

Implementation of the marketing mix and selection of chocolate marketing strategy priorities in a chocolate company in Bali

[Implementasi marketing mix serta pemilihan prioritas strategi pemasaran coklat pada perusahaan coklat di Bali]

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ABSTRACT

Chocolate is a processed product derived from cocoa beans that has undergone fermentation, drying, roasting, and grinding to produce high-quality cocoa powder. The processing of chocolate in a company involves many lengthy stages. Implementing a marketing mix is used as a technique to increase sales. The company needs to identify the superior products favored by consumers to develop priority marketing strategies. This study aims to analyze the application of the marketing mix in the chocolate industry and generate prioritized marketing strategies for the superior chocolate products produced by a company in Bali. The research method used is the Analytical Hierarchy Process (AHP). The results indicate that the marketing mix includes chocolate products such as chocolate cream, chocolate bars, and liquid chocolate. Product pricing depends on the form, with the most apparent pricing being for chocolate bars, calculated based on weight in grams. The production site is located at the main factory, which processes cocoa into chocolate cream, chocolate bars, and liquid chocolate, allowing consumers to experience the chocolate processing firsthand and try packaging chocolate at the factory. Chocolate promotion is continuously carried out through offline and online media, such as the company's website, which provides background information on chocolate production to the industry in Bali. The priority in chocolate marketing, based on the Analytical Hierarchy Process, is chocolate cream, followed by chocolate bars and liquid chocolate.

Keywords: AHP, chocolate, marketing mix, strategy priority

ABSTRAK

Cokelat merupakan produk olahan yang berasal dari buah kakao yang telah diolah melalui proses fermentasi, pengeringan, pemanggangan, penggilingan hingga menghasilkan bubuk kakao yang berkualitas. Pengolahan cokelat pada suatu perusahaan cokelat telah melalui banyak tahapan yang panjang. Teknik yang digunakan perusahaan untuk meningkatkan penjualan melalui penerapan bauran pemasaran. Perusahaan perlu mengetahui produk unggulan yang diminati konsumen sehingga dapat dilakukan strategi prioritas dalam pemasaran cokelat. Tujuan penelitian ini adalah menganalisis penerapan bauran pemasaran pada industri cokelat dan menghasilkan keputusan prioritas strategi pemasaran terhadap produk cokelat unggulan yang dihasilkan oleh perusahaan cokelat di Bali. Penelitian ini menggunakan metode Analisis Hierarki Proses (AHP). Hasil penelitian menunjukkan bahwa bauran pemasaran pada perusahaan cokelat meliputi produk cokelat yang terdiri dari krim cokelat, cokelat Batangan, dan cokelat cair. Harga produk tergantung dari bentuk produknya, harga produk yang paling jelas adalah harga cokelat batangan yang dihitung berdasarkan ukuran berat dalam satuan gram. Tempat produksi cokelat berada di pabrik induk yang mengolah kakao menjadi cokelat krim, cokelat Batangan, dan cokelat cair, dengan memberikan kesempatan kepada konsumen untuk menikmati pengalaman melihat langsung pengolahan cokelat dan mencoba melakukan pengemasan cokelat di pabrik. Promosi cokelat dilakukan secara terus menerus dengan media offline dan online seperti website perusahaan yang memberikan informasi latar belakang produksi cokelat kepada industri cokelat di Bali. Prioritas pemasaran cokelat didasarkan pada analisis hirarki proses, yaitu strategi pemasaran yang diprioritaskan adalah cokelat krim, kemudian cokelat Batangan, dan cokelat cair.

Kata kunci: AHP, bauran pemasaran, cokelat, strategi prioritas

Introduction

The farming sector in rural areas, spread across various regions, significantly contributes to agricultural production. Thus, an economy based on rural development is essential for strengthening the country's economic foundation, reducing poverty, and decreasing regional development disparities. One of the agricultural commodities in rural areas that has economic value and the potential to enhance the rural and national economy is cocoa. Cocoa is developed in community or company-owned plantations as an agricultural commodity, making rural areas often referred to as cocoa raw material hubs for the industry (Kementan, 2022; Singh et al., 2021). Farmers plant cocoa in highly suitable areas (76% in class 4, 20% in class 3, and 4% in class 5). Road slope and ease of market access are essential indicators affecting farmers' decisions to plant cocoa (Maniku et al., 2021). Since cocoa is a raw chocolate-making material, better post-harvest handling is needed to produce higher-quality products.

