

The Promotion Strategy for Virgin Coconut Oil Products in The Pangsan Ayu Group, Petang District, Badung District

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ABSTRACT

Objectives: Virgin Coconut Oil (VCO) is oil obtained from the processing of coconuts, this VCO has many benefits, especially for health and beauty. However, this product still faces obstacles in the marketing process. Digital marketing is one solution that can be offered to the Pangsan Ayu group. The purpose of this research is to determine the marketing system used and to determine the appropriate marketing method used by the Pangsan Ayu group.

Methodology The research was conducted using a survey method through the use of questionnaires and in-depth interviews. The quantitative and qualitative data obtained were analyzed using statistical analysis with SPSS version 25 application. Primary data was obtained from questionnaires given to 96 respondents, consisting of 90 consumers, 4 producers (Pangsan Ayu group) and 2 representatives of the Pangsan Village government.

Finding: The research results show that: The group has carried out the planning stage before carrying out the production process 83.3%. Apart from that, the group has also received training (33.3%) and is skilled in processing VCO (33.3%) and the group has divided work tasks (66.7%) in carrying out production.

Conclusion: All consumers, 100% of the 90 people who were respondents, said they had used Pangsan Ayu VCO, had purchased it by order, so they recommended using VCO. Most of the 66.7% VCO oil is sold at IDR 35,000, this price is considered cheap at 34.4% and some say the price is moderate at 61.1%. VCO quality is good at 44.4%, attractive at 44.4% and the information conveyed on the packaging label is complete. Most of Pangsan Ayu's VCO products are 51.1% for beauty and 44.4% for health.

Keywords: Promotion Strategy; Virgin Coconut Oil; Digital Marketing; Marketing Method.

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INTRODUCTION

Indonesia is known as an agricultural country where approximately 60% of its population works in agriculture. Agriculture has an important role in the Indonesian economy and is the main income and source of foreign exchange for the country (Mutia et al., 2017). Plantations are a sub-sector of the agricultural sector which has an important and strategic role in national development and plantations are the largest contributor to GDP (Fadilah & Hidayati, 2017). The role of the plantation sub-sector is clearly visible in the State's foreign exchange receipts through exports, providing employment opportunities, meeting domestic consumption needs, as a raw material for domestic industry, obtaining added value and competitiveness as well as optimizing sustainable management of natural resources (Danil et al., 2014). Otherwise Bali as one of the most famous tourist destinations in the world, Bali Province is also one of the areas producing plantation crops. Some of the plantation crops that are widely produced in Bali include: coffee, cocoa and coconut. Part of the three commodities above, coconut is a plantation commodity that has not received much attention from the government or private sector therefore the existence of coconut commodities, especially for farming communities, has not been able to provide significant economic income.

Coconut plants can be found in almost every garden owned by the community. Especially for the Balinese people, the benefits and functions of coconut plants not only play a role in improving the family economy but also play an important role in supporting religious activities and events. Pangsas Village is a village in Badung Regency where most of the people have coconut plants. The presence of coconut plants around the yard and garden really helps ease the family's economic burden because from coconut plants the community gets additional income from the sale of coconuts, coconut leaves and traditional coconut oil. Unfortunately, the proceeds from the sale of these products have not been able to meet the family's economic needs.

Several years ago, a group of women in Pangsas Village were given training in technology for processing coconut into virgin coconut oil (VCO) by several relevant government agencies and universities with the aim to increase the added value and selling value of coconuts and to be able to increase family income. However, according to interview found that marketing of VCO is difficult due to lack of knowledge and marketing skill of the group therefore the number of VCO sealing was limited. In addition limited of digital marketing used and limited promotion activity decreased of VCO sealing number. Finally, production cannot be carried out continuously. (Sulestiyono et al., 2021) explained that digital marketing has a positive influence and significantly increases sales results. Research conducted by (Adithia & Jaya, 2021) found that use of social media, especially Instagram, in marketing coffee drink products is very effective in disseminating promotions more quickly and cost effectively to customers compared to traditional media methods. Research result (Upadani & Krisnawan, 2022) reported the external factor that influences opportunities for developing the honey business in the Sarining Trigona Pertiwi Badung group is the creation of promotional media through social media and online marketing. Based on the problems mentioned above, it is very necessary to carry out research on the factors that influence the marketing level of VCO oil, and determine the appropriate marketing strategy that can be implemented by the Pangsas Ayu group in marketing the VCO products produced. The aim of research was to find out the marketing system used and to determine the appropriate marketing method used by the Pangsas Ayu group. The hypothesis propose is digital promotion can improve the number of VCO product selling in Pangsas Ayu group.

