



ONLINE MARKETING STRATEGY ON SMALL AND MEDIUM MICRO ENTERPRISES (MSMEs) KERUPUK MELARAT IN SINARMUKTI VILLAGE

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Abstract

Business actors must have the ability to manage online marketing. Social media as a marketing tool aims to expand the reach of consumers in various cities to increase sales of Small and Medium Micro Enterprises (MSMEs) "Kerupuk Melarat" in the village of Sinarmukti. The problem faced by business actors is the lack of the ability to conduct promotions online. The method of this activity is through socialization training for business actors on how to use social media to promote products to consumers. The purpose of this activity is to improve the ability of business actors to manage online product marketing and increase sales. The result of this program of activities is to increase business actors' ability to implement and manage online advertising and marketing programs and make it easier for consumers to find their needs.

Keywords: Marketing strategy, Online, MSMEs

INTRODUCTION

Sinarmukti Village, Baros District, Serang Regency, is a mountainous area. The people who live in this area are primarily farmers, employees, and SME's. During the Covid-19 pandemic, MSMEs in sales experienced a decline. So, during the Covid-19 pandemic, MSMEs must make a strategy to increase their purchase turnover again. One system that must be implemented is an online marketing strategy. Online marketing strategies must apply to online marketing during the pandemic to overcome the decline in sales (Jati, W, & Yuliansyah, H. 2017). Online marketing is an effort to market a product or service through the internet or the www network. (Kotler, 2010). This online sale can be made by using online advertising services or creating a shop online (Hariningsih, E. (2013). However, there are several obstacles to selling online: Limited information can reach the customer, and many do not understand this online marketing strategy. Through online marketing, the steps to increase sales turnover at one of the MSMEs operating in Sinarmukti Village, Baros Regency.

The success of marketing a product is judged by how well it can get consumers and retain them (Hamid et al., 2021). In marketing, it's known that after consumers make purchasing decisions, there is a process called satisfied and dissatisfied consumers, which lies in the relationship between expectations and the achievements received from the product or service. If the product or service does not meet consumer expectations, they will not make repeat purchases. Conversely, when a product or service exceeds consumer expectations, consumers will feel satisfied and make repeat purchases.

Various efforts are being made to survive during this COVID-19 pandemic. MSMEs actors must stay and continue to carry out their production activities (Hamid et al., 2021). The goal is to reduce unemployment in Sinarmukti Village and improve the economy. The COVID-19 pandemic has hampered all activities, including trading activities. Several small traders who are residents of Sinarmukti Village, Baros District, Serang Regency, also felt the covid-19 impact. Corona made traders unable to sell as usual due to activity restrictions, such as reducing the operating hours of shops or stalls. Moreover, they do not allow crowds.

Online marketing or digital marketing is one of the best ways to increase product sales during this pandemic. Online marketing does not need to be face-to-face. Online marketing can be done with social media such as Facebook, WhatsApp, Shopee, and Instagram. It's hoped that counselling related to online marketing strategies will help Kerupuk Melarat MSMEs in Sinarmukti village and small traders in the Sinarmukti area of Baros District, Serang Regency, understand online marketing in depth so that it can have a positive impact, such as increasing product sales.

METHOD AND PROCEDURES

In this activity, the method used for collecting data from the results of interviews, after collecting the data using notes and recordings that have been developed. The results of the data collection process are carried out in the following steps:

1. Identify marketing strategies using the concept of the marketing mix

One of the marketing strategies used for this business is the marketing mix marketing strategy, which combines the 4Ps (Product, Price, Place, Promotion) (Albar, et al., 2014). Marketing strategy This can be the basis for running a business, especially for small or medium enterprises (MSMEs) whose numbers are increasing in Indonesia.

2. Socialization of online marketing activities to business actors to market MSMEs products by conducting directives for promotion through social media marketing.

. RESULTS

In this increasingly competitive business environment, business people must be creative, innovative, and keep up with the existing changes. The guidance carried out on the poor cracker MSMEs business is as follows:

a) Product

The product produced by business actors in Sinarmukti village is Kerupuk Melarat. Making the product is relatively easy because it does not use many raw materials and effortless tools. The business actor gave the name of this cracker business, namely "Kerupuk Melarat Selera Snack".

These crackers have the advantage of not being fried in oil but using sand (Figure 2), so they are healthier and free of cholesterol. However, in the use of sand, you must be more careful and keep it clean.



Figure 2. Traditional manufacture

The packaging used by this business actor is not attractive because only wrapped in plain plastic (Figure 2). Therefore, it is necessary to improve innovation and creativity so that the packaging is better to attract consumer buying interest (Figure 3).



Figure 2. Traditional packaging



Figure 3. Packaging Innovation

The label contains the product name or brand, ingredient composition, nutritional information, expiration date, etc. The titles owned by business actors in Sinarmukti village are only paper with a logo (Figure 4), do not have any characteristics, and do not include product information. The guidance carried out is an attractive label containing product content and branding reinforcement (Figure 5).



