

## Study on the Understanding of Marketing the Utilization of Banana Blossoms as Vegan Meat in Sambirejo Village, Jombang

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### ABSTRACT

*This study aims to analyze the level of understanding among PKK (Family Welfare Movement) women regarding the marketing aspects of innovative banana blossom-based products as a meat substitute (vegan meat). The research was conducted with the PKK group of Sambirejo Village, Jogoroto Subdistrict, Jombang Regency, involving 25 respondents. The marketing aspects examined include understanding of product photography, knowledge of local and international marketplaces, understanding of product promotion and posting, as well as comprehension of payment methods, shipping procedures, and export documentation. The study employed a quantitative descriptive approach using a five-point Likert scale questionnaire. Data were analyzed by calculating the average score of each aspect to measure respondents' level of understanding. The results showed that the product photography aspect obtained the highest score (3,80), followed by product promotion and posting (2,95), marketplace understanding (2,35), and payment, shipping, and export documentation methods, which had the lowest score (2,20). These findings indicate that the PKK group has great potential in product production and visualization; however, they still need to improve their capabilities in digital marketing and export management to be able to penetrate international markets.*

**Keywords:** *Banana Blossom, Digital Marketing, Export, PKK, Vegan Meat*

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### INTRODUCTION

The demand for plant-based food products as alternatives to meat has increased in line with growing public awareness of health, sustainability, and global environmental issues (Syamsuri & Putra, 2023). Meat substitutes, or *vegan meat*, offer a more environmentally friendly and ethical solution for plant-based protein consumption. Indonesia has great potential in developing such products due to its abundance of local raw materials, one of which is banana blossom.

Banana blossom (*Musa paradisiaca*) is the flower part of the banana plant that is often regarded as waste, although it contains high levels of protein, fiber, flavonoids, and antioxidants (Al-Antama et al., 2024). Various studies have shown that banana blossom can be processed into value-added food products such as floss, nuggets, or substitute flour (Pujiastuti et al., 2023; Sukreni & Lestari, 2023). This innovation not only has the potential to increase the community's economic value but also to serve as a local raw material alternative for the vegan meat export market.

However, the main challenge in developing banana blossom-based products lies not only in production but also in marketing capabilities. Successfully marketing products to local and global markets requires mastery of product photography, digital marketplace management, promotional strategies, and knowledge of international payment and shipping methods (Avianti, 2024).

PKK women's groups, as productive social organizations, play a vital role in empowering household and village economies. Enhancing their capacity in marketing innovative products such as banana blossom-based vegan meat will significantly influence economic independence and export opportunities. Therefore, this study aims to measure the level of understanding among PKK members in Sambirejo Village regarding key aspects of marketing vegan meat products to support export potential.

## METHOD

This study employed a quantitative descriptive approach. The research subjects consisted of 25 members of the PKK (Family Welfare Movement) group in Sambirejo Village, Jogoroto Subdistrict, Jombang Regency.

### Research Instrument

The instrument used was a five-point Likert scale questionnaire with the following response options: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The questionnaire comprised four main aspects:

#### 1. Product Photography

**Table 1.** Questionnaire question

No	Question
1	I understand the importance of compelling product photography in attracting buyers.
2	I know how to take product photos with good lighting.
3	I am able to use my phone to take professional product photos.
4	I understand that the background and product layout affect the outcome of a photo.
5	I understand that consistent photos (color, style) help build brand identity.

#### 2. Local and International Marketplaces

**Table 2.** Questionnaire question

No	Question
1	I am familiar with several local marketplace platforms (such as Tokopedia, Shopee, and Blibli).
2	I am familiar with international marketplaces that can be used for export (such as Alibaba and Amazon).
3	I understand how to register and open an online store on a marketplace.
4	I understand how to set competitive product prices on the marketplace.
5	I understand that customer reviews influence buyer confidence.

#### 3. Product Promotion and Posting

**Table 3.** Questionnaire question

No	Question
1	I understand the importance of creating engaging and informative product descriptions.
2	I know the best times to post products on social media.
3	I know how to create promotional content using short videos or reels.
4	I understand the importance of using hashtags and engaging captions.
5	I know how to use paid advertising on social media to reach a wider market.

