

## **Analysis of Market Potential Development of Al-Amin Science and Industrial Park (Living Lab) Glugur Rimbun Area in Kutalimbaru District, Deli Serdang Regency**

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**Abstract.** *Al-Amin Science And Industrial Park (Living Lab) area is located in Glugur Rimbun, Sampe Cita Village, Kutalimbaru District, in Deli Serdang Regency, North Sumatra Province. This land area is approximately 20 hectares and is owned by the Panca Budi Development University Foundation. Initially, this area is in the form of an Oil Palm plantation, it will be developed into an Industrial Estate oriented to Science and Nature Laboratories. The methods used are qualitative methods of literature studies and field studies. There is a considerable market opportunity in the development of the area so that it can provide benefits and profit benefits for stakeholders and the community in Kutalimbaru District, that is, the most popular product is the development of the Agricultural Area by 28%, followed by the Livestock Area by 22%. As for each of them, 9% of the public interest is in the development of Nature Tourism Areas, Educational Tourism, and Open Learning Spaces (Nature Schools). The remaining 7% of people are interested in the Selfie Area. The Tarekat Museum area and Restaurants and Cafes are in demand by only 6% and for the Development of Edutech Tourism Areas are in demand by 4%.*

**Keywords:** *Glugur Rimbun, Development, Al-Amin Science And Industrial Park (Living Lab), Market Potential*

### **INTRODUCTION**

Glugur Rimbun is one of the places located in Sampe Cita Village, Kutalimbaru District, including in the Deli Serdang Regency, North Sumatra Province. Deli Serdang

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Regency consists of 22 sub-districts and 394 villages [1]. These districts include Gunung Meriah, Sinembah Tanjung Muda Hulu, Sibolangit, Kutalimbaru, Pancur Batu, Namorambe, Biru Biru, Sinembah Tanjung Muda Hilir, Bangun Purba, Galang, Tanjung Morawa, Patumbak, Deli Tua, Sunggal, Hamparan Perak, Labuhan Deli, Percut Sei Tuan, Batang Kuis, Pantai Labu, Beringin, Lubuk Pakam, and Pagar Merbau.

The natural condition of Kutalimbaru District generally has 2 (two) seasonal climates, namely the dry season and the rainy season where both climates are influenced by sea breezes and mountain winds. Administratively, Kutalimbaru District is bordered by several areas, namely: the North is bordered by Sunggal and Pancur Batu Districts, the South is bordered by Sibolangit District, the East is bordered by Pancur Batu District, the West is bordered by Langkat Regency.

**Table 1. Villages in Kutalimbaru District**

<b>No</b>	<b>Village Name</b>	<b>Number of Inhabitants (inhabitants)</b>
1	Kutalimbaru	3.574
2	Kwala Lau Bicik	1.400
3	Lau Bakeri	4.527
4	Namo Mirik	1.480
5	Namo Rube Julu	1.600
6	Pasar X	2.183
7	Perpanden	2.533
8	Sampe Cita	2.888
9	Sawit Rejo	3.629
10	Sei Mencirim	5.692
11	Silebo Lebo	2.400
12	Suka Dame	3.064
13	Suka Makmur	2.119
14	Suka Rende	4.160

Source: Kutalimbaru Sub-District Village Head Office

The concept of integrated area development is implemented through various integrated area developments, which originate as efforts to develop special areas that are cross-sectoral and at the same time improve community welfare and poverty reduction in relatively underdeveloped areas. This program is oriented towards an equitable development strategy, which can be sectorally oriented when related to the efforts of sectoral activities in one region and can be regionally oriented if it is related to the efforts

of a region to improve the economy and welfare of a particular region to have improved socioeconomic conditions.

It is important to know and conduct a study of the potential and market opportunities for the development of the Glugur Rimbun Area and support the activities of the UNPAB Academic Community. In line with the increase in activities, it is hoped that it will not only increase the productivity of the entire academic community but be able to provide business opportunities and local community cooperation in supporting the improvement of community welfare in Kutalimbaru District, especially in the Glugur Rimbun Area.

