



Significance of Marketing on Turnover Ukm in Sambirampak Lor Village

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Abstract:

Micro, Small and Medium Enterprises (MSMEs) play an important role in improving the economy of village communities, one of which is Sambirampak Lor Village. As digitalization develops, Kembang Ayu Cafe takes advantage of developments in digitalization through social media to attract consumer interest from various regions. Apart from that, the Banana Chips Production House and Pattulo Chips Production House only use marketing strategies by collaborating with local shops. This research aims to interpret marketing strategies for the development of MSMEs in Sambirampak Lor Village. This research uses a qualitative approach with a case study method through structured interviews, observation and documentation. The research results show marketing strategies to attract consumer interest. The research concluded that marketing digitalization is a strategic step in increasing competitiveness.

Keywords: Marketing strategy, MSMEs, Cafe Kembang Ayu, Sambirampak Lor Village.

Abstrak:

Usaha Mikro Kecil dan Menengah (UMKM) berperan penting dalam peningkatan perekonomian terhadap masyarakat di desa, salah satunya Desa Sambirampak Lor. Seiring berkembangnya digitalisasi cafe kembang ayu memanfaatkan perkembangan digitalisasi melalui media sosial untuk menarik minat konsumen dari berbagai daerah. Selain itu, Rumah Produksi Kripik Pisang dan Rumah Produksi Keripik Pattulo dengan hanya menggunakan strategi pemasaran dengan bekerja sama dengan toko - toko setempat. Penelitian ini bertujuan untuk menginterpretasi strategi pemasaran terhadap perkembangan UMKM di Desa Sambirampak Lor. Penelitian tersebut menggunakan pendekatan ABCD dengan metode kualitatif. melalui wawancara terstruktur, observasi dan dokumentasi. hasil penelitian menunjukkan strategi pemasaran dalam menarik minat konsumen. Penelitian disimpulkan bahwa digitalisasi pemasaran menjadi langkah strategis dalam meningkatkan daya saing.

Kata Kunci: Strategi pemasaran, UMKM, Cafe Kembang Ayu, Desa Sambirampak Lor

INTRODUCTION

MSMEs are one type of small business that plays a very important role in improving and growing the community's economy (Al Farisi et al., 2022). Because the existence of MSMEs is able to survive in any situation to achieve community welfare. The resilience of MSMEs was proven when the 1998 monetary crisis occurred, many large businesses fell, but MSMEs survived and even increased in number.

Micro, Small and Medium Enterprises (MSMEs) have an important role in the national economy, especially in improving community welfare and creating jobs (Redi et al., 2022). At the village level, MSMEs are the driving force of the local economy by utilizing available resources. However, the main challenge faced by MSMEs is how to increase their turnover and competitiveness amid increasingly fierce market

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competition. One of the factors that influence the success of MSMEs is the marketing strategy implemented.

In general, we often interpret strategy as a way to achieve goals. A strategy is a set of activities that have different actions that form a unique value. According to (Mohamad & Niode, 2020) strategies are activities that have competitiveness and a business approach that aims to achieve the desired performance or in accordance with the target.

Revealed by (Jurnal et al., 2020) marketing is a social and managerial process in which individuals and groups get the things they need and want by creating, offering, and freely exchanging products of value with other parties.

Marketing is one of the main activities that a company needs to do to maintain its business survival (Hamdi, 2021). This is because marketing is one of the company's activities, which is directly related to consumers. So marketing activities can be interpreted as human activities that take place and are related to the market.

Marketing strategy is a marketing mindset that will be used to achieve marketing goals, in which there are detailed strategies regarding target markets, positioning, marketing mix, and budget for marketing (Mashuri, 2019). Marketing strategy can be seen as one of the basic uses in developing planning evenly.

Another reason that shows the importance of a marketing strategy is the increasing competition that occurs in the business world. In this situation, the businesses that have been built must face this competition. Therefore, marketing should require serious attention from MSME processors, most importantly from determining the marketing strategy that must be really mature so that the marketing strategy used can later penetrate the market amid high competition. With this research, it is hoped that MSME players in Sambirampak Lor Village can optimize their marketing strategies to increase business turnover and competitiveness. Through a more modern and innovative marketing approach, MSMEs can develop more rapidly and make a greater contribution to the village economy (Romadhoni et al., 2022). this study aims to analyze the extent to which marketing strategies affect the turnover of MSMEs in Sambirampak Lor village, and identify the most effective strategies to be implemented.

