

ABSTRACT

Entrepreneurial marketing is an alternative that is a simple and appropriate marketing practice for small and medium enterprises. The condition of uncertainty, limited resources and problems in small and medium enterprises resulted in a mismatch of conventional marketing practices in the UMKM. With the existence of conventional marketing that is right for use in large companies, there needs to be marketing adaptations that are in accordance with the UMKM. Therefore, entrepreneurial marketing is a positive response to marketing that is in line with SMEs and is likely to be an important role for entrepreneurs in every marketing activity.

Indonesian fragrant root oil has been known to the world and is in first place. One of the largest regions producing vetiver oil in Indonesia is Garut. Vetiver oil in Garut is marketed through the Koperasi Akar Wangi Usar which is a cooperative production of vetiver. Some sub-districts in Garut, which produce fragrant root oil, namely the Districts of Cilawu, Bayongbong, Samarang, Pasir Wangi and Leles, market fragrant root oil through the Cooperative.

The purpose of this study was to analyze how the application of entrepreneurial marketing to Usar Fragrant Cooperative by using 7 dimensions according to Morris et al (2002) namely proactiveness, opportunity focus, customer intensity, innovation, risk taking, leveraging resources, and value creation. This study used qualitative research methods.

Data collection is done by interview and documentation. Interviews were conducted with 3 speakers who understood marketing at the Koperasi Akar Wangi Usar. The research data uses primary and secondary data. The data analysis technique used is using the Miles and Huberman model with the stages of data collection, data reduction, data presentation, and conclusion drawing.

The results of the study show that the Koperasi Akar Wangi Usar has implemented 6 dimensions of entrepreneurial marketing, namely proactiveness, opportunity focus, customer intensity, innovation, resource leveraging and value creation. The dimensions that have not been applied to the Usar Roots Cooperative are risk taking. This research is expected to provide input to relevant parties so that it can improve marketing with the practice of marketing entrepreneurial marketing.

Keywords : Entrepreneurial Marketing, Marketing, Entrepreneurial, Qualitative