The study of market potential is a common thing that is often done when a product will be marketed by producers. The main purpose of this study is to obtain and obtain information related to the new product. So that the right marketing model can be carried out to achieve its goals. The objectives of this market potential study include:

1. Find a profitable market
2. Choose the right product to be marketed
3. Determine consumer changes in behavior (consumer behavior)
4. Improve better marketing models and strategies
5. Target realistic product goals.

The emergence of ideas and ideas for the development of this region due to the changing concept of Education faced by every future university, which is required to have the ability to meet the needs of students and the global community that education is obtained not only in college but can be obtained from anywhere. For this reason, UNPAB took the opportunity now as well as to answer the challenges of change by developing the Al Amin Science And Industrial Park (Living Lab) Glugur Rimbun Area. This area is expected to be the center of the implementation of all activities that support the Tridharma of Higher Education for the Entire Academic Community, MBKM Curriculum (Kampus Merdeka Merdeka Belajar), Internships, and Laboratory Centers that can accommodate the fulfillment of all the needs of Study Programs within the Universitas Pembangunan Panca Budi (UNPAB).

To disseminate the existence of a product, it is necessary to carry out a marketing process, namely, activities carried out by companies to promote a product or service they

have to the wider community. In marketing, there are many obstacles, but as humans who are given reason and mind, we must be able to continue to innovate even though we are exposed to many obstacles.

Based on data and conditions in Glugur Rimbun, the development of this area is beneficial for the community and has the opportunity to provide profit benefits for stakeholders. Therefore, this is the author's reason for compiling this scientific paper entitled "Analysis of Market Potential Development of Al-Amin Science And Industrial Park Area (Living Lab) Glugur Rimbun, Sampe Cita Village, Kutalimbaru District, Deli Serdang Regency".

## **LITERATURE REVIEW**

In the Big Indonesian Dictionary (KBBI) Online, potential means abilities that can be developed or hope to be developed further, either in the form of strength, power, or ability obtained by the community directly or through a long process.

Kotler & Keller (2012) stated that market potential can be done to monitor the scope of marketing. The main purpose of the scope of research on market potential is to determine the level of market demand for products. The scope of market demand is regarding (1) product level; (2) territory; (3) time; (4) market: age, gender, education, occupation, and occupation. Huriyati (2005) concluded that consumer understanding is closely related to the decision-making process to use goods or services to satisfy their needs. Individual characteristics are internal (interpersonal) factors that move and influence behavior. Individual characteristics consist of (1) consumer resources; (2) motivation; (3) engagement; (4) knowledge; (5) attitude; (6) personality; (7) values and (8) lifestyle.

The market potential analysis is one of the instruments that play a role in knowing the potential market for the business to be developed. The goal is to find out how feasible the market is related to the products offered by the company. This analysis will also help the entrepreneurs to identify the strongest markets, and potential customers as well as to allocate resources effectively.

Ways or techniques in analyzing market potential can be through several approaches, namely:

### **Demand Approach**

One of the best ways to find out the conditions and potential of a particular market share is to approach demand. This method emphasizes human needs that until now have not been fully fulfilled or some may have been met but the results are not satisfactory. For example, many people in rural areas go to the city just to buy clothes. It can be interpreted that villagers may not get clothes that suit their tastes in the village or cannot find them in their area. Through this approach and observation, it is concluded that the village is a good business opportunity to build a clothing business that suits their tastes as well as the price is different from the price of clothes in the city. You can find out the demand from the total needs, the number of consumers, and the target market.

### **Bidding Approach**

There is a demand approach and there is a supply approach. This bidding approach starts from the ability of an entrepreneur to produce goods and provide services, both services and other products and activities. This is where you'll start looking for markets that need it. Here you must fully understand the desires and trends that are prevailing in society. Before doing business, then you should know whether people's purchasing power towards your business will be in line? Can they afford it? How is the quality of your product with that type of similar product? What are the advantages of your business and so on. That is what you must do and understand correctly so that it can be used as a reference to develop a business. By doing this approach, you will indirectly know the level of other competitors.