Further processing is needed to produce chocolate products that can penetrate national and international markets, aiming to increase sales and enhance cocoa's competitiveness as a chocolate raw material. One effort made by companies to penetrate the chocolate market is through the implementation of the marketing mix. The marketing mix components consist of the products produced, the price of the marketed products, the promotion used to introduce the products, and the location of production and product distribution. The marketing mix significantly influences consumer product distribution (Mas'ari et al., 2020; Poluan et al., 2019).

Chocolate is one of the products derived from processed cocoa. Chocolate products have high economic value (Bintama & Rosiana, 2023) in local, national, and international markets. Processed chocolate products are popular because they can be processed into various forms, flavors, and colors with social, cultural, and economic values. Indonesian chocolate is highly competitive in the global market. The cocoa competition as a raw material for chocolate from Indonesia competes with chocolate produced in Ghana and Nigeria (Wainaina et al., 2021). Global competition requires products to have advantages or competitiveness to be accepted in the global market. Therefore, implementing the marketing mix in product components requires innovation and technology to create products with superior and unique consumer qualities.

Chocolate is loved by all ages (Del Prete & Samoggia, 2020), especially children, teenagers, adults, and the elderly. Chocolate can be processed in various forms, making it consumable for all age groups. One chocolate industry that builds synergy between raw materials and industry is the Jungle Gold Bali Chocolate Company. This company has directly collaborated with cocoa farmers in Bali to produce the best cocoa beans used to make premium-class processed chocolate. The cocoa beans come from the farmers' gardens and small cooperatives near the factory, where the beans are roasted and ground, resulting in the best chocolate. The proximity of the company to the plantations allows it to maintain the best cocoa quality (Asante et al., 2022), empowering farmers with premium cocoa prices so that farmers benefit from consumer chocolate products. The added value is created from various stages of cocoa processing, the value chain actors contributing to adding product value (Gandhy et al., 2020), and several processed chocolate variations (Samanta et al., 2022).

The processed chocolate is as smooth as cow's milk, using fresh tropical plant ingredients that grow around the factory. The chocolate mixture consists of several natural ingredients such as coconut, cashew nuts, and cocoa butter combined to produce a natural plant-based cream. Although chocolate is a premium product, the chocolate produced by Jungle Gold Bali Company needs to increase sales with various strategies, especially in marketing. The company has carried out various product innovations to attract consumers but has yet to be able to increase sales. Consumer visits increased after the COVID-19 pandemic, but product sales did not show improvement.

The implementation of the marketing mix applied at Jungle Gold Bali Company is the focus of evaluation to increase chocolate product sales in terms of product and price offered to consumers through various promotional media used and strategic chocolate marketing locations. Based on research at Jungle Gold, the production volume from 2020 to 2018 reached 15 tons per year. However, during the COVID-19 pandemic from 2019 to 2021, Jungle Gold only produced 1 ton per year due to decreased market demand, and some consumers still need to repeat orders for chocolate products produced by Jungle Gold. This issue became a problem for the company, leading to research on implementing the marketing mix to increase company sales and help local farmers' livelihoods by enhancing the added value of the cocoa produced. The marketing mix is a combination of marketing system activities, namely product, price, promotion, and distribution, that the company can control within a market system to achieve the company's goals and target market. According to Kroupová et al. (2022), chocolate has market power among consumers, thus creating unique prices and economic value. The most critical factors needed for chocolate processing are market factors, human resources, and technology for processing chocolate (Fitriana et al., 2020). The research aims to analyze the application of the marketing mix in the chocolate industry and analyze the priority marketing strategy decisions for superior chocolate products produced by chocolate companies in Bali using Analytical Hierarchy Process analysis.

This research analyzes the decisions that must be made from the three types of products produced to develop a strategy for selecting superior products produced by chocolate companies. This study also aims to find solutions and innovations for post-harvest cocoa downstream products that can be processed to have economic value by analyzing the marketing mix in chocolate companies in Bali and obtaining priority marketing decisions for superior products in chocolate companies in Bali.

