

Marketing Potential of Suwar-Suwir Products in the Suwar-Suwir Production Gallery as a Special Souvenir from Jember, Indonesia

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ABSTRACT

This study analyzes the marketing potential of Suwar-Suwir, a traditional Jember product produced by the Candiber Suwar-Suwir Gallery in Kresak Village, Jember Regency. This product is a culinary icon made from fermented cassava (tape singkong) with a distinctive flavor. The research employs a descriptive qualitative approach using a case study method, with data collected through observation, interviews, and documentation. The findings reveal that the current marketing strategy incorporates the marketing mix concept (4P: product, price, place, and promotion) and digital marketing via social media and e-commerce platforms. However, digital media utilization remains suboptimal due to limitations in human resource capacity. Candiber Suwar-Suwir holds significant potential to expand into the national market through enhanced digital marketing strategies, human resource development, product innovation, and collaborations with the tourism sector and modern retail industries. The study recommends implementing aggressive digital promotion strategies and scaling production capacity to meet broader market demands.

Keywords: Suwar-Suwir, SME, Digital Marketing, Marketing Mix (4P), Marketing Strategy.

I. Introduction

Traditional food products preserve cultural heritage and support local economies (Mulyadi et al., 2024). One renowned culinary product from Jember Regency is suwar-suwir, a sweet delicacy made from fermented cassava mixed with sugar, offering a unique flavor and texture. Suwar-suwir is a culinary icon of Jember, known for its distinct taste and popularity as a tourist souvenir. It has a relatively long shelf life due to its low moisture content, dense yet slightly soft texture, sweet (legit) flavor, aromatic profile, and visually appealing presentation (Reskiputri et al., 2021). However, the increasingly competitive culinary sector, both locally and nationally, demands continuous innovation in marketing strategies, particularly in leveraging digital opportunities (Sopacua & Primandaru, 2020).

Digital marketing has emerged as an effective strategy to enhance product exposure and expand market reach (Saefudin et al., 2024). Platforms such as social media, e-commerce, and websites enable businesses to interact directly with consumers and build broader brand awareness (Yansahrita et al., 2023). Nevertheless, many Jember souvenir shops struggle to optimize these digital tools, necessitating an in-depth analysis of effective digital marketing strategies to boost suwar-suwir sales. Additionally, implementing the



marketing mix (4P: Product, Price, Place, Promotion) remains critical to sales success (Erika Dwi Rahmawati et al., 2024). Understanding how Jember souvenir shops apply the 4P framework can help identify strengths and opportunities for improvement.

This study aims to analyze the marketing strategies employed by Jember souvenir shops, explore the potential of digital marketing in increasing suwar-suwir sales, and evaluate the implementation of the marketing mix. The findings are expected to provide actionable recommendations for enhancing the marketing of Candiber Suwar-Suwir produced in Kresek Village, Jember. Kresek Village in Jember Regency is a key production center for suwar-suwir, contributing significantly to the local economy. This traditional culinary product serves as a livelihood for residents and preserves local culinary heritage. Despite its unique flavor and appeal as a souvenir, growing competition in the digital era demands innovative marketing strategies. Information and communication technology advancements have created new opportunities for marketing traditional foods (Leonardi et al., 2024). Social media, e-commerce, and websites enable small and medium enterprises (SMEs) to reach broader audiences beyond conventional methods. In this context, digital marketing is adequate for increasing product visibility and consumer access to suwar-suwir (Saefudin et al., 2024).

However, many SMEs in Kresek Village cannot maximize their digital potential, relying instead on offline marketing or lacking knowledge of effective digital strategies. As a result, suwar-suwir remains underrecognized outside Jember, despite high demand for traditional souvenirs, particularly among tourists. Alongside digital strategies, optimizing the marketing mix (4P) is essential for competitiveness. Enhancing product quality, competitive pricing, strategic distribution channels, and creative promotions can add value to suwar-suwir. Combining traditional marketing frameworks with digital approaches is expected to boost sales and local community welfare comprehensively. This study is crucial for examining current marketing practices, identifying challenges faced by SMEs, and offering practical recommendations to unlock the marketing potential of suwar-suwir in the digital era.