### **Observe the Most Desired Needs.**

Before making or creating a product, you should know and make observations about the needs that are most needed by surrounding consumers. For example, daily necessities such as necessities or toiletries. Of course, this is the main need for the community. In addition to the main needs, there are still seasonal needs for example goats for Eid al-Adha or ketupat for Eid.

### **When they need the Product**

The time when people need products is also very important because if you sell products when the time is not right, then consumers will not be interested and producers

will not get a profit. For example, selling umbrellas in the summer. Although some people buy it, the sales will not be as good as during the rainy season.

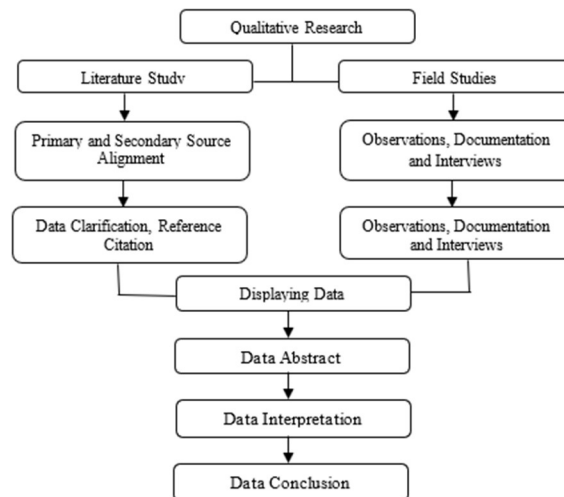
### **Adapt the Product to the Consumer's Profession**

In this approach, it should be known in advance the profession of most of the consumers. For example, agricultural areas must provide tools that support agriculture. That way, profits, and target markets will be obtained quickly. If in the water area, it can provide services or products related to fishermen and so on.

By analyzing the market potential first, you will get the best investment benefits from the business that can be used in the future.

## **RESEARCH METHOD(S)**

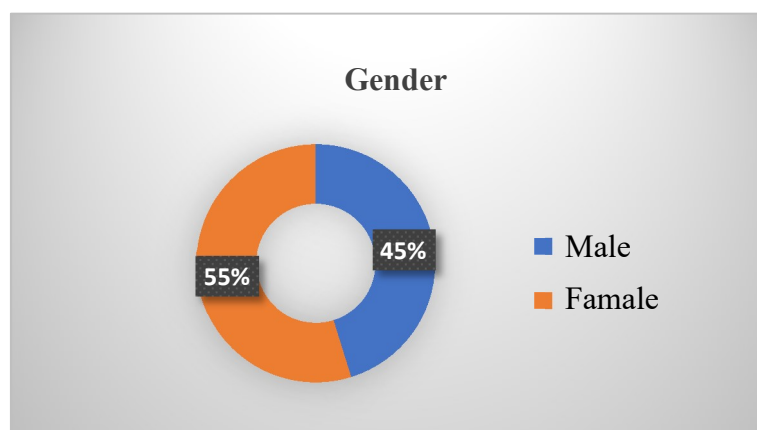
This research uses qualitative methods of literature studies and field studies. With a random sampling technique or also known as random sampling. Random sampling is a type of probability sampling of each person throughout the target population who has an equal chance of being selected, but this sample selection is done randomly and not sequentially. The research stage is carried out by collecting literature sources, both primary and secondary. This study conducted data classification and reference citation. In the next stage, this research is carried out through field studies. The location of the study was determined, namely in Kutalimbaru District, Deli Serdang Regency, respondents, and informants. In the implementation of field research, observations, documentation and interviews are carried out. Data from literature studies and field study results are displayed as research findings, abstracted to obtain complete information, and interpreted to produce knowledge for conclusions. The qualitative research chart of literature studies and field studies is shown as follows:



**Figure 1. Research Flowchart**

**FINDINGS AND DUSCUSSION**

Villages in Kutalimbaru sub-district consisting of (1) Suka Makmur, (2) Perpanden, (3) Namo Mirik, (4) Suka Dame, (5) Kwala Lau Bicik, (6) Pasar X, (7) Sampe Cita, (8) Kutalimbaru, (9) Suka Rende, (10) Lau Bakeri, (11) Silebo Lebo, (12) Sawit Rejo, (13) Sei Mencirim, (14) Namo Rube Julu is having resources as economic potential and business opportunities. Respondents were 219 people with 99 male sex with a percentage of 45 percent. And the female sex is a total of 120 people, namely with a percentage of 55 percent.