METHOD

This research uses a qualitative method with a descriptive approach and an ABCD approach to analyze the marketing strategies implemented by MSMEs in Sambirampak Lor Village. ABCD was chosen because it allows in-depth exploration of phenomena that occur in a real context, so as to gain a more comprehensive understanding of effective marketing strategies in increasing MSME turnover. This research was conducted in Sambirampak Lor Village, which has various MSMEs with diverse characteristics and marketing challenges. The research lasted for 2 weeks, including the planning, data collection, analysis, and report preparation stages.

The subjects in this study were MSME players in Sambirampak Lor Village. The technique of selecting resource persons was carried out by purposive sampling, namely selecting resource persons who have experience and in-depth understanding of the marketing strategies applied in their businesses. The criteria for resource persons include MSME players who have been running their businesses both new and

old, active in marketing activities both conventionally and digitally, and willing to share information in this study.

This research focuses on exploring the marketing strategies used by MSMEs and the challenges faced in their implementation. Data collection techniques were conducted through in-depth interviews, participatory observation, and documentation studies. In-depth interviews were conducted directly with MSME players to explore their experiences and marketing strategies implemented. Participatory observation was conducted to understand marketing practices directly in the field. Meanwhile, documentation studies were used to collect secondary data from interview results, promotional media, and other relevant documents.

Data analysis was conducted qualitatively with a thematic analysis approach. Data obtained from interviews, observations, and documentation were categorized into relevant themes to understand patterns and trends in MSME marketing strategies. The analysis process included data reduction, data presentation, and conclusion drawing and verification. The triangulation technique was used to increase the validity of the research results by comparing data from various sources.

By using a qualitative method with an ABCD approach, this research is expected to provide deeper insights into the effectiveness of MSME marketing strategies in Sambirampak Lor Village. The results of this study are expected to serve as a reference for MSME players in designing more innovative and adaptive marketing strategies, so as to improve the competitiveness and sustainability of their businesses in the face of increasingly competitive market dynamics.

RESULTS AND DISCUSSION

sambirampak lor village is a village with a population of \pm 2000 people, although it is arguably not a large village and the majority of its residents work as farmers, this village also has MSMEs that are influential for the progress of the village both in terms of income for business owners and for workers and suppliers of business materials. this village also has various micro, small and medium enterprises (MSMEs) that are growing rapidly.

Various MSME products from this village have been able to compete in local and regional markets, showing that the creative economy sector is also an important part of the lives of its people. and of the many MSMEs in Sambirampak Lor village, we took several MSMEs to be the object of research, including consisting of cafes, kembang ayu and kripik bu haliza. In this study, we will analyze the effect of marketing strategies on increasing turnover (Ahmad & Rohman, 2023). Therefore, a more in-depth analysis of the relationship between the two is expected to provide valuable insights for the development of more effective business strategies. In the MSMEs that have been determined. This research departs from the understanding that marketing plays an important role in driving turnover growth. (Sono et al., 2023). Therefore, a more in-depth analysis of the relationship between the two is expected to provide valuable insights for the development of more effective business strategies.

Marketing is an action or activity carried out by a business to attract consumers and clients (Amalia et al., 2020). Marketing is not only limited to promotion but can also cover a variety of things such as sales, products, and services owned by the company (Rofi'i et al., 2019). Marketing has several objectives such as increasing sales and profitability, building brand awareness and loyalty, differentiating products from competitors, reaching the right target market, and building strong relationships with

customers (Donoriyanto et al., 2023).

The Effect of Marketing on Sales Turnover of UMKM Cafe Kembang Ayu

Marketing has an important role in business success, especially for MSMEs such as Cafe Kembang Ayu. An effective marketing strategy can increase visitability, attract new customers, and ultimately increase turnover. The following are the results of an interview conducted by the author with the owner of Kembang Ayu cafe

The interview revealed "Cafe Kembang Ayu's marketing strategy which focuses on several key aspects. First, the selection of a strategic location that offers a beautiful atmosphere is the main attraction. The owner of the cafe sees this as an added value that can attract customer attention. Second, the initial marketing strategy relied on the power of word-of-mouth through the owner's network of relationships. This was later expanded by utilizing popular social media platforms such as TikTok, Instagram, WhatsApp and Facebook to reach a wider audience. In the future, the owner plans to develop iconic products that can characterize the cafe, complementing the appeal of the existing beautiful atmosphere."

The results of implementing this strategy showed a positive market response. On the first day of launch, Cafe Kembang Ayu's turnover had reached the Rp 2 million mark, surpassing the owner's expectations. Although the subsequent increase in turnover was not always significant and consistent, a positive trend was observed. This shows that the marketing strategy implemented, particularly the combination of strategic location, word-of-mouth marketing, and social media utilization, is quite effective in attracting customers and generating revenue.