Materials and methods

Respondents

The research method employed a combination of exploratory and explanatory approaches, utilizing a sample survey conducted among the public. The primary data collection tool was a questionnaire, and the unit of analysis was the individual. The respondents in this study were management and consumers of Chocolate companies in Bali. Specifically, the respondents comprised one operational manager, two Marketing Staff, two branch heads from the main factory and outlet of Jungle Gold Bali, and consumers.

Analysis method

This research employed both qualitative and quantitative analyses. The Analytical Hierarchy Process (AHP) method (Zaid et al., 2023) was used to establish pairwise comparisons leading to the selection of alternative strategies. AHP is a decision-making method that aids in understanding a system, predicting outcomes, and selecting priority strategies and products based on pairwise comparisons (Liu et al., 2020). AHP effectively addresses large-scale issues (Lamatinulu et al., 2022) and prioritizes consumer-preferred products (Asti & Ekantari, 2020; Ishizaka et al., 2012).

AHP, introduced by Thomas L. Saaty, is a model that transforms complex multi-factor or multi-criteria problems into hierarchical structures for evaluating alternative problem-solving strategies. The hierarchy represents a complex problem in a multilevel structure, where Level I is the goal, followed by factors, criteria, and sub-criteria (Leal, 2020). The steps of the AHP method are as follows:

1. Identify the problem to be addressed, breaking it down into criteria and alternative solution sets structured hierarchically.
2. Apply criteria and assess alternatives using pairwise comparisons with a comparison scale, as shown in Table 1.

Table 1. Comparison scale for decision-making in AHP analysis (Leal, 2020)

Intensity of importance	Description
1	Both factors analyzed are equally important and have the same level of influence.
3	One factor is slightly more important than the other; experience and supporting reviews favor one factor more.
5	One factor is more important than the other; strong experience and assessment favor one factor.
7	One factor is significantly more important than the other; it is strongly supported and dominant in practice.
9	One factor is much more important, with evidence strongly favoring one factor.
2,4,6,8	Values between two neighboring considerations are given if a compromise is reached between the two options.

3. Determine the priority weights of pairwise comparisons and aggregate them to obtain overall priorities.
4. Assess logical consistency. Understanding its consistency is crucial in decision-making, as decisions can only be made with high consistency. The following steps are performed:
 - a. Multiply the values in the first column by the relative priority of the first item, the values in the second column by the relative priority of the second item, and so forth.
 - b. Sum the first row and subsequent rows.
 - c. Divide the sum of rows by the respective relative priority elements, referred to as the eigenvalue.
 - d. Sum the resulting divisions by the number of elements, yielding λ_{\max} .
5. Calculate the Consistency Index (CI) with the equation:

$$CI = \frac{(\lambda - n)}{n - 1}$$

Where n = number of factors dan λ_{\max} = maximum value of eigenvalue matrix of the factors

6. Calculate the Consistency Ratio (CR) with the equation:

$$CR = \frac{CI}{IR}$$

Where CR = Consistency Ratio, CI = Consistency Index, and IR = Index Random Consistency. The IR value is obtained from an experiment conducted by Oak Ridge National Laboratory (Armin et al., 2022) and further developed by the Wharton School, as shown in Table 2 below.

Table 2. Comparison matrix of Index Random Consistency

Matrix size	1	2	3	4	5	6	7	8	9	10	11	13	14	15
IR value	0,00	0,00	0,58	0,90	1,12	1,24	1,32	1,41	1,45	0,49	1,51	1,56	1,57	1,59

The AHP matrix comparison method is deemed acceptable if the inconsistency ratio value is ≤ 0.1 ; otherwise, the evaluation may be random and need refinement.

Research parameters

The research parameters include the marketing mix components: product (types of chocolate produced), price (chocolate prices), place (production and marketing outlet locations), and promotion (promotional activities conducted by Jungle Gold Bali).

