et, al. 2024).

2.4 Digitalization and Online Promotion

In today's digital era, promotion through social media and e-commerce has become a very important channel to increase the visibility of local products (Hidayat, K. K & Elizabeth, 2023). Digitalization is the process of converting data from analog formats such as images, video, and text into digital formats (Fauzi, A. R & Hakim, 2024). This process includes the adoption and increased use of digital information technology by various organizations, industries, and countries. For MSME players, the ability to utilize platforms such as Instagram, TikTok, and marketplaces provides more opportunities to expand market reach (Nasution, R. A. et, 2024). In addition, digital branding, product storytelling, and influencer marketing strategies have proven effective in building a positive image and increasing consumer trust in local products (Maisaroh, S. et, 2022).

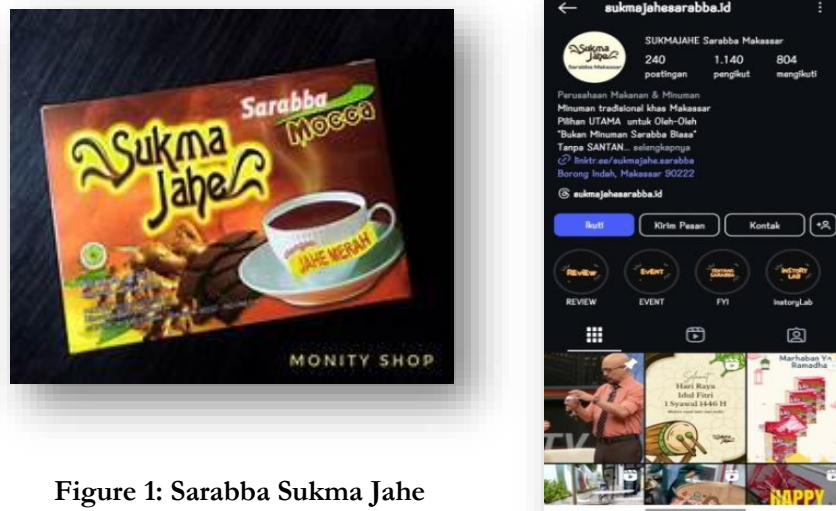
3. Proposed Method

This research uses a qualitative approach with a case study method to explore in-depth the market penetration strategy applied by UMKM Sukmajahe Sarabba in developing traditional Bugis-Makassar beverage products. The informants in this study were purposively selected and consisted of five people who have direct involvement in business activities, namely one business owner (owner), two employees in charge of production and marketing, and two active consumers who regularly purchase products through online platforms. Data were collected through three main techniques: in-depth semi-structured interviews to explore information related to products, pricing, distribution and promotion; participatory observation of the production process and promotional interactions through social media; and documentation in the form of brochures, screenshots of digital promotions, and online sales records. All data obtained were then analyzed using a thematic analysis approach consisting of three stages, namely data reduction to filter relevant information, presentation of data in a narrative according to the theme of the marketing mix (4Ps), and drawing conclusions based on patterns that emerge. Data validity was maintained through source triangulation and confirmation of results (member checking) to key informants. This approach allows researchers to understand the adaptive strategies of MSMEs in maintaining product authenticity while expanding markets digitally and conventionally. This study was conducted in Makassar City in March 2025, with the location chosen because it is the main production and distribution center of Sarabba.

4. Results and Discussion

4.1. Makassar Typical Sarabba Business Profile

Based on the results of field observations and in-depth interviews with the business owner, Rita Suryaningsih, it is known that MSMEs producing Sukmajahe Saraba in Makassar are generally family businesses that have been passed down from generation to generation. Most business owners still produce Saraba in a traditional way and use manual methods. One of the MSMEs studied in this research is Sukmajahe Makassar, an instant Saraba producer that has implemented a modern marketing approach through the utilization of digital platforms and the use of more practical packaging.