II. Literature Review and Hypothesis Development

2.1 Marketing Theory (Marketing Mix / 4P)

In his book *Marketing Management*, Philip Kotler (2009) introduced the concept of the Marketing Mix, commonly known as 4P (Product, Price, Place, Promotion). This framework helps businesses design effective marketing strategies. Below is a detailed breakdown of the four core elements in the context of marketing suwar-suwir in the digital era:

2.1.1 Product

A product encompasses all offerings designed to meet consumer needs or desires. In this study, the product in focus is suwar-suwir, a traditional food from Jember Regency, East Java. Suwar-suwir is made from tape singkong (fermented steamed cassava), characterized by its sweet and tangy flavor (Nilamsari et al., 2023). Product aspects include features, quality, design, branding, and packaging. Application to Suwar-Suwir:

1. **Product Quality:** Ensure consistent and superior taste, texture, and quality.
2. **Flavor Innovation:** Develop new flavor variants (e.g., fruit-infused, chocolate, or fusion flavors) to attract broader market segments.
3. **Attractive Packaging:** Use modern, practical, and hygienic packaging with complete product information (e.g., halal certification, ingredient list, expiration date).
4. **Branding:** Build a strong brand identity with a memorable name and logo.

2.1.2 Price

Price refers to the amount consumers pay to acquire the product. Pricing must consider production costs, consumer purchasing power, competitor pricing, and perceived value. Application to Suwar-Suwir :

1. Competitive Pricing: Set prices based on comparisons with similar products in local markets and e-commerce platforms.
2. Discount Strategies: Offer promotions such as bulk purchase discounts, product bundling, or seasonal discounts (e.g., holiday sales).
3. Segmented Pricing: Apply differentiated pricing for local consumers, tourists, and online buyers.
4. Price Transparency: Display prices in online sales, including shipping costs if applicable.

2.1.3 Place

Place encompasses all activities to ensure product availability and accessibility for consumers. Effective distribution increases opportunities to reach broader target markets. Application to Suwar-Suwir :

1. Offline Distribution:
 - a) Market products in local souvenir shops, traditional markets, and shopping centers.
 - b) Participate in local bazaars or product exhibitions to boost exposure.
2. Online Distribution:
 - a) Utilize e-commerce platforms like Shopee, Tokopedia, and Bukalapak.
 - b) Develop an official online store or dedicated website.
 - c) Partner with fast and secure delivery services to maintain product quality.
3. Additional Channels:
 - a) Collaborate with agents or resellers to expand market reach.
 - b) Implement an ordering system via WhatsApp or social media.

2.1.4 Promotion

Promotion includes all communication strategies to inform, persuade, and remind consumers about a product. A well-executed promotional strategy enhances brand awareness and sales. Application to Suwar-Suwir:

1. Social media: Use Instagram, Facebook, and TikTok to share engaging content (e.g., product photos, recipe videos, or behind-the-scenes production clips).
2. E-commerce Promotion: Join discount programs or flash sales on e-commerce platforms to attract customers.
3. Content Marketing: Create educational or entertaining content (e.g., "how to enjoy suwar-suwir" or stories about its cultural significance).
4. Influencer Marketing: Partner with local influencers or food bloggers for product reviews.
5. Digital Advertising: Run paid ads (Facebook Ads, Google Ads) to target broader audiences.
6. Loyalty Programs: Offer exclusive deals or referral incentives to loyal customers.

2.2 Consumer Behavior Theory

Schiffman and Kanuk (2007) assert that consumer behavior is influenced by social, psychological, and cultural factors (Celia et al., 2022). In the context of suwar-suwir, this study explores:

1. Consumer preferences for traditional local products.
2. Factors influencing purchasing decisions, particularly through digital platforms.

III. Research Method

This study employs a descriptive qualitative research design to analyze the digital marketing strategies implemented by Jember's specialty souvenir shops and examine the application of the marketing mix (4P). Descriptive qualitative research aims to explain phenomena without manipulating variables, relying on direct interviews (Hanyfah et al., 2022). The research was conducted at Candiber Suwar-Suwir SME in Kresek Village, Ajung District, Jember Regency, East Java. A case study approach was adopted to explore the marketing dynamics of Suwar-Suwir as a traditional Jember souvenir product. The case study objectives include:

1. Strategies used by Jember souvenir shops to market Suwar-Suwir.
2. Digital marketing strategies, including social media, e-commerce platforms, websites, and the effectiveness of digital campaigns in boosting Suwar-Suwir sales.
3. Evaluation of the marketing mix (4P) implementation.