Table 3. Research variables at Jungle Gold Bali

No	Marketing mix Variable	Marketing mix indicator
1	Product	<ul style="list-style-type: none"> • Quality • Trademark • Variants • Packaging

No	Marketing mix Variable	Marketing mix indicator
2	Price	<ul style="list-style-type: none"> • Price based on taste • Price based on production cost • Discount • Price based on product form • Price based on size
3	Place	<ul style="list-style-type: none"> • Marketing outlets • Main factory and outlets • Shop and café • Bali outlet airport
4	Promotion	<ul style="list-style-type: none"> • Franchising • Export • Online business

Results and discussion

Processing chocolate into various ready-to-consume products

The processing of chocolate is a lengthy process. Chocolate is obtained from whole cocoa bean liquid created by roasting whole and medium-sized beans (Grafini, 2022). Chocolate production consists of multiple steps, from cocoa beans to fermentation, drying, roasting, grinding, refining, conching, and tempering (Goya et al., 2022). Chocolate is produced from post-harvest cocoa products after becoming cocoa nibs. Nibs are processed by heating cocoa beans to a specific temperature and peeling the roasted bean skins at 180°C. The roasting process aims to create the characteristic flavor and aroma of cocoa. Nibs are ground into cocoa powder using a grinding machine to obtain fine powder particles. The resulting cocoa powder has a smooth texture and is ready for consumption.

Original ready-to-consume chocolate processing provides a bitter taste due to polyphenols (Goya et al., 2022). Therefore, the chocolate industry enhances flavor by adding sweeteners to make the taste more appealing. Chocolate flavors blended with palm sugar, granulated sugar, or milk create unique tastes. Sweetened chocolate is more enjoyable and suitable for all ages. The sweetness derived from palm sugar gives a classic taste, and palm sugar contains lower glucose than granulated sugar.

Marketing mix of processed cocoa products in the form of chocolate

Processed cocoa products can be further transformed into various forms of chocolate. Marketing chocolate products involves considering marketing mix variables such as the product itself. The marketed product must have qualities that meet market needs and a memorable brand name for consumers. The product should have unique flavors exclusive to the company, derived from processed chocolate. The packaging should be attractive, safe, and hygienic, creating a compelling impression and providing information for chocolate enthusiasts.

The transformation of cocoa into chocolate is time-consuming and equipment-intensive to ensure high-quality (Luchian et al., 2023), resulting in higher production costs. Higher-quality processing is expected to produce better-quality products. Investing in cocoa processing leads to production costs, and the product prices are based on taste, product form, and market size.

Valuable products must be marketed in specific places to ensure easy consumer access. These marketing places usually include product outlets, the main factory and outlet, shops and cafes, and Bali Airport outlets. These locations are strategic for marketing and offering chocolate products. Promotion can be carried out in various ways, including franchising, export markets, and online business. The purpose of promotion is to maximize sales and profits.

Analysis of marketing mix factors for chocolate

The marketing mix is analyzed using four components: Product, Price, Place, and Promotion. The product consists of chocolate derivatives. Place refers to chocolate processing at the main factory and sales outlets. Price is the final market-ready product price, and promotion includes various forms of online and offline promotion. Based on the weighting of the marketing mix, it is evident that the product has the highest weight, 0.55. This indicates that the product is paramount in the chocolate business, with various forms and flavors created by the company to attract consumer interest. Some product forms include chocolate cream, chocolate gel, and chocolate bars. Flavor variants such as dark chocolate with varying cocoa concentrations offer different bitterness levels; higher cocoa percentages result in more bitterness, while lower percentages are sweeter. Milk chocolate combines cocoa beans with coconut milk for sweetness, and white chocolate, made from cocoa butter and coconut milk, tastes creamy.

Table 4. Research results of the marketing mix based on AHP

	Product	Place	Price	Promotion	Eigenvalue				Total weight	Average
Product	1	3	5	5	0.68	0.7	0.49	0.33	2.205	0.55
Place	0.14	1	4	5	0.1	0.23	0.39	0.33	1.057	0.26
Price	0.2	0.13	1	4	0.14	0.03	0.1	0.27	0.530	0.13
Promotion	0.13	0.17	0.17	1	0.09	0.04	0.02	0.07	0.207	0.05
Total	1.47	4.29	10.2	15						1

The research results show that the product is the company's first priority marketing attribute. The company focuses on product maximization to attract consumers with unique products sourced from organically cultivated cocoa plantations. Post-harvest cocoa processed through fermentation produces unique and distinctive chocolate flavors with optimal nutritional value. Also, the results indicate that the product has the highest weight, 2.205, showing that the product is the top priority for the company. Chocolate products can be directly consumed, providing satisfaction for chocolate lovers.