**Figure 1: Sarabba Sukma Jahe
Makassar**

Sukmajahe produces Saraba in powder form packed in sachets, making it more durable and practical to sell online. Despite innovations in the way it is served, Sukmajahe maintains the authenticity of traditional flavors by using natural ingredients such as fresh ginger, palm sugar, and selected spices. This approach adds value to their products, especially for young people who care about healthy lifestyles and preserving regional culture.

4.2 Market Penetration Strategy of Sukmajahe Sarabba MSMEs

The market penetration strategy for Makassar's Saraba products is largely determined by how business actors manage the components in the marketing mix, namely product, price, distribution, and promotion. In terms of products, business actors make various innovations so that Sukmajahe Sarabba remains in accordance with the tastes and needs of today's consumers. These innovations include the development of presentation forms and flavor diversification. One important innovation is the production of Sarabba in the form of instant powder packaged in sachets, making it more practical and having a longer shelf life.

4.2.1 Product

In addition to the shape, businesses also offer various flavors such as Sarabba ginger milk, pandan, mocha, to the original variant without sugar, to attract consumers from various segments, including those who live a healthy lifestyle. Despite using a new approach, MSMEs like Sukmajahe maintain the authenticity of Saraba's flavor by using natural Bugis-Makassar ingredients such as fresh ginger, palm sugar, and selected spices. Efforts to build a product image as a traditional drink that has health benefits and cultural values also strengthen Sarabba's position in the minds of consumers.

Sukmajahe MSMEs showed innovation that products do not always have to change the original flavor. They maintain the traditional composition of Sarabba

(ginger, palm sugar, coconut milk, spices), but present a new form of packaging in the form of instant powder in sachets. This innovation provides practical value for modern consumers who like instant products and are easy to consume.

This is in line with research (Setiawati, W et, 2024) that repackaging traditional products with attractive and practical designs can expand market appeal, especially the younger generation. This strategy is also supported by research from (Havisfal, A. et al, 2023) which states that how MSMEs can compete in the era of modernization through product innovation and the use of digital marketing. The case study was conducted on Bungkus Ind MSMEs, focusing on packaging development, branding, and the use of social media and marketplaces to increase market reach. By creating flavor variants such as ginger milk, mocha, and pandan, these MSMEs also demonstrate the ability to segment the market and attract consumers of various preferences.

4.2.2 Price

In terms of pricing, business actors apply a flexible and competitive approach. Pricing is done by considering the purchasing power of local consumers as well as the added value of the product. For example, instant Saraba is sold at prices ranging from Rp20,000 to Rp25,000 per package containing five to ten sachets. Meanwhile, ready-to-drink Saraba served in traditional stalls or shops is priced between Rp8,000 and Rp12,000 per glass. Promotional strategies such as discounts and bundling offers are also used, especially on e-commerce platforms during certain moments such as Ramadan, MSME Day, and culinary festivals. This price adjustment also considers the cost of raw materials and the production process, which is still mostly done manually. Nonetheless, Saraba's position as a traditional herbal drink is the main reason supporting the pricing. This pricing not only reflects the value of the product, but also an effort to maintain affordability in order to compete with modern drinks such as instant coffee or tea.

This pricing model supports the market penetration principle in the Ansoff Matrix, which emphasizes increasing sales volume through competitive pricing to expand market share (Ansoff, 1972). In addition, the provision of discounts and bundling during special moments shows that businesses understand the importance of price flexibility as an additional attraction in attracting new consumers.

4.2.3 Place

The distribution aspect or place plays a very important role in supporting Saraba's strategy in penetrating the beverage market. Traditional distribution channels such as coffee shops, street vendors, and beverage stalls scattered in various areas of Makassar City are still the main sales channels. However, in recent years, MSME players have begun to utilize modern distribution channels by selling their products in souvenir shops, local minimarkets, and in collaboration with cafes and restaurants. The most striking development has been in digital distribution. MSMEs like

Sukmajahe utilize e-commerce platforms such as Tokopedia, Shopee, and Bukalapak to market instant Saraba to consumers outside the region. The powder form of the product facilitates national distribution due to its light weight and long shelf life. With this approach, Saraba is no longer only consumed locally, but is increasingly recognized by people outside the South Sulawesi region.