LITERATURE REVIEW

Coconuts

Coconut is one of the plantation crops that is able to grow and be produced well because it is supported by the agro-climatic climate in Indonesia which is very suitable for the growth of coconut plants. Coconut is also often called the tree of life and heavenly tree because all parts of the coconut plant can be used for life (Henrietta et al., 2022). Coconut plants can grow easily without needing special care.

Large coconut contained more soluble sugar (47.10%) and reducing sugar (17.68%), while small coconut possessed more ash (10.17%), protein (9.22%) and fat (5.03%) (Zhang et al., 2022). The role of coconut commodities to date is still limited as a provider of raw materials for downstream industries developing in other countries, and has not been utilized optimally for the development of coconut-based downstream industries in Indonesia. In fact, the largest profit margin for coconut-based industries can be obtained from the development of downstream industries. According to (Henrietta et al., 2022), the coconut plant has many benefits, from the roots to the leaves, which can produce various types of products such as building materials, household furniture, food and drinks. However, until now the use of coconuts is still very limited. Most coconuts are sold fresh and only a small portion are processed into processed products such as coconut oil, nata de coco and virgin coconut oil (VCO). Processing coconuts into traditional coconut oil is mostly done by people in rural areas because the manufacturing process is easy and does not require higher technology and equipment. In fact, economically making traditional coconut oil is less profitable because requiring a lot of fuel, and takes more times in the heating process. Based on several research that processed coconut to Virgin Coconut Oil (VCO) is more profitable and prospect in the future.

Virgin Coconut Oil (VCO)

Virgin coconut oil, which is better known as VCO is a processed coconut product made by pressing coconut milk without any heating process. There are several methods for making VCO oil, namely: making it using the centrifugal method, the fishing method, and the fermentation method. Each method will produce VCO oil with different qualities (Mangku et al., 2021). VCO has a very high lauric acid content of 45-55% so it is widely used as a raw material for the food, cosmetics and pharmaceutical industries and is widely used for health purposes in curing various diseases (Kusuma & Putri, 2020). According to (Nur et al., 2012), VCO oil has great added value due to it can be used as raw material for various products such as cosmetics, soap, food and medicine. It is hoped that the existence of a VCO manufacturing business can provide a solution for marketing coconuts, so that it can help keep the price of coconuts more stable. Apart from that, the existence of a VCO processing business will help create jobs.

Marketing Strategy

In the development of agro-industry in rural areas, apart from the problem of low product quality, the problem that is also often faced is difficulties in marketing the product. However, marketing issues play a key role in the success of a business. No matter how good the product quality is, if it cannot be marketed, the production process will not run well and sustainably.

VCO oil products produced by the Pangsang Ayu group in Pangsang Village already have several advantages, namely that the quality is good and has a fairly long shelf life, more than 12 months. Even though the quality of the VCO oil produced is good, the marketing process is still experiencing problems. So far, marketing has only been limited to local markets in the village and a few buyers from outside the village. The sales volume of VCO oil from both groups is still very small, so this condition causes the groups not to dare to carry out the production continuously. To overcome this problem, an appropriate marketing strategy is needed to be implemented by the two groups above. According to (Ginting et al., 2020) a marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides guidance on the activities that will be carried out to achieve a company's marketing goals. In designing a marketing strategy, the most important thing that marketing management needs to do is apply the STP (Segmenting, Targeting, Positioning) concept. The research results of (Maylinda & Sari, 2021) stated that the marketing strategy needed to increase tourist visits to chocolate houses is through product differentiation, maximizing promotions to make them better known to local and foreign communities and adding supporting facilities.

