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Analyze Marketing Strategies to Improve Competitiveness of MSMES in Bandar Lampung City

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ABSTRACT

This research aims to: (1) produce interactive multimedia learning based on Google Site that is suitable for use in teaching and learning. (2) Produce practical and easy-to-learn interactive multimedia learning based on Google Site. (3) Determine the effectiveness of interactive multimedia based on Google Site. This research is a Research and Development (R&D) study using the ADDIE model. The study was conducted on 10th-grade students of State Islamic Senior High School 1 in Langkat. The method used in this model is Quasi-Experimental. The research sample consisted of 72 students, with 36 students as the experimental group taught using interactive multimedia based on Google Site and 36 students as the control group taught using picture media. The results of the study prove that there is a significant difference between the English learning outcomes of students taught using interactive multimedia based on Google Site and those taught using picture media. This is indicated by the obtained data, where the significance value obtained is 0.003. The significance value (sig) < 0.05, thus H_0 is rejected and H_a is accepted. Therefore, it can be concluded that interactive multimedia based on Google Site is better than picture media.

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INTRODUCTION

The development of the world economy today plays an important role in the progress of a country, from all sectors. Economics is a science that discusses income, welfare and the turnover of people's needs in life (Ulfah, 2021). In the business world, naturally there is a lot of competition that allows changes to the systems and strategies used to survive in competition. The business that needs to be done should be able to maximize revenue and business turnover for a relatively long period of time. Businesses in the Micro, small and medium economy, abbreviated as MSMEs, are a group of entrepreneurs who in fact come from a small scope but can dominate the market and help shock the

economic crisis in 1997 ago. As a result of competition for technological advances and high rates of competition in the world of work, the unemployment rate in Indonesia is very high at 54% in 2019 until now. As a result of these problems, there are many people who change professions to open a business through online and offline media (BPS, 2019).

Indonesia is one of the agricultural countries that has the largest agricultural sector in Southeast Asia, the impact of high income comes from the agricultural sector and through MSMEs people can manage their own businesses to be able to get income that helps their economic welfare (Egha et al., 2021). The high number of MSME business competition makes a great opportunity to fail if there is no development and evaluation of movements to continue to adjust to current circumstances and times, the use of effective marketing strategies can help MSMEs survive and compete healthily (Fajrin & Tiorida, 2020). MSMEs always make efforts to be able to try to improve the identity of the products traded, this effort is carried out to be ready to face global challenges through marketing strategies. Targeting strategy is one of the efforts made to gain an advantage in competing and equal for companies that produce or market certain products. The importance of the marketing strategy is because it is to be able to stay afloat and the income obtained and the high number of business competition in general.

From the results of previous research conducted by (Irawan & Fridha, 2017) which stated that marketing strategies in the form of marketing mix in which products, prices, places and promotions can increase competitiveness. Strategi location or place, namely easy access or easy to reach, visibility, large and safe parking lots, expansion can increase customer interest to come to Friska Beauty Studio. Meanwhile, the research conducted (Egha et al., 2021) stated that the strategy used was to increase business capital through programs provided by the government to add adequate tools and machines to continue to maintain product quality and maintain product image in the community. To meet market needs, the existing production scale will be increased.

Bandar Lampung City has many cottage industry sectors and large companies located around it, which in this case the economic development for MSMEs is very significant and still survives today, the high number of business competitions in one particular location will cause growth or decrease in buyer interest if there is no marketing strategy used. So in this case it is important and needs to be evaluated, because from the results of a pre-survey conducted by researchers found that MSMEs in Bandar Lampung city are still carrying out conventional marketing processes, it is not surprising that their income has not increased significantly for the last few years. This business competition problem

cannot be considered trivial by a businessman, because business actors are required to always innovate and change to be able to compete with other business owners. Based on the background of the problems experienced by MSME business actors, research needs to be carried out to help evaluate the marketing strategy used by pulling the title "Analysis of marketing strategies to increase the competitiveness of MSMEs in Bandar Lampung".

This study proposes two formulations of the problem, namely: "How is the implementation of marketing strategies to increase the competitiveness of MSMEs in Bandar Lampung?".

RESEARCH METHODE

This research is a descriptive research with a qualitative approach because researchers will analyze marketing strategies used by business owners to increase their competitiveness. As according to Sugiyono (2019), qualitative research is research used to examine natural object conditions and the data obtained tend to be qualitative data with qualitative data analysis techniques.