#### 4. Payment Methods, Shipping, and Export Documentation

No	Question
1	I understand the various digital payment methods used in online sales (e.g., e-wallets, bank transfers, cash on delivery).
2	I understand the shipping procedures for goods using local and international courier services.
3	I understand the importance of providing tracking and tracking numbers to customers.

No	Question
4	I understand the types of documents required for shipping products internationally (invoices, packing lists, certificates of origin, etc.).
5	I understand the risks and additional costs involved in exporting food products.

Data were analyzed by calculating the average score for each aspect. The interpretation of results was based on the following intervals:

- 1.00–1.80 = Very Low
- 1.81–2.60 = Low
- 2.61–3.40 = Fair
- 3.41–4.20 = Good
- 4.21–5.00 = Very Good

## RESULT AND DISCUSSION

### Questionnaire Results

Assessed Aspect	Number of Items	Average Score	Category
Understanding of Product Photography	5	3,75	Good
Understanding of Local & International Marketplaces	5	2,3	Low
Understanding of Product Promotion & Posting	5	2,90	Fair
Understanding of Payment Methods, Shipping & Export Documentation	5	2,15	Low
<b>Overall Average</b>	<b>20</b>	<b>2,78</b>	<b>Fair</b>

### Interpretation of Results

#### Understanding of Product Photography (Score 3.75 – Good)

PKK members understand that attractive product photos play an important role in increasing consumer buying interest. Most respondents recognize the importance of proper lighting, background, and shooting angles.

#### Understanding of Local and International Marketplaces (Score 2.30 – Low)

This aspect shows limited ability. Only a small number of respondents have tried selling products through local marketplaces such as Tokopedia or Shopee, and almost none are familiar with international platforms such as Etsy or Amazon.

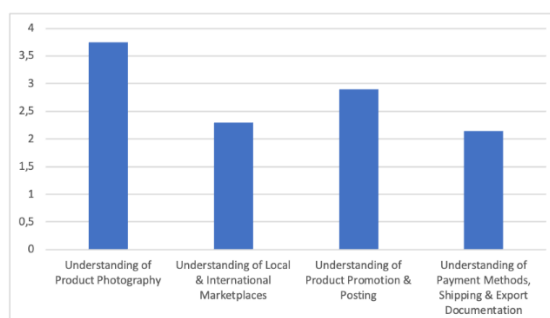
#### Understanding of Product Promotion (Score 2.90 – Fair)

Promotional understanding is in the fair category. Respondents generally use social media such as WhatsApp and Facebook for promotion but have not yet utilized additional features such as paid ads, promotional hashtags, or customer engagement analytics.

#### Understanding of Payment Methods, Shipping, and Export Documentation (Score 2.15 – Low)

Knowledge of non-cash payment methods, logistics systems, and export documentation (invoice, product certificate, and food export licensing) is still very limited. This indicates the need for administrative training and digital literacy in cross-border trade.

### Discussion



**Figure 1.** Level of understanding

The questionnaire results show that the overall understanding level of PKK women regarding the marketing of banana-blossom-based vegan meat products falls into the “Fair” category (average score 2.78). The most prominent aspect is product photography, while the weakest areas are marketplace usage and export management.

These findings are consistent with the study by Rahmawati et al. (2022), which revealed that women MSME actors in rural areas still face barriers in adopting digital technology and accessing online markets. These barriers include limited ability to use e-commerce applications and a lack of understanding of export transaction and logistics systems.

According to Kotler and Keller (2016), modern marketing is not only about communicating with consumers but also about understanding the digital distribution chain and efficient payment systems. Without these skills, local products despite their high economic value will struggle to reach global markets. From a community empowerment perspective, these results support the concept of technological empowerment proposed by Suryani and Hendrawan (2020), which emphasizes the importance of enhancing digital literacy and marketing innovation to expand market access for local products.

Therefore, capacity-building programs for PKK groups should focus on:

1. Training in using local and global marketplaces,
2. Learning about digital payment systems and export documentation, and
3. Optimizing digital promotion through visual content strategies and product storytelling.

## CONCLUSION

In general, the level of understanding among PKK women regarding the marketing aspects of banana-blossom-based vegan meat products is categorized as fair (average score 2.78). The highest-scoring aspect is product photography, while the lowest involves marketplace and export management. Intensive training in digital marketing, cross-border transactions, and export management is needed to improve the PKK group’s readiness to reach international markets.

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