This shows a significant transformation from local distribution to digital technology-based distribution, as explained by (Hidayat, K. K & Elizabeth, 2023), that MSMEs that adopt online distribution have advantages in terms of reach and efficiency. The form of the product in the form of powder in sachets also greatly supports this strategy because it is lightweight and durable for shipping to various regions.

4.2.4 Promotion

Meanwhile, promotional strategies have a very important role in increasing brand awareness and attracting consumer interest in Saraba products. Digital promotion is the main choice, especially through social media such as Instagram, TikTok, and Facebook. Through these platforms, businesses share stories about Saraba's origins, health benefits, and how it is served. A storytelling approach that highlights local cultural elements is used to build emotional attachment between consumers and products. In addition, MSMEs also collaborate with local influencers and vloggers to expand market reach. Testimonials and customer reviews are regularly shared to foster trust and strengthen the positive image of the product. Outside the digital realm, businesses actively participate in various activities such as culinary exhibitions, food festivals, and bazaars organized by local governments and creative communities.

All of these promotional efforts are not only focused on driving sales, but also aim to strengthen Saraba's position as a traditional culinary heritage that has promising economic potential. In addition, the involvement of local influencers and participation in culinary events strengthens product visibility. Digital promotions like this reflect a contemporary approach to culture-based marketing, which according to (Saputra, A. R & Kustini, 2024), can build consumer loyalty through the value of local identity. This research is supported by (Amiroh, I. et al, 2022) which states that the importance of marketing digitalization and business management assistance for MSMEs. The study was conducted at Angkringan KMS, with a focus on increasing business owners' understanding of digital marketing and good financial management.

By implementing a consumer-oriented marketing strategy, Sarabba products from Sukmajahe are able to adjust to the increasing competition in the market. Based on field findings, the strategy is examined through four main elements in the marketing mix (4Ps), namely product, price, place (distribution), and promotion. Each element plays an important role in shaping the competitiveness of traditional products in local and national markets.

5. Comparison

This research shows a connection with a study conducted by (Havisfal et al., 2023) regarding the marketing strategy of traditional beverage MSMEs through a product innovation approach and the use of digital marketing. Both studies emphasize the importance of adapting to modern market tastes while maintaining the cultural values of traditional products. Innovation in the form of instant packaging, diversification of flavor variants, and the use of digital media as the main promotional channel are the common threads of the strategies used to expand market reach and increase the competitiveness of local products.

Although there are similarities in the context of strengthening the competitiveness of MSMEs, this study has a different approach, which focuses on market penetration strategies as part of the business growth framework in the Ansoff Matrix model. While the (Havisfal et al, 2023) study focuses more on digital transformation and improved branding, this study analyzes in depth the role of the marketing mix (4P) applied by Sukmajahe Sarabba MSMEs in responding to the challenges of marketing traditional drinks in the modern era. Thus, this research provides an empirical contribution in strengthening the literature on local wisdom-based marketing strategies through contextual and applicable case studies.

6. Conclusions

This research shows that the market penetration strategy implemented by Sukmajahe Sarabba Makassar MSMEs is carried out through an integrated 4P marketing mix approach, namely product innovation, competitive pricing, utilization of digital distribution, and promotion based on local cultural values. Product innovation in the form of instant Sarabba sachets that are practical without losing traditional flavors has proven effective in attracting young consumers. A flexible and affordable pricing strategy makes this product able to compete in the middle of the modern beverage market. Distribution, which was initially only local, has now developed through e-commerce platforms, enabling national market reach. Digital promotion with a cultural storytelling approach strengthens the product's image as part of a local identity with economic value.

The findings prove that traditional products such as Sarabba have broad market potential if managed with marketing strategies that are adaptive to technological developments and consumer tastes. This research also confirms the importance of maintaining cultural values in the commercialization process so that local products remain relevant in the midst of globalization

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