METHOD

This research was carried out in the Pangsang Ayu group, Petang District, Badung Regency, Bali Province. This research took 8 months, namely from January to August 2024. The research began by conducting a theoretical study of several research journals on VCO oil, discussions with people who were experts in the VCO business, and collecting information from the field. The next stage is conducting a field survey to see directly the conditions existing in the VCO producing group, identifying the potential or advantages and problems faced by the two groups in marketing VCO oil as well as the expectation of both groups. Then proceed with the formulation of research variables, indicators for each variable, and parameters for each indicator. Analysis testing uses IFAS and EFAS matrix analysis as well as SWOT analysis (Hikmah et al., 2020); (Widari Upadani, 2023). Identification of the causal factors was carried out through the stages of survey, observation, interviews and extracting structural and detailed information using questionnaires for the management and members of the Pangsang Ayu group as well as several consumers who bought VCO products. There are 96 respondents were used as sample. These samples consist of 30 group members, 30 of consumers, and 9 of local official village. The sample take using purposive sampling method. Through this research, was obtained data and information as well as recommendations for appropriate marketing strategies to be implemented by the Pangsang Ayu group which operates in the VCO oil business (Widari Upadani, 2023). The data used consists of two types of data, namely primary data and secondary data. Primary data is data obtained through interviews (in-depth interviews). The results obtained from this primary data are used to answer the research objectives that have been formulated to identify internal and external factors, determine alternative strategies and map routine and annual program recommendations. Data collection was carried out through several stages starting with distributing questionnaires and interviews with respondents. From the results of distributing the questionnaire, quantitative data was obtained and analyzed statistically using SPSS. Before distributing the questionnaire, analyzed of questionnaire carried out using validity and reliability test. Based on test, calculated r value $> r$ of table (Sig < 0.05) it means the questionnaire is valid. Meanwhile, the reliability test showed that $\alpha = 0.83$ mean the questionnaire is reliable to carried out (Huwae, Karien et al., 2017). Through interviews qualitative data will be obtained. To find out information related to internal

(strengths and weaknesses) and external (opportunities and threats) factors that influence the company's competitive strategy. SWOT (strengths, weaknesses, opportunities and threats) with pairwise comparisons to find out the most influential factors. The most influential factors can be obtained from the results of data processing using the SPSS version 25 application. There you will see the factors that appear most frequently or dominantly in each question selected in the questionnaire given to producers and consumers. The results of the SPSS data tabulation will produce internal and external company factors. Qualitative data is presented in descriptive form to describe the general picture and internal and external factors in the Pangsan Ayu group. Quantitative data takes the form of weighting for internal and external factors then weighting for the decision-making stage and determining strategic priorities (Sarah et al., 2019). After determining the company's internal and external factors, the next stage is determining alternative company strategies through in-depth interviews. In determining alternative strategies, a SWOT analysis tool is needed. According to (Mangku et al., 2022) & (Wakerkwa & Munandar, 2022), SWOT analysis helps to develop four types of strategies, namely SO (strengths-opportunities), WO (Weakness-opportunities), ST (strengths-threats), and WT (Weakness-threats) strategies. SWOT allows users to determine strategic alternatives based on a combination of internal and external factors.

RESULTS AND DISCUSSION

Group Profile

Pangsan Ayu business group is a home industry scale of coconut processing business (VCO) that has been authorized by the village government located in Pangsan Village, Petang District, Badung Regency, Bali Province. According to the data obtained, it shows that this group has been trying for 4 years. All members of the group of 30 people live in Badung Regency. The age of 66.7% of the group members was between 32-37 years and 33.3% were more than 38 years old. Pangsan Ayu group VCO business has a production house covering an area of 1 acre with a building size of 6 x 8 m². This group has initial capital of IDR 1,500,000.

Production

The results of the analysis of the group's capacity to receive education and training showed that 33.3% said they had received training, while 66.7% had not received training. In terms of skills in working in the field of VCO processing, it shows that 33.3% are skilled, while 66.7% say they are not yet skilled. In terms of production, the group has carried out 83.3% planning in making VCO such as making a production schedule and production quantities. Meanwhile, 16.7% did not plan the production process. based on statistical analysis, found that 66.7% of employees divided work tasks, while 33.3% did not share work tasks. This means that most members of the Pangsan Ayu business group have distributed work tasks to each member through making schedules so that work can run smoothly and be completed on time. In the VCO production process, 50% of the group stated that they still found several obstacles and 50% stated that they had not encountered any obstacles. In the production process, workers are aware of the possibility of damage to VCO products and at the same time know how to overcome or repair the damage.

