

Dynamic System Modeling of Macarina Product Marketing on CV. Macarindo Berkah Group Jember Regency

Febio Gilang Hendrawan

Agroindustry Management Study Program,
Agribusiness Management Department

ABSTRACT

This research was conducted on CV. Macarindo Berkah Group, which is located at Graha Macarina and has the address Jl. Sriwijaya gg XX No. 11 Kali Oktak, Karangrejo, Summersari District, Jember Regency. The location of this research was chosen intentionally (purposively). The method used in this research is non-probabilities sampling with the technique used is purposive sampling. This research is an explorative descriptive study that aims to describe record, analyze and interpret a comprehensive picture of the condition of the macarina product marketing system based on real conditions in the field. The research method used is the method expert system, which is an analytical method for solving a problem and making decisions through certain alternatives by conducting interviews with several experts in the field, and then modeling it into a computer-based system with the help of the powersim constructor software. The result of the research is the design of the system model contained in the marketing section of macarina CV. Macarindo Berkah Group. From the design of the system model, scenarios will be obtained that can be used as a policy direction that needs to be considered by the owner in the sustainability of the marketing methods used in the present and future. There are three scenarios based on the former model, the first scenario is the moderate scenario, which is a scenario based on the company's resource capacity and refers to conditions real in the field. The second scenario is the optimistic scenario, which is a scenario that is prepared under conditions that can provide benefits to the company. The third scenario is the pessimistic scenario, which is a scenario prepared with the assumption that there are various factors that cause a decrease in the amount of profits earned by the company.

Keywords: modeling, system, marketing, macarina, scenario