The research design follows these steps:

1. Identification of Research Subject and Location: Focus on Suwar-Suwir production in Kresek Village, Jember.
2. Data Collection: Conducted through direct observation, interviews, and documentation.
3. Data Analysis: Thematic analysis to identify patterns in the findings.
4. Report Compilation: Presentation of results through detailed narrative reporting.

The research flow diagram is presented below:

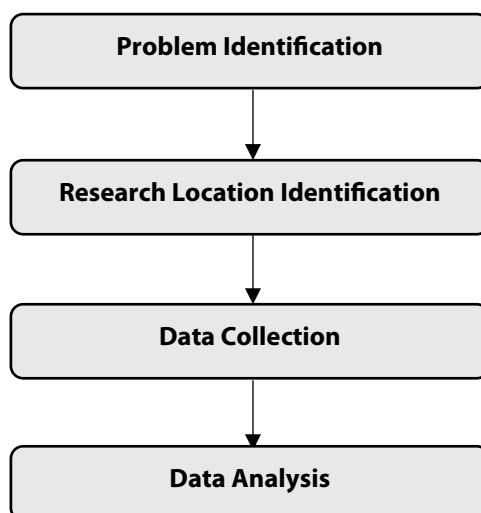


Figure 1. Research Flowchart

3.1 Research Preparation

1. Defining the research problem: Marketing mix of Suwar-Suwir as a typical souvenir of Jember.
2. Literature review: Reading literature related to Suwar-Suwir's business and marketing mix.
3. Visit the Candiber Suwar-Suwir souvenir business location to request permission to observe.

3.2 Data Collection

1. Conducting in-depth interviews with the research sample.
2. Direct observation.
3. Documenting the process.

3.3 Data Analysis

1. Analyzing the contribution of the Suwar-Suwir souvenir business in marketing.
2. Identifying production and marketing challenges.
3. Assessing the potential for business development.

3.4 Data Validation

This research uses Data Triangulation for validation.

1. Source triangulation: Comparing data from various sources (producers, consumers, and local government).
2. Method triangulation: Combining different data collection methods (interviews, observations, and documentation).
3. Theory triangulation: Analyzing the marketing strategies of Suwar-Suwir using the Marketing Mix (4P) theory and consumer behavior theory to gain a more comprehensive understanding.

3.5 Report Writing

1. Writing research findings: Describing the results of interviews.
2. Discussing findings: Comparing research results with relevant theories or literature.
3. Compiling the final report: Structuring the report with sections including Introduction, Methodology, Results, Discussion, and Conclusion.

3.6 Data Analysis Techniques

Analyzing qualitative data on the role of the Suwar-Suwir souvenir business involves several important steps:

1. Collecting data through qualitative methods such as interviews, observations, and documentation.
2. Transcribing and recording: Transcribing interviews or detailing observation results thoroughly after data collection.
3. Analyzing data to identify significant patterns in the collected data.
4. Validating data enhances the research results' validity, reliability, and credibility, especially in qualitative research methods.
5. Concluding the analysis and interpreting how the Suwar-Suwir souvenir business operates.
6. Compiling the report by organizing the analysis results and finally presenting them.

IV. Results and Discussion

4.1. Results

The research results were conducted under "Marketing Potential of Suwar-Suwir at the Suwar-Suwir Souvenir Production Gallery in Jember." The study occurred at the Suwar Suwir Candiber Gallery in Kresek Village, Jember. Suwar Suwir Candiber is a typical Jember snack made from fermented cassava, situated at Jl. Cendrawasih 60 Pancakarya Ajung, Jember. This business was established in 2001 by Mr. Hanifulloh. In 2023, ownership of the business, UD. Mutiara Rasa was transferred to Firmasyah, the son of Mr. Hanifulloh, who currently employs 30 staff members.