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Consumer

The results of statistical analysis showed that all consumers (100%) out of 90 consumers stated that they were familiar with VCO produced by the Pangsan Ayu group. Moreover, with the assessment of having purchased VCO, how to purchase it by order, and consumers who have used it recommend using Pangsan Ayu VCO with a percentage of 100% each. According to the results of the analysis of the calculation of respondent data for a total of 96 respondents using the SPSS method, the results of the processing method obtained almost 85 respondents answered that consumers get VCO products conventionally by buying directly to the group. This means that the Pangsan Ayu group is still not optimal in conducting digital marketing media, from the results of the processing of the SPSS method, hope that the results of this research can help in choosing a good marketing strategy in the future. The results of the calculation using the SPSS method are then continued to IFAS and EFAS analysis with the intention of obtaining information related to the factors that affect the VCO business in the Pangsan Ayu group as shown in Table 1 and Table 2.

Table 1 IFAS Matrix (Strengths and Weaknesses)

Internal Factors			
Strength Factors	Weight	Rating	Scores
1. Raw materials are quite available	0,066	3,720	0,245
2. Affordable product prices	0,062	3,520	0,219
3. The capital itself does not depend on the government	0,064	3,640	0,234
4. Have adequate production space and machine tools	0,063	3,560	0,224
5. VCO products produced by Pangsan Ayu already have BPPOM permits	0,066	3,760	0,250
Total Strength	0,666	37,680	2,516
Weakness Factors	Weight	Rating	Shoes
1. Access to obtain VCO products are limited	0,041	2,320	0,095
2. Consumers still get information about VCO products conventionally	0,040	2,240	0,089
3. Not using social media as a promotion	0,053	3,000	0,159
4. The processing of VCO products still uses simple machine tools	0,039	2,200	0,086
5. Lack of knowledge and skills in digital promotional activities	0,048	2,720	0,131
Total Weaknesses	0,334	23,840	1,019
Total IFAS	1,000		3,536

Table 2 IFAS Matrix (Strengths and Weaknesses)

External Factors			
Opportunity Factors	Weight	Shoes	Rating
1. The availability of similar products on the market is still limited	0,076	3,320	0,254
2. VCO products are used as raw materials for various products such as cosmetics, soaps, food and medicines	0,074	3,200	0,236
3. VCO products are used as raw materials for various products such as cosmetics, soaps, food and medicines	0,076	3,280	0,248
4. Government policies support efforts to empower village communities	0,075	3,240	0,242
5. The community's economic growth is getting better	0,070	3,040	0,213
Total Opportunities	0,673	29,200	2,189
External Factors			
Threat Factors	Weight	Shoes	Rating
1. Increasingly competitive price competition for similar products	0,047	2,080	0,099
2. Global and national economic conditions are still difficult	0,047	2,040	0,095
3. The price of raw materials is getting more expensive	0,054	2,360	0,127
4. Consumer purchasing power decreases	0,046	2,000	0,091
5. The emergence of various similar businesses	0,055	2,400	0,131
Total Threats	0,327	19,840	0,924
Total EFAS	1,000		3,113

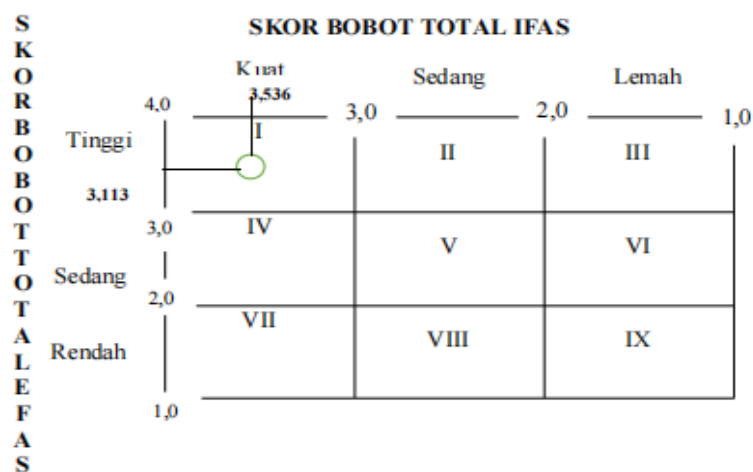


Figure 1 Internal and External Matrix of Pangsan Ayu Group

The SWOT matrix is a concrete step that should be taken by the Pangsan Ayu group based on the development of the IE matrix. Various alternative strategies can be formulated based on the SWOT matrix analysis model. There are four main strategies that can be suggested, namely the SO, ST, WO, and WT strategies.

