

Analysis Of The Weaknesses Of Small Entrepreneurs Tea Gurah As An Effort To Improve Marketing Performance Through An Effective Marketing Strategy

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Abstract.

This community engagement initiative aims to enhance the marketing performance of teh gurah businesses through the implementation of effective marketing strategies. As a component of the herbal and health industry, teh gurah possesses significant potential but frequently encounters challenges in broader market reach and competitive enhancement. The primary issue identified is the lack of understanding and structured application of modern marketing strategies. Therefore, a holistic approach encompassing market analysis, segmentation, targeting, positioning, and the development of a marketing mix (product, price, promotion, and place) becomes crucial. The methodology employed in this study involved direct observation of teh gurah business owners. The anticipated outcomes of this activity are an increased capacity of business actors in formulating and executing marketing strategies, an uplift in sales turnover, an expansion of market reach, and an enhanced brand image of teh gurah among consumers. Consequently, this initiative is expected to contribute to the development of teh gurah businesses, making them more competitive and sustainable in the market.

Keywords: Weakness; Small Entrepreneurs; Marketing.

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) form the backbone of the Indonesian economy, evidenced by their significant contributions to the Gross Domestic Product (GDP) and employment absorption. One continuously growing MSME sector is the herbal and health industry, which includes traditional products like teh gurah. Known for its efficacy in maintaining respiratory health, teh gurah possesses substantial market potential, driven by increasing public awareness regarding healthy living and a return to natural remedies.

However, this considerable potential has not been fully exploited, especially by small and medium-scale teh gurah entrepreneurs. Initial observations indicate that many teh gurah MSMEs still encounter various obstacles in developing their businesses, particularly concerning marketing performance. Resource limitations, encompassing both capital and

knowledge, frequently pose a primary impediment. Entrepreneurs tend to focus on production aspects without adequate understanding of how their products can be effectively recognized and delivered to consumers.

The fundamental problem identified is the lack of comprehension and implementation of effective marketing strategies. Many teh gurah entrepreneurs still rely on limited traditional marketing methods, such as word-of-mouth or direct sales at production sites. The current digital era necessitates adaptation to changing consumer behavior, which increasingly depends on information and transactions via online platforms. Without structured and adaptive marketing strategies, teh gurah products, despite their quality, will struggle to compete in an increasingly competitive market and reach a broader target audience. This directly results in sales stagnation, limited market share, and even potential losses.

Therefore, this community service activity is both relevant and urgent. Through this program, we aim to bridge the knowledge and skills gap in marketing for teh gurah entrepreneurs. By providing an understanding of effective marketing strategies—ranging from market analysis, target consumer determination, brand development, digital media utilization, to distribution channel optimization—it is expected that the marketing performance of teh gurah businesses can significantly improve. This enhancement will not only impact increased turnover and profitability but also contribute to business sustainability and its contribution to local and national economic growth.

II. METHODS

This community engagement activity was conducted using a participatory observation approach. This method was chosen to ensure a thorough understanding of the current conditions faced by the tea gurah entrepreneurs and to provide relevant and applicable solutions. The implementation of this community engagement involved several key stages:

1. Needs Identification of Partners

Initial interviews and focus group discussions (FGDs) were conducted with tea gurah entrepreneurs. The aim was to specifically understand the marketing challenges they face, their current level of understanding regarding digital marketing, and their expectations for the engagement program.

2. In-depth Field Observation

Direct observation was carried out on the business processes of the tea gurah entrepreneurs, from production to existing marketing efforts. This observation encompassed:

- a. **Production Process and Product Quality:** Understanding production standards, hygiene practices, and the consistency of the tea gurah's quality.
- b. **Analysis of Product, Price, Place, and Promotion (Marketing Mix):** Identifying how entrepreneurs manage their products, pricing strategies (including discounts), distribution channels, and promotional activities (such as advertising).
- c. **Consumer Behavior Observation:** Observing how consumers interact with tea gurah products, the information sources they utilize, and their purchasing preferences.

Through this methodology, it is expected that this community engagement will not only facilitate knowledge transfer but also foster behavioral changes and enhance the capacity of tea gurah entrepreneurs to manage their marketing aspects independently and sustainably.

III. RESULT AND DISCUSSION

RESULT

CV Alatif Herbal, owned by Latifuddin, was established in 2006, in the aftermath of the devastating earthquake. The company's inception was inspired by the traditional "gurah" practice, where local communities would cleanse their respiratory passages by introducing liquid into the nasal cavity. Latifuddin envisioned an innovative product that offered similar cleansing benefits but with a more convenient mode of consumption: a drinkable tea. This tea aims to expel impurities through bowel movements and perspiration, providing consumers with comfort and ease in treating their ailments from home.