Figure 4. Label before coaching



Figure 5. Labels after coaching

b) Price

Business actors must determine prices because consumers usually use prices to compare one product with other products. Activity development provides a way to calculate profit and production cost efficiency so that business actors can set prices according to market prices, which is profitable and not detrimental. This cracker business actor sells one pack of 10 packs of crackers for Rp. 8.000, but if you sell retail, one box of crackers is sold for Rp. 1,000. This price is already low compared to the market price and is still profitable. Price has an essential role in the decision-making process. Namely, the part of price allocation is to help buyers obtain products or services with the best benefits based on the strength of the purchase price (Manus and Lumanauw, 2015). You can not set a too high nominal in determining the price because it can affect consumer buying interests. Then, setting prices that are too low can also affect operating income.

c) Place

MSMEs' commerce, production, service operations, MSMEs' document storage, and MSMEs activities or items, including dwellings that are partially utilized for MSMEs activities (Jadda & Ichsanullah, 2020). One of the supporting components in the marketing plan is the location. Select the most advantageous selling location. A strategic location is one that is frequently passed by or visited by the majority of people. These shady business people frequently sell their wares by traveling to different locations and selling them in the nearby market.

Business actors in Sinarmukti Village continue to market their products in a traditional manner, which means that they are marketed in several local stores, limiting sales turnover (Figure 6).



Figure 6. Tempat penjualan secara tradisional

The impact of this pandemic period is to sell directly at locations where sales turnover has decreased. For sales to continue, business actors must find other alternative ways to sell their products. Therefore, the guidance carried out is purchasing through online (Figure 7) applications such as Shoppe, Lazada, and other online shopping platforms. Online marketing is an effort to market a product or service through the internet or the www network (Kotler, 2010). This online sale can make sales by using online advertising services or creating a shop on an online platform (Hariningsih, E. (2013).

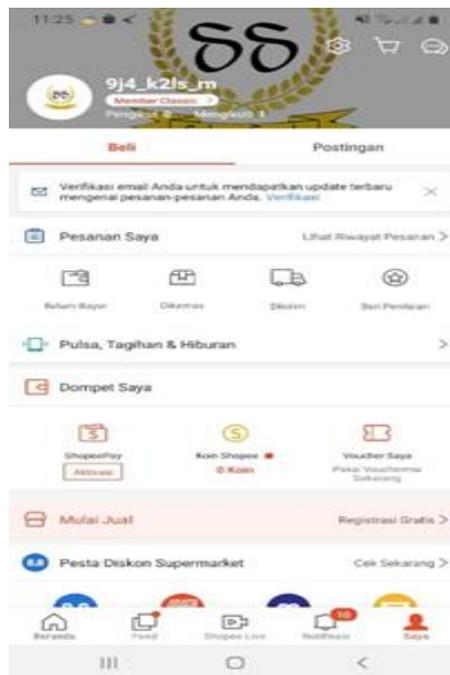
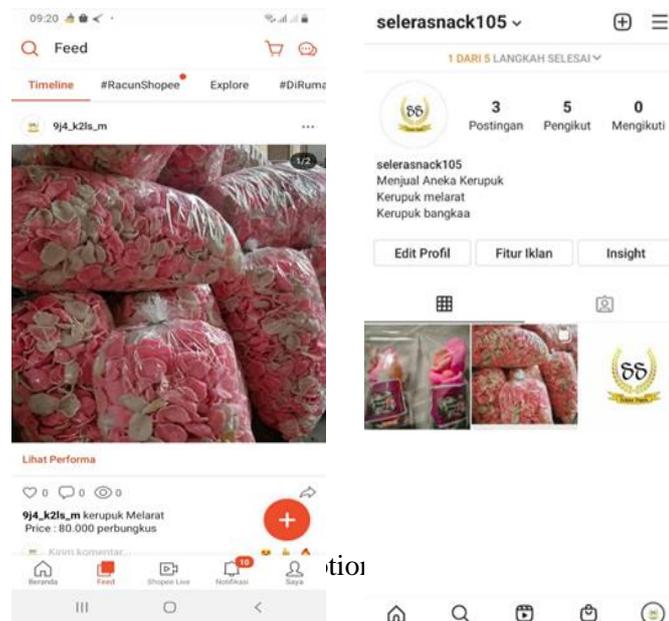


Figure 7. Place of sale online

d) Promotion

The promotional strategy carried out by cracker business actors is still not widely used, so many do not know about Kerupuk Melarat products outside the Sinarmukti village area. A new promotion strategy is needed to increase product sales. Promotional activities in this digital era can be done more easily by using

social media. The use of social media today is very influential on increasing sales of micro-businesses.



The guidance carried out is to provide socialization of online marketing activities, namely providing an understanding of the importance of online marketing during the pandemic to business actors and teaching account creation on online shop applications that will use to sell and promote these cracker products and provide attractive promotional methods through social media. Create social media accounts for online marketing, such as on Instagram and Shopee (Figure 6).

Promotion is one of the essential factors in introducing a product. Currently, there are many promotional media that you can use to help raise a product or brand to consumers. For example, the use of social media, websites, and print media. (Ramadhan & Simanjuntak, 2018).

In this increasingly competitive business environment, business people must be creative, innovative, and keep up with the existing changes. Marketing carried out by business actors in Sinarmukti village is still done. Products are labelled, packaged, and sold in several stalls around town so that sales turnover is still limited. Several activities are carried out, namely identifying marketing strategies and socializing online marketing activities (Figure 6).

CONCLUSION

The conclusion of community service activities by doing online marketing at the Poor Crackers SMEs is:

1. Increase sales by implementing marketing strategies using the marketing mix by promoting through social media.

2. This program will make it easier for business actors to attract consumers with a broader reach in terms of online marketing.
3. Village development activities have great potential to be carried out on an ongoing basis regarding online marketing to increase MSMEs income.
4. Implementing an online marketing strategy resulted from a mutual agreement taken through deliberation with business actors.
5. Online marketing socialization aims to enable business actors to compete with other business actors.

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