Table 3 SWOT analysis and Development Strategy

		Strength (S)	Weakness (W)
External	Internal	1. Raw materials are quite available	1. Access to obtain VCO products are limited
		2. VCO products produced by Pangsan Ayu already have BPPOM permits	2. Consumers still get information about VCO products conventionally
		3. The capital itself does not depend on the government	3. The processing of VCO products still uses simple machine tools
		4. Have adequate production space and machine tools	4. Not using social media as a promotion
		5. Affordable product prices	5. Lack of knowledge and skills in digital promotional activities
Opportunity (O)		S-O Strategy	W-O Strategy
1. The availability of similar products on the market is still limited		1.Expanding marketing networks (S3,S4,S5,O1,O2,O5)	1.Strengthening cooperation or collaboration with government agencies (W3,W4,W5,O3,O4,O5)
2. Government policies support efforts to empower village communities		2.Improving the quality of service to consumers (S1,S3,S4O5,O4)	2.Improve the quality of human resource management with training (W5,W3,W1,O3,O4,O5)
3. The community's economic growth is getting better			
4. People's mindset for healthy living is increasing			
5. VCO products are used as raw materials for various products such as cosmetics, soaps, food and medicines			

Threat (T)	S-T Strategy	W-T Strategy
1. Increasingly competitive price competition for similar products	1. Increasing promotional activities with digital media (S2,S4,T2,T3,T5)	1. Increasing the use of technology in VCO business management (W2,W5,T1,T2,T4)
2. The emergence of various similar businesses	2. Setting competitive prices to cope with globalization developments (S4,S5,T3,T4)	2. Streamline VCO operational costs (W1,W3,T2,T4,T5)
3. The price of raw materials is getting more expensive		
4. Consumer purchasing power decreases		
5. Global and national economic conditions are still difficult		

Discussion

Based on Table 1, showed that the total score of the internal strategy factor is 3,536 which is classified in the category of quite strong. The main strength possessed by the Pangsan Ayu group is that the VCO products produced by Pangsan Ayu already have BPOM permits, the raw materials are quite available, and the capital itself does not depend on the government with score values of 0.250, 0.245 and 0.234. These three parameters have a great influence on the strength possessed by the company. In contrast to the strengths, the main weaknesses of the Pangsan Ayu Group are not using social media as promotion, lack of knowledge and skills in digital promotional activities, and limited access to obtain VCO products. The scores of each of these indicators are 0.159, 0.131 and 0.195 respectively. These three parameters are the ones that actually have the biggest impact on the current state and development of the company. This result in line with studied by (Usman, 2023) digital promotion provided large impact for the consumer to buy of the product due to easier obtained information of products. (Romadonny & Rosmadi, 2018) reported that promotion and quality 76.50% affected the decision of consumer to buy product.

Based on Table 2, it is known that the total score of external strategy factors is 3.113 which shows that in general, the situation of the Pangsan Ayu group has a fairly high response to the opportunities and threats that occur. The parameters that are the main opportunities for the development of the Pangsan Ayu group are that the availability of similar products on the market is still limited, products can be used as raw materials for various products such as cosmetics, soap, food and medicines and government policies support efforts to empower village communities with scores of 0.254, 0.248, and 0.242. Meanwhile, the main threats are the emergence of various similar businesses, increasingly expensive raw material prices, and increasingly competitive price competition for similar products with scores of 0.131, 0.127.0, and 0.099.

The total score of internal and external factors after being mapped in the IE matrix shows that the position of the Ayu Pangsan group is in cell I (Figure 1), namely in the position of the I quadrant which is growing and building. The commonly used strategies in this position are

market penetration and product development. According to (Bruce et al., 2023), market penetration is increasing the market share for current products/services in the market through greater marketing efforts. This can be achieved by developing and marketing products with a wider reach, namely if so far to get VCO products, access is very limited only in groups, groups should also increase access to collaborate with LPD or “Koperasi” so that consumers can easily get their products. Another strategy is to improve product quality, such as adding production equipment for more modern VCO processing. Another strategy in the growth strategy is to increase access to a wider market. Efforts that can be made are by increasing product promotion and marketing activities, both collaborating with government agencies and other private companies through product exhibitions and digital marketing through social media and marketplaces such as Tokopedia, Lazada, etc. This method is the most important strategy if the condition of the company is in rapid growth and there is a tendency of competitors to wage price wars in an effort to increase market share. A growth strategy through horizontal integration is an activity to expand the company by building in other locations, and increasing the types of products and services (Afrilia, 2018).

Based on the results of the SWOT matrix above (Table 3), the following alternative strategies are obtained.