CV Alatif Herbal operates with full compliance and official endorsements. The company has received guidance from relevant local government agencies, the health department, and the Food and Drug Supervisory Agency (BPOM). It holds a BPOM Traditional Medicine (TR) permit, ensuring its legality for distribution, and a halal certificate, affirming its compliance with Islamic dietary laws. The production facility adheres to BPOM standards, with staff wearing blue dust-resistant Personal Protective Equipment (PPE) during production. Furthermore, CV Alatif Herbal has successfully registered its trademark with a recommendation letter from the relevant department, resulting in reduced trademark registration fees.

In terms of production, CV Alatif Herbal has received machinery assistance from the Ministry of Industry, significantly accelerating its production process and leading to a reduction in manual labor. The company maintains a strong collaborative partnership with PT. Pagilaran for sourcing export-quality tea. This tea is then processed by CV Alatif Herbal through the incorporation of Srigunggu leaves, a specialized gurah plant sourced from the surrounding mountains. Currently, CV Alatif Herbal boasts a monthly production capacity of approximately 40,000 boxes. Each box contains 15 tea bags, with each tea bag providing up to 10 uses.

CV Alatif Herbal aspires for continued growth, particularly in areas of financial management, simplified financial reporting/bookkeeping, and digital marketing. While the company has yet to undertake significant new product development, it has previously collaborated with Multi-Level Marketing (MLM) companies, such as Natural Nusantara in Yogyakarta. Notably, during the COVID-19 pandemic, CV Alatif Herbal's Gurah Tea, marketed by Natural Nusantara, experienced substantial demand; however, sales have since declined.

DISCUSSION

This community service initiative focuses on enhancing the marketing performance of teh gurah businesses through the implementation of effective marketing strategies. Based on initial observations and direct interaction with teh gurah entrepreneurs, it was identified that partners face significant challenges in expanding market reach and increasing sales volume. A limited understanding of modern marketing concepts, particularly digital marketing, was identified as the primary barrier to optimizing the potential of teh gurah products, which inherently possess good quality and efficacy. Effective marketing strategies available to teh gurah entrepreneurs include digital marketing strategies, collaborative strategies, and the strengthening of products based on local wisdom.

A. Digital Marketing Strategy

Digital marketing has become a benchmark business strategy in the modern era, including for herbal products like "teh gurah." Therefore, it is essential to elaborate on how digital channels and strategies can effectively enhance brand awareness, reach the right target consumers, and ultimately drive sales.

1. Identification of Target Market and Digital Audience (O. H. Sari & dkk, 2023)

Gurah tea is widely recognized for its respiratory health benefits. Therefore, meticulous attention is required in identifying the relevant primary target market, such as individuals seeking natural solutions for throat ailments, coughs, or smokers aiming to cleanse their respiratory tracts. Within the digital realm, it is imperative to understand the online behavior of these target segments. This includes discerning the social media platforms they frequently use (e.g., Facebook, Instagram, TikTok), the keywords they employ in search engines (e.g., "benefits of gurah tea," "natural cough remedy"), and the types of content that appeal to them (e.g., product reviews, herbal health tips).

2. Selection of Appropriate Digital Marketing Channels

Not all digital marketing channels are suitable for every product. For gurah tea, entrepreneurs must identify and leverage the most relevant and effective channels, including: (Erwin & dkk, 2023)

- a. Search Engine Optimization (SEO): This involves optimizing keywords relevant to gurah tea to ensure the product appears on the first page of Google search results. This process encompasses keyword analysis, optimization of website or blog content, and link building.
- b. Social Media Marketing: Utilizing platforms such as Instagram, Facebook, and TikTok to foster community engagement, disseminate information regarding the benefits of gurah tea, and execute targeted advertising campaigns. Consideration should also be given to collaborating with micro or macro-influencers in the health or healthy lifestyle sectors.
- c. Content Marketing: Creating informative and engaging content such as blog articles on herbal benefits, video tutorials on gurah tea consumption, health infographics, or user testimonials. The content must effectively educate and persuade potential buyers.
- d. Paid Advertising: Employing platforms like Google Ads or social media advertising to reach audiences more rapidly and precisely based on demographics, interests, and behavior. Consequently, entrepreneurs must thoroughly analyze the cost-effectiveness of this strategy.
- e. Affiliate Marketing and Partnerships: Collaborating with e-commerce platforms, online health stores, or individuals with relevant consumer bases to promote gurah tea through affiliate schemes.

3. Content Strategy and Product Narrative

Another crucial aspect is the content strategy and the narrative constructed around "teh gurah." As "teh gurah" is a herbal product, it is essential to highlight its unique characteristics, which include: (T. T. Sari et al., 2025)

- a. Naturalness and Demonstrated Quality: Emphasizing the origin of ingredients, the hygienic production process, and any relevant certifications.

- b. **Clear Health Benefits:** Communicating specifically which health issues "teh gurah" can address, such as alleviating sore throats or cleansing the respiratory tract. However, it is imperative for entrepreneurs to avoid exaggerated claims that are not supported by evidence.
- c. **Collection and Publication of Positive Reviews and Testimonials:** Sharing real-life stories from users who have experienced the benefits of "teh gurah." This practice significantly builds credibility and trust among target or prospective consumers.
- d. **Usage Education:** Providing clear guidance on the preparation methods and recommended dosage of "teh gurah" to ensure optimal results.