The place where chocolate is marketed holds the second priority, with a weight of 1.057. This indicates that location is crucial for consumers to meet their needs. The research results show that the chocolate production site consumers visit has a strategic location along intercity transport routes within the province. Additionally, the company provides a space for consumers to enjoy the packaging sensation, observe the chocolate-making process, and enjoy the comfortable main factory with various flavor options.

The price of chocolate ranks third, with a weight of 0.530. This indicates that consumers are willing to pay for the satisfaction and experience gained during the factory visit. The company offers experiences of seeing cocoa trees firsthand, processing, and enjoying exciting chocolate packaging, making consumers willing to pay for the impression obtained. The Jungle Gold factory tour costs IDR 125,000, while some competitor chocolate companies charge only IDR 75,000 for a factory tour.

Promotion, with a weight of 0.027, indicates that promotion can still be carried out without being a priority for the company. This is due to the product's uniqueness and the experience visitors can enjoy, making promotion happen automatically through word of mouth, a powerful tool for attracting consumers.

Analysis of sub-factor: Product

The products produced by Bali's chocolate companies include cocoa powder, chocolate bars, and liquid chocolate. Among these, chocolate cream has the highest weight, 1.743, with a consistency ratio value of 0.1. Chocolate cream is not provided as a tester, making it the primary sought-after product by consumers who wish to experience the original chocolate taste before it is processed into bars and liquid chocolate. Chocolate bars hold the second priority, weighing 0.812, as various testers are provided for consumers to

enjoy. Chocolate bars are simple and consistent products adaptable to various tastes, flavors, and markets with medium to long shelf life (García-Díez et al., 2022). Liquid chocolate ranks third, with a weight of 0.445f. To boost liquid chocolate sales, the company must create products that meet consumer needs and desires, making them easily accessible (Multazam et al., 2022). Liquid chocolate is best-served cold (Multazam et al., 2022) at a specific temperature to maintain its shape and quality.

Table 5. Research results based on product sub-factor

Produk	Cream	Bar	Liquid	Eigenvalue			Total weight	Average	CR
Cream	1	3	3	0.6	0.68	0.462	1.743	0.581	0.1
Bar	0.33	1	2.5	0.2	0.23	0.385	0.812	0.271	
Liquid	0.33	0.4	1	0.2	0.09	0.154	0.445	0.148	
Total	1.67	4.4	6.5	1	1	1		1	

Analysis of sub-factor: Price

Product price is the amount paid by consumers. It is calculated based on product packaging and size, allowing consumers to enjoy chocolate within their financial reach (Marjanova & Davcev, 2016). The highest price is for chocolate bars, calculated based on product weight in grams, followed by the price of liquid chocolate based on cup size. Chocolate cream prices are not publicized as it is a raw material for further processing. Consumers can enjoy the original chocolate taste from the provided testers.

Table 6. Research results based on price sub-factor

Price	Cream	Bar	Liquid	Eigenvalue			Total weight	Average	CR
Cream	1	2	3.5	00.56	0.61	0.438	1.606	0.535	0.06
Bar	0.5	1	3.5	00.28	0.3	0.438	1.022	0.341	
Liquid	0.29	0.29	1	00.16	0.09	0.125	0.372	0.124	
Total	1.79	3.29	8	1	1	1		1.000	

The research results indicate that chocolate cream, with a weight of 1.606, is the top priority produced by the company as a raw material to create various delicious chocolate flavors for consumers to enjoy. Chocolate bars rank second, with a weight of 1.022, showing that the prices of chocolate sold at Jungle Gold are affordable for consumers. Prices at Jungle Gold are IDR 7,166 for 10 grams, IDR 33,000 for 45 grams, IDR 49,750 for 70 grams, IDR 189,000 for 350 grams, and IDR 149,000 for 425 grams. Various sizes and unique packaging make chocolate bars enjoyable with all the flavors. Liquid chocolate ranks third, with a weight of 0.372.