1. *Strategi S-O*

The strategies produced by using strength to seize opportunities are as follows.

- a. Expand marketing networks. This strategy aims to expand the marketing coverage area which will later affect the increase in the number of sales per period. Improving the quality and distribution network that has not been running optimally so far. Thus, the product will always have a market share and distribution channels that will always guarantee the existence of consumers, so that the company will develop and the company's existence will be maintained. Expanding the marketing area through cooperation with wholesalers and small traders, especially those in the corporate environment.
- b. Improving the quality of service to consumers. This strategy aims to improve the quality of service to consumers in providing satisfaction to consumers by taking a family approach so that it is able to provide a sense of comfort to every customer who comes directly to the company.

2. *P-O Strategy*

Alternative strategies that are produced by minimizing weaknesses by taking advantage of opportunities are as follows.

- a. Strengthening cooperation or collaboration with government agencies. This method is done with the aim of strengthening the company's bargaining position. By cooperating with the government, in addition to providing relief from the problem of borrowing corporate capital, it is hoped that it will be able to become a permanent marketing ground for companies. Because it is undeniable that the government must support the development of micro, small, and medium enterprises that are expected to be able to improve the quality of life of the community.
- b. Improving quality of human resource management with training. This strategy aims to increase ability and knowledge of human resources relevant with their fields. This training is in the form of informal training both in the form of theory and direct practice in the company. The form of training can vary according to the needs of the company and the target skills that must be possessed by each employee.

3. *S-T Strategy*

The strategies produced by using force to avoid threats are as follows.

- a. Increasing promotional activities with digital media. In general, this strategy aims to further introduce products to the wider community which is expected to be able to provide increased space for product distribution and expand marketing areas. Promotion can be done through product exhibitions and advertising on digital media such as Tokopedia, Lazada, etc.
- b. Setting competitive prices for the development of globalization. Pricing strategies have a big influence on the high sales of products. The price comparison that is not too far away greatly affects the likelihood of consumers choosing the company's products.

4. *W-T Strategy*

Alternative strategies produced by minimizing weaknesses to avoid threats are as follows.

- a. Increasing the use of technology in VCO business management. This strategy is carried out in an effort to simplify and accelerate the production and marketing process. Companies must be able to keep up with technological developments and advancements such as marketing through online media that is commonly done today in order to maximize the company's profits.
- b. Streamline VCO's operational costs. This strategy is quite important for the management to minimize unexpected costs and optimize the use of costs. The emphasis on operational costs is important, especially on daily labor wages.

According to his research and discussion, the correct promotion strategy will increase the volume of product selling (VCO) and increasing profit as well as improve the welfare of the Pangsan Ayu group. Growing of small business entrepreneurship (Pangsan Ayu group) in village will open new jobs opportunity and create benefit activity in the local government as well as increasing coconuts needed as raw material from farmers.

CONCLUSION

The results of research on the VCO of the Pangsan Ayu group from the perspective of producers, village government representatives and consumers obtained several conclusions, including:

Based on the discussion that has been described previously, it can be concluded as follows.

1. The internal environmental factors that have the highest value in the strength indicator are VCO products produced by Pangsan Ayu that already have BPOM permits, raw materials are quite available, and the capital itself does not depend on the government. The indicators of weakness are not using social media as promotion, lack of knowledge and skills in digital promotional activities, and limited access to obtain VCO products. Meanwhile, external environmental factors in the opportunity indicators are that the availability of similar products in the market is still limited, VCO products can be used as raw materials for various products such as cosmetics, soaps, food and medicines. and government policies to support efforts to empower village communities. The threat indicators are the emergence of various similar businesses, the increasingly expensive price of raw materials, and the increasingly competitive price competition of similar products. The position of the Pangsan Ayu group in the quadrant I position is growing and building.
2. The results of the SWOT analysis produced eight alternative strategies that need to be carried out by the Pangsan Ayu group, namely expanding the marketing network,

improving the quality of service to consumers, strengthening cooperation or collaboration with government agencies, improving the quality of human resource management with training, increasing promotional activities with digital media, setting competitive prices for the development of globalization, increasing the use of technology in management business, and manage VCO's operational costs.

3. The positive benefit for producer was obtained are the Pangsang Ayu group get some information and skill related with strength indicator, weakness, opportunity and threat indicators for promotion strategy of the VCO product development. Meanwhile, for academic benefit to encourage science strategy development related to promotion of VCO product.

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