The production of Suwar Suwir Candiber began with sales ranging from 10 kilograms to one quintal, offering various flavors such as original, layered, and fruity variants. Having been in operation since 2001, the owner has maintained the original recipe while implementing various innovations to sustain sales and supply. Produced in Ajung Village, the owner of Suwar Suwir Candiber frequently conducts stock control of the ingredients used in making Suwar-Suwir, ensuring that the sugar and cassava are of the highest quality to preserve the flavor of the product. Sales of the products are carried out by the employees of the micro, small, and medium enterprises (SME) themselves, who seek out stores or souvenir centers to market their Suwar-Suwir products. The daily sales target reaches 300 kilograms. Sales are also conducted at MSME bazaar events organized by the Ministry and the Cooperative Office; however, these events have not significantly impacted sales or met the daily sales targets.

Regarding product innovation, Suwar-Suwir Candiber has focused primarily on branding and packaging rather than altering the recipe. The owner wishes to maintain the authentic taste of this traditional food from Jember Regency. The owner upholds the branding of Suwar-Suwir Candiber to compete effectively in the current market, which has seen an increase in competitors offering similar products. The Suwar-Suwir can last up to one year due to natural preservatives made from caramelized sugar. In production, the owner and workers adhere to standard operating procedures (SOPs) for making Suwar-Suwir to ensure product quality. The pricing of Suwar-Suwir products is categorized into two segments: special pricing for bulk orders and retail sales.

Sales at Suwar-Suwir Candiber are not limited to offline stores but extend to online marketplaces. The business has begun utilizing platforms such as Shopee, Tokopedia, Lazada, and Buka Lapak. However, the potential of these online sales has not been fully realized due to limited workforce capacity within the MSME. The lack of human resources poses a challenge to the development of online store sales, as the workforce consists mainly of local community members and family, which limits production capacity. The offline store sales alone are already substantial, leading to overwhelming demand. However, there are plans to focus on online sales to expand Suwar-Suwir Candiber's market share starting in Jember. The Jember Regency has contracted Suwar-Suwir Candiber to supply its products for county events for 20 to 25 years. The challenges in selling this product include establishing partnerships with tourism sector stakeholders, such as hotels in Jember, Surabaya, Malang, and Banyuwangi. In Jember, the tourism sector is still experiencing slow growth, presenting unique challenges for the city. The gross profit reached between 100 and 200 million IDR monthly throughout the sales period.

4.2. Discussion

This study examines the marketing potential of the Suwar-Suwir product produced by Galeri Suwar Suwir Candiber, a characteristic Jember MSME (Micro, Small, and Medium Enterprise) established since 2001. According to experts, this discussion will be analyzed based on the Marketing Mix theory (4P) and linked to the strategic approaches of SMEs. According to the Marketing Mix theory, the product is the core element in marketing. Suwar-Suwir Candiber maintains its authentic recipe as the primary selling point. Although recipe innovation is not pursued, there is innovation in branding and packaging, which aligns with the product

differentiation strategy (Witjoro et al., 2024). In this study, Suwar-Suwir Candiber has consistently maintained its original recipe since 2001 and has not made significant flavor innovations to preserve the authentic taste of Jember's traditional fermented cassava snack. This decision is a strategy to highlight the unique local flavor, which serves as the product's primary identity. This is in line with the Unique Selling Point (USP) theory, which refers to the unique advantage a product or service possesses, distinguishing it from similar products in the market. According to Kotler & Keller (2016), USP is a crucial element in marketing strategy as it helps attract and retain customers (Fauzi et al., 2025).

Pricing is determined in two categories: bulk order pricing and retail pricing. This aligns with the differential pricing strategy. Differential pricing is an approach where the same product is sold at different prices to different market segments, depending on the quantity purchased, type of customer, location of purchase, and other factors (Aras et al., 2021). The differential pricing strategy by Suwar-Suwir Candiber is highly relevant to the conditions of SME, which must be flexible in setting prices. This helps MSME actors increase competitiveness, manage product distribution, and adjust offerings to match the varying purchasing capabilities of customers.