Price analysis shows that chocolate bar prices are the most affordable for consumers due to a discount system when buying large quantities, equivalent to IDR 100,000. Consistent with the research by Noerhamzah et al. (2021), price determination is based on quality (Ningrum, 2020), form, and economic level.

Analysis of sub-factor: Place

Location is crucial for all types of businesses. A representative place provides an attractive experience for producers and consumers. Jungle Gold outlets include the main factory in Mengwi, the Sanur outlet, and the Ngurah Rai Bali Airport outlet. The highest weight for chocolate cream products shows that it is the foundation for all other chocolate forms and various flavors that can be created from it. Next are chocolate bars, commercialized with various flavors and sizes for consumer accessibility and enjoyment. Chocolate bars are easy to carry, ready to consume without further processing, and have unique flavors.

Marketing chocolate bars is more manageable than liquid chocolate, which requires representative locations and good places to enjoy it. The research results indicate that chocolate cream has the highest weight, 0.654, showing that consumers primarily seek chocolate cream besides bars and liquid chocolate.

In terms of place marketing, more consumers are provided with chocolate bars. Liquid chocolate has the lowest weight, 0.095, indicating the need for improved facilities for consumers to enjoy it.

Table 7. Research results based on place sub-factor

Place	Cream	Bar	Liquid	Eigenvalue			Total weight	Average	CR
Cream	1	3.5	5.5	0.68	0.73	0.550	1.963	0.654	0.09
Bar	0.29	1	3.5	0.19	0.21	0.350	0.754	0.251	
Liquid	0.18	0.29	1	0.12	0.06	0.100	0.284	0.095	
Total	1.47	4.79	10	1	1	1		1.000	

The locations provided by the company attract consumers through prioritization, ranking, and alternatives as one of the product marketing strategies (Astuti et al., 2015). Various artificial places are provided to attract consumers (Wijaya & Purnomo, 2022), including selfie spots, Wi-Fi, and the sensation of making chocolate package miniatures. Study tour progrffams can also increase visits, from observing cocoa plants to directly seeing the chocolate-making process in the Bali chocolate industry, providing various information to enhance knowledge about health benefits.

Analysis of sub-factor: Promotion

Chocolate promotion can be carried out in various ways, including managing target customers through appropriate product delivery and promotion with the right price (Multazam et al., 2022). Before the COVID-19 pandemic, marketing was done through outlets and industrial partnerships with foreign partners, exporting chocolate to countries such as Canada, Australia, and Singapore. A comprehensive marketing mix is essential. Offline and online media promotion are the primary targets. With a consistency ratio of 0.04, word-of-mouth promotion shows that it can be efficiently sustained. Chocolate creates a powerful promotional medium in the chocolate business through the taste experience consumers enjoy.

Table 8. Research results based on promotion sub-factor

Promotion	Cream	Bar	Liquid	Eigenvalue			Total weight	Average	CR
Cream	1	2.5	2	0.53	0.6	0.444	1.571	0.524	
Bar	0.4	1	1.5	0.21	0.24	0.333	0.784	0.261	
Liquid	0.5	0.67	1	0.26	0.16	0.222	0.645	0.215	0.04
Total	1.9	4.17	4.5	1	1	1		1.000	

The marketing mix factor that prioritizes chocolate marketing is the promotion sub-factor, with chocolate cream promotion having the highest weight, 0.524. Chocolate bar promotion weights 0.261, and liquid chocolate has the most negligible weight, 0.251. The research results show that strategic promotion is essential for chocolate cream. Consumers highly seek chocolate cream due to their desire to enjoy its taste firsthand. Chocolate bars have their promotion sector among consumers, recognizable by their shape, packaging, and portability with a longer shelf life.

The research results indicate that liquid chocolate weighs 0.215, showing the need for increased promotion and providing testers for consumers to taste. Additionally, liquid chocolate packaging must be safe for consumers to carry (Bintama & Rosiana, 2023).