4. Performance Measurement and Data Analysis

Entrepreneurs must measure performance (metrics) and analyze data to evaluate the effectiveness of digital marketing strategies and identify opportunities. This includes: (Irwandi, 2025)

- a. **Website metrics,** such as the number of visits, bounce rate, session duration, and sales conversions.
- b. **Social media metrics,** including reach, engagement (likes, comments, shares), follower growth, and brand sentiment.
- c. **Paid advertising metrics,** specifically cost per click, click-through rate, cost per acquisition, and return on ad spend.

B. Collaboration Strategy

Implementing a collaboration strategy with other parties is crucial, especially for MSMEs like teh gurah producers. Internal resource limitations often hinder these businesses from achieving broader market reach and optimal marketing efficiency (F. P. Sari & dkk, 2023). Therefore, establishing strategic partnerships with external entities becomes vital to overcome these obstacles and create mutually beneficial synergies.

1. Identifying Potential Collaborations

The initial step in this endeavor is to identify potential partners for collaboration. Based on observations and an analysis of the needs of teh gurah MSME partners, several categories of potential collaborators include: (Perdede et al., 2024)

- a. **Complementary MSMEs:** Businesses that offer products or services that complement teh gurah, such as souvenir shops, fitness centers, herbal health clinics, or massage/relaxation service providers.
- b. **Educational or Research Institutions:** These institutions offer potential for collaboration in product research or innovation development, which can enhance the market value of teh gurah.

Mechanisms and forms of collaboration that can be implemented include: (Novitasari et al., 2025)

- a. **Joint Marketing:** For instance, collaborating with sellers of herbal honey or other health products for cross-promotion.
- b. **Joint Distribution:** Building networks with convenience stores, small pharmacies, or healthy cafes willing to sell teh gurah on consignment or as resellers.

- c. Joint Events: Participating in health or herbal exhibitions and bazaars alongside other partners, allowing for shared booth costs and attracting more visitors due to the diverse range of products offered.

Implementing a collaboration strategy in marketing will have several positive impacts on marketing performance, including: (Rosadian, 2023)

- a. Market Reach Expansion: Through partnerships with other MSMEs, teh gurah can reach new consumer segments that were previously difficult to access through independent marketing efforts.
- b. Increased Brand Visibility: Joint promotions with other parties can significantly enhance teh gurah's brand awareness among a wider range of potential consumers.
- c. Marketing Cost Efficiency: By sharing the burden of promotional or distribution costs, businesses can save on their marketing budget and reallocate funds for product development or quality improvement.
- d. Enhanced Credibility: Collaborating with reputable entities, such as health clinics or herbal experts, can increase consumer trust in teh gurah products.

C. Product Strengthening Strategy Based on Local Wisdom

Gurah tea, with its herbal ingredients and well-known health benefits, holds significant market potential, especially if local wisdom values can be integrated to create strong differentiation and unique appeal.

1. Understanding the Role of Local Wisdom in Gurah Tea Marketing

Local wisdom refers to the knowledge, practices, and traditions passed down through generations within a community (Ilham et al., 2024). In the context of gurah tea, local wisdom can be embodied in several aspects, including the origin of raw materials, traditional production processes, local beliefs surrounding the benefits and usage of gurah tea which can add depth to the product's image, and packaging or logo designs that adopt local artistic styles.

Integrating local wisdom goes beyond merely highlighting uniqueness; it also involves building authenticity and an emotional connection with consumers, who are increasingly seeking products with compelling stories and inherent values.

2. Initial Marketing Situation Analysis

This involves a comprehensive initial marketing situation analysis, encompassing: (Mutaqin et al., 2023)

- a. Target Market Identification: Pinpointing the specific consumer segments most likely to appreciate teh gurah products enriched with local wisdom.
- b. Competitor Analysis: Examining the marketing strategies employed by competitors offering other herbal tea products.
- c. Mapping Local Wisdom: Identifying the most relevant and appealing elements of local wisdom suitable for integration into teh gurah to enhance its market appeal and differentiation.



Figure 1



Figure 2



Figure 3



Figure 4

IV. CONCLUSION

The marketing performance of Gurah tea businesses can be significantly enhanced through the implementation of effective marketing strategies. This primarily involves addressing the limitations in understanding modern marketing concepts and expanding market reach. Key strategies include:

- a. Optimizing digital marketing to reach a broader target market in the contemporary era. This encompasses leveraging various online channels and tools to improve brand visibility and consumer engagement.
- b. Utilizing collaborative strategies to overcome the internal resource constraints often faced by Micro, Small, and Medium Enterprises (MSMEs) producing Gurah tea. Partnerships can facilitate wider distribution, shared marketing costs, and enhanced credibility.
- c. Strengthening products based on local wisdom to create strong differentiation and unique appeal for Gurah tea. Integrating traditional knowledge, production methods, and cultural narratives can resonate deeply with consumers seeking authentic and valuable products.

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