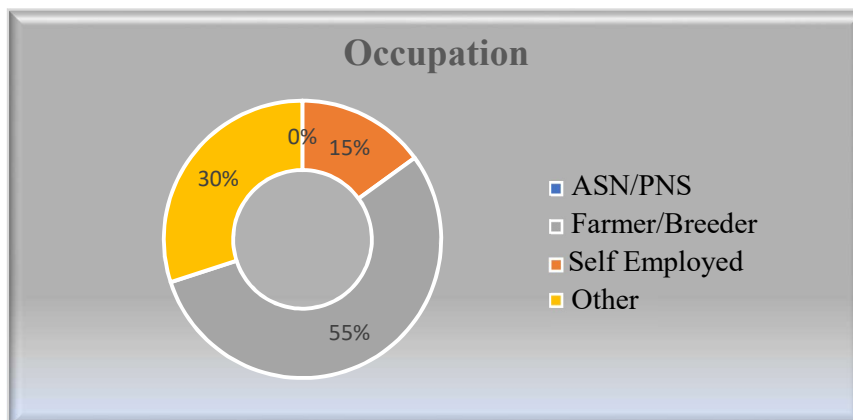


**Figure 2. Characteristics of Respondents by Gender**



**Figure 3. Map of Kutalimbaru District**

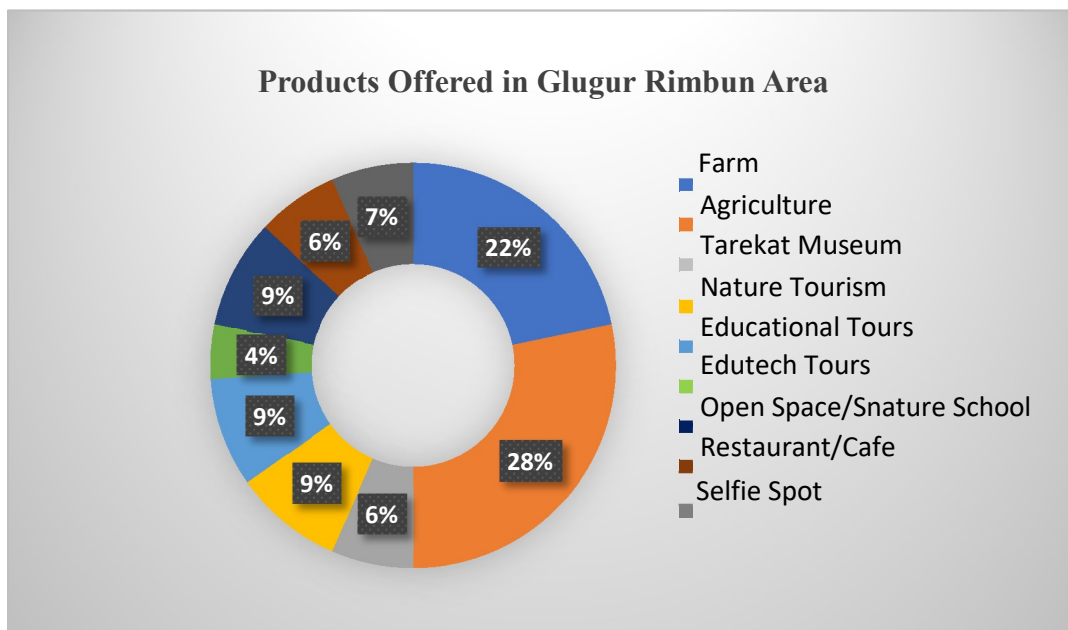
One way and method to find out market potential is by market demand, obtained from the products offered in the development of this Area, 28% are interested in the development of Agricultural Areas. This area will develop potted fruit plants (tabulampot), medicinal plants as well as various kinds of vegetable plants with planting techniques using soil media or hydroponic planting. Furthermore, 22% of the interest of the Glugur Rimbun community wants to build a Livestock Area, namely because the Kutalimbaru District area, especially Sampe Cita Village, wants a development area, especially goats, cattle, and chickens. As it is known that the market potential of products offered to consumers is closely related to the livelihoods and jobs that exist in a region and about 55% of people have jobs as farmers and ranchers.