Hierarchical structure of the marketing mix for processed chocolate products

Based on the research results, the marketing mix at Jungle Gold Bali shows that the product is the primary element needed in chocolate marketing (Figure 1). The hierarchical process analysis indicates that chocolate cream is the main product as it is the raw material for chocolate bars and liquid chocolate. The primary product is chocolate cream, indicated by an eigenvalue of 0.692, followed by chocolate bars with a value of 0.281, and liquid chocolate with a value of 0.152 (Table 9).

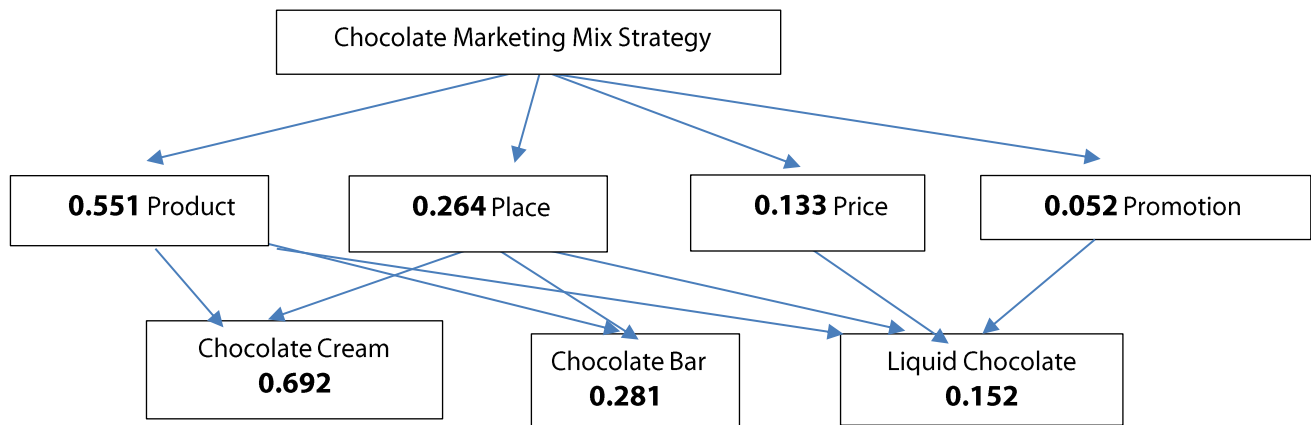


Figure 1. Hierarchical structure of the marketing mix strategy for chocolate

Decisions obtained from the analytical hierarchy process show the most popular superior product. Strategies for developing the main product, chocolate cream, include producing flavors similar to those in chocolate bars and increasing sales with a broader range of available flavors. Strategies based on place factors include increasing the number of sales outlets with potential consumers. Promotion strategies involve developing online market strategies through social media, reaching more chocolate enthusiasts on trending platforms such as Instagram, reels, and TikTok. Chocolate pricing strategies can be optimized to be accessible to a wide range of consumers.

Table 9. Strategy for selecting superior products at Jungle Gold Bali chocolate

Marketing mix	Weigh	Cream	Bar	Liquid
Product	0.551	1.265	0.620	0.346
Place	0.264	1.082	0.297	0.154
Price	0.133	0.304	0.149	0.077
Promotion	0.052	0.119	0.058	0.030
Total		2.770	1.124	0.607
Average		0.692	0.281	0.152
Ranking		1	2	3

Conclusion

Chocolate cream emerged as the most preferred product by consumers. Strategies implemented in product development at the main factory involve processing cocoa into chocolate cream, chocolate bars, and liquid chocolate. This allows consumers to witness the chocolate-making process firsthand and participate in chocolate packaging at the factory. Chocolate promotion is consistently carried out through both offline and online channels, such as the company's website, which provides background information on chocolate production in the chocolate industry in Bali. Based on hierarchical process analysis, marketing priorities for chocolate at the chocolate company in Bali prioritizes marketing strategies as chocolate cream, followed by chocolate bars and liquid chocolate.

Acknowledgment

We extend our gratitude to Mahasaraswati University Denpasar for facilitating this research, which provided insights into priority decisions in the chocolate marketing mix at chocolate companies in Bali. We hope this research can serve as a reference for chocolate entrepreneurs to formulate strategies for their company's industry development and evaluate the strategies implemented by the company in industry development.

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