Distribution is carried out offline through souvenir shops, MSME events, and online through marketplaces (Shopee, Tokopedia, etc.). However, the utilization of marketplaces is still not maximal due to limited human resources, a classic issue in MSME development in Indonesia (Agus Suyono & Zuhri, 2022). Meanwhile, promotions are primarily conducted directly at bazaar events or MSME gatherings and through packaging branding. This study found that using social media for promotion is still not optimal, indicating the need for a stronger promotional mix strategy. Although Suwar-Suwir Candiber has entered marketplaces (Shopee, Tokopedia, etc.), the utilization remains limited. However, consumer behavior is increasingly shifting toward online purchases, particularly for convenience, access outside the city, and bulk purchases. MSME Candiber needs to adapt to digital consumer behavior to avoid missing market opportunities and to increase sales. According to Tulus Tambunan (2012), an economist specializing in the development of SME in Indonesia, the development of micro, small, and medium enterprises can be achieved through several main strategies, including:

- a. **Market Access Improvement**
SME often face difficulties in marketing their products due to a lack of market information, limited distribution networks, and promotional constraints. In this study, Suwar-Suwir Candiber has actively participated in MSME bazaars organized by the Ministry and the Cooperative Office. They have also entered marketplaces such as Shopee, Tokopedia, and others, though not yet to their full potential. Additionally, they have begun exploring partnerships with hotels and the tourism sector, albeit limited by the slow growth of Jember's tourism industry.
- b. **Access to Capital Improvement**
Capital is a common issue for SME due to difficulties in accessing financial institutions, lack of collateral, and complex licensing processes. This study does not explicitly mention access to capital; however, the sustainability of the business for over 20 years indicates financial stability. Despite this, online expansion is hindered by limited human resources and workforce, which can be linked to operational capital constraints.
- c. **Human Resource Development**
Many SME are operated by workers with limited skills, particularly in management, digital marketing, and large-scale production. In this study, the workforce consists of local community members and family, leading to a lack of skilled labor, which poses a significant challenge for expansion and increasing production and online sales.
- d. **Product and Technological Innovation**
SME often struggle to compete due to monotonous products and limited technology use. In this study, innovation is limited to branding and packaging, not the recipe, to preserve the authentic taste

of Jember's traditional snack. However, innovation has potential, such as creating premium variants, practical packaging, or gift boxes.

e. Institutional Strengthening and Networking

SME can develop more effectively if they join communities, cooperatives, trade associations, or business partnerships. In this study, Suwar-Suwir Candiber has established a contract with the Jember Regency Government to supply products for 20–25 years. This exceptional institutional strength can serve as a foundation for broader market development.

V. Conclusion

This research indicates that Galeri Suwar-Suwir Candiber, one of the leading SME in Jember, has significant marketing potential through appropriate marketing strategies. Based on the analysis of the Marketing Mix (4P):

a. Product

Suwar-Suwir Candiber maintains its authentic recipe as a Unique Selling Point (USP), the primary strength in winning competitions. Innovations are focused on branding and packaging, aligning with product differentiation strategies, to remain attractive in a competitive market.

b. Price

A differential pricing strategy is applied by distinguishing prices for retail and bulk purchases. This approach is relevant to the characteristics of SME, allowing flexibility in adjusting prices to match the diverse purchasing power of consumers.

c. Place (Distribution)

Distribution is conducted offline through souvenir shops, MSME events, and online through marketplaces. However, limitations in human resources hinder the optimal utilization of digital channels. This poses a challenge in addressing consumer behavior shifting toward online purchasing.

d. Promotion

Promotion is predominantly carried out through bazaar events, with minimal use of social media. However, a stronger digital-based promotional mix strategy is necessary to reach a broader market and the digital generations. About MSME development strategies, according to Tambunan, Candiber has fulfilled several strategic elements:

1. Market Access: Initiated through bazaars and marketplaces.
2. Innovation: Limited to packaging, not yet on the core product.
3. Institutional Strengthening: Evident from a long-term contract with the Jember Regency Government.
4. Challenges: Significant obstacles remain in human resources and the utilization of digital technology.

To enhance competitiveness and expand the market, Suwar-Suwir Candiber needs to:

1. Strengthen promotions based on digital marketing and social media.
2. Develop product variants without compromising the authenticity of the flavor.
3. Increase or train human resources in technology, digital marketing, and large-scale production.
4. Establish broader partnerships, particularly with the tourism and modern retail sectors.

With the right approach, Suwar-Suwir Candiber has the potential to maintain its existence as a local MSME and stands a significant chance of becoming a Jember specialty known nationally and even internationally.

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