**Figure 4. Characteristics of Respondents Based on Occupation/Livelihood**



Some of the products offered in the development of the Glugur Rimbun Area are in the form of the development of Natural Tourism Areas, Educational Tourism, and Open Learning Spaces, each of which is in demand by the public by 9% only. While the development of the area into a Religious Museum, Restaurants, and Cafes as well as selfie places is only in demand by 4%. This bidding approach starts from the ability of an entrepreneur to produce goods and provide services, both services and other products and activities. From here will start looking for markets that need it.



**Figure 5. Products Offered at the Development of the Glugur Rimbun Area**

Consumers in deciding to purchase a product can be influenced by several things including one of which is the distance or place to obtain the product. The distance and location where the product was found are the factors that most influence consumers to want to visit the Development of the Glugur Rimbun Area, which is 53%, while 42% choose to visit because of the type of tourism products offered by stakeholders of the Glugur Rimbun Area Development. The remaining 5%, of consumers, visit because the location is viral and trending on social media, also because of advertisements and promotions carried out by producers.

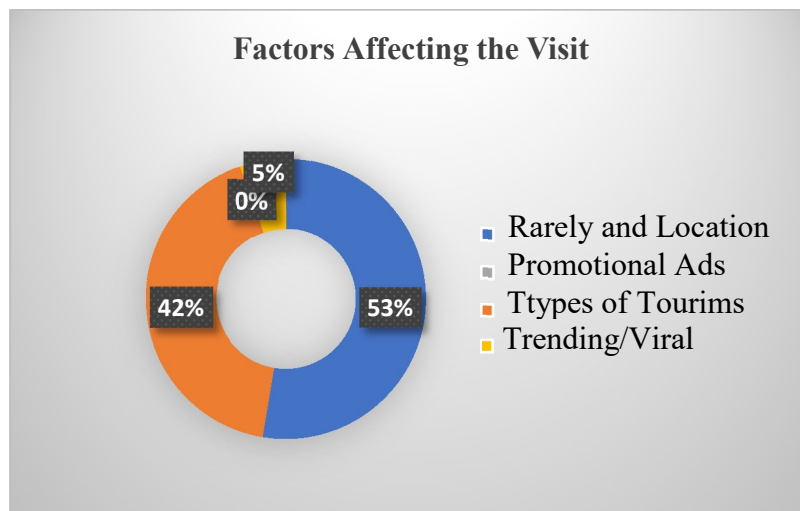


Figure 6. Factors Influencing a Visit to the Glugur Rimbun Area

## CONCLUSION AND RECOMMENDATION

### Conclusion

There is the considerable market opportunity and interest in the development of the Al-Amin Industrial And Science Park (Living Lab) Glugur Rimbun Area so that it is predicted to be able to provide benefits and profit benefits for stakeholders and the community in Kutalimbaru District, namely the most popular product is the development of the Agricultural Area by 28%, followed by the Livestock Area by 20%. As for each of them, 9% of public interest is in the development of Nature Tourism Areas, Educational Tourism, and Open Learning Spaces. The remaining 7% each is a public interest in the products of Museum Area Development, Restaurants, and Cafes as well as Selfie Places. The development of Edutech Tourism Areas is in demand by 4%.

### Recommendation

Market opportunities and interest in the Development of the Glugur Rimbun Al-Amin Science And Industrial Park (Living Lab) Area in Sampe Cita Village, Kutalimbaru District should be the attention of the Stake Holders and Prof.H.Kadirun Yahya Foundation to increase the productivity of the academic community at UNPAB.

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