In the results of the above research, it can be concluded that cafe kembang ayu has an increasing turnover even though it is not significant. This is because marketing done through digital and conventional has an effect on increasing village turnover.

This is in accordance with research from (Nofina & Susanti, 2019) advertising has a significant and positive effect on increasing sales. The marketing strategy used by cafe kembang ayu is to highlight the superior facilities in the form of beautiful scenery from several surrounding mountains and vast rice fields to become a plus to become an attractive destination for customers. Although the flower cafe is still very new, it already has a very rapid development because the turnover is increasing every day.

Apart from highlighting the place to attract customers' attention, the strategy of the owner of the kembang ayu cafe also uses digital as a marketing medium starting from whats app by utilizing relationships to family members to facilitate and expand the market. Because of the marketing that has been done, the turnover of Kembang Ayu has increased from the beginning of the opening until the last day we made observations.

The Effect of Marketing on Sales Turnover of Bu Haliza's Banana Chips MSMEs

Mrs. Haliza's Banana Chips MSME is one of the businesses that has long existed in Sambirampak Lor Village. The business was established in 2004 and has grown from a small scale initially run with her late husband to being able to employ several employees and have many customers. In fact, this business is now the main supplier for several chip producers in other areas.

As part of this research, interviews were conducted with business owners to understand the marketing strategies implemented and their impact on increasing turnover. The following are the results of these interviews. The interview with kripik micro-entrepreneur Mrs. Haliza revealed the implementation of a phased marketing strategy that positively correlated with turnover growth. The initial phase was characterized by a market penetration strategy through direct sales to shops with a low selling price (Rp500/pcs) as an effort to build brand awareness and market share. Although there were obstacles in the form of rejection from some stores, entrepreneurs responded by improving product quality. A complementary strategy of selling to small stalls was adopted to overcome liquidity constraints. As demand and market confidence increased, the strategy shifted to cash sales. The data shows a significant increase in selling price from Rp500/unit to Rp4,500-Rp5,000/unit today, reflecting the increased value of the product and the success of the adaptive marketing strategy. These findings highlight the importance of flexibility and adaptability in marketing strategies to achieve sustainable growth in micro enterprises.

From the results of the interview above, it can be concluded that marketing strategies have a significant influence on increasing turnover at Mrs. Haliza's MSMEs. Since starting her business in 2004, her business turnover has continued to grow, along with the increasing popularity of her products among consumers. At the beginning of its establishment, the products offered were priced at Rp500, then experienced a gradual increase to Rp2,000, until reaching the current price of Rp4,500-Rp5,000.

Mrs. Haliza's marketing strategy began by offering her products directly to shops around her residence. Although she initially faced resistance from shop owners, she continued to develop her business by accepting criticism and feedback from consumers. In the first few years, the promotional strategy used was still based on direct marketing. However, with the development of digital technology, Ms. Haliza began utilizing the WhatsApp platform, with the help of her son, to increase the marketing reach and effectiveness of her product promotions.

In addition to the marketing strategy, the competitive price factor is also one of the main attractions of Mrs. Haliza's products. The relatively affordable price increases consumer interest, thus driving an increase in demand, including in large quantities for resale purposes. This shows that a combination of adaptive marketing strategies and pricing in accordance with consumer purchasing power contribute to the growth of this MSME business.

CONCLUSION

Research conducted on MSMEs in Sambirampak Lor Village, especially at Cafe Kembang Ayu and Bu Haliza Banana Chips, shows that marketing strategies play a very important role in increasing business turnover. Cafe Kembang Ayu was able to increase its revenue since the first day of operation thanks to the use of a strategic location, a pleasant atmosphere, and promotions through various channels, including personal relationships and social media such as TikTok, Instagram, WhatsApp, and Facebook. Although its turnover growth was not always consistent, digital marketing and promotions proved effective in attracting new customers. On the other hand, Bu Haliza Banana Chips MSME recorded a gradual increase in turnover since its establishment in 2004. Several strategies implemented include direct sales to shops, a

consignment system, and the use of WhatsApp to expand market reach. With the collaboration of flexible marketing strategies and competitive prices, this business was able to grow rapidly and have a loyal customer base. Thus, effective marketing – both conventional and digital – is a key factor in increasing MSME turnover. This underlines the importance of understanding and implementing appropriate marketing strategies for small business owners to grow and compete in an increasingly competitive market.

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