Researchers conducted research on MSMEs of Havvi rice shops, Embak Ica MSMEs, Mak Soto Canteen MSMEs, Beautiful Laundry MSMEs, Toast MSMEs, and Fried Rice MSMEs, as well as several consumers around the city of Bandar Lampung using power collection techniques in the form of interviews, observations and documentation of business owners.

RESULT AND DISCUSSION

Marketing strategy is the core of the flow of development of a business starting from the existence of products traded by entrepreneurs. It is important to manage and roll out the business owned so that i can have a positive impact by surviving a business in the midst of today's business competition. Researchers have conducted observations and interviews with several MSMEs in the city of Bandar Lampung, with different types and forms of business, with this researcher focusing on MSME entrepreneurs research on MSMEs Havvi rice shop, Embak Ica MSME, Mak Soto Canteen MSME, Beautiful Laundry MSME, Toast MSME, and Fried Rice MSME. Through observations, researchers see that the MSMEs mentioned can still stand today while still implementing business strategies, one of which is efficient marketing, such as the results of a researcher interview conducted with the owner of the Havvi rice shop MSMEs who explained that:

"This store has been established for the last 10 years, of course, we always contribute and participate in market conditions by carrying out monthly promos by providing certain bonuses with limited total

shopping. This is our mainstay to be able to remain competitive in managing business, especially food stores around here, quite a lot too"

This statement is in line with the opinion conveyed by the owner of the Embak Ica MSME which explains that:

"So far, we have never reduced the dose, yes, everything has been adjusted to the provisions even if the price of materials increases, we will not be that significant to increase prices, so consumers will also come back later"

Based on the results of interviews and observations conducted by researchers, it was found that the two MSMEs use marketing strategies by forming or establishing good relationships with consumers and trying to survive in the hope of providing loyalty to customers. Havvi MSME stores use marketing strategies that are real and can be felt by consumers through certain bonuses for consumers who shop beyond certain limits. Of course, this is interesting for customers or consumers because, it will encourage consumers to be able to make purchases at the store regularly, besides that another strategy is that these MSMEs always adjust to understanding market price analysis and keep product prices in the store consistent without any significant price increases or decreases so as to increase consumer purchasing power.

In addition, Embak ica MSMEs use a very cursive and measurable marketing strategy, namely by providing excellent service to consumers so that consumers have a good level of satisfaction, in this case indirectly the Embak ica MSMEs implement marketing strategies that focus on customer satisfaction, by having a level of consistency in the size of goods and raw material prices that are not too high to be able to increase trust and satisfaction customer This strategy is used to be able to provide seller loyalty to buyers by maintaining a loyal customer base.

In contrast to the two MSMEs, from the results of the researchers' interviews with Mak Soto Canteen MSMEs and Roti Bakar MSMEs in the Bandar Lampung city area. MSMEs Canteen Mak Soto explained that:

"Our marketing is now not only offline, we have also joined online, like go food, shoppe food, we all do so that we can survive here, because if you want to rely on offline, you don't find results. So you have to be smart to adjust and develop, yes, if my strategy is so that people can come back here, the consistency is just the same taste and portion of food, no one is changed let alone reduced"

This is in line with the statement conveyed by the owner of the Roti bakar MSME who gave a statement that:

"For now we continue to develop menu innovations, yes, by following the existing food taste trends, because if that's not the case, we won't know where the opportunities are, then we also register this business online so for those who want to go to the stall, we can directly order online, we also like to share our activities on social media, like whatsapp, facebook, that's how it's effective."

Based on the results of the interview with this, researchers can reduce that the marketing strategy used by the two MSMEs, namely the Mak Soto Canteen with Toast, applies several marketing strategies to be able to maintain their existence in the culinary business in the city of Bandar Lampung, one of which is by carrying out expansion strategies or doing digital marketing on social media. The purpose of implementing this online and offline approach as a marketing strategy is because business owners can increase their visibility and competitiveness in the market. Both MSMEs use digital platforms that have indirectly changed the paradigm of entrepreneurs to be able to utilize digital technology as a tool for promotion and marketing in a wider market. In addition, entrepreneurs also remain consistent in providing services and providing products with good taste every day.

This is also found in the results of interviews conducted by researchers on beautiful laundry MSMEs, which provide an explanation that:

"So far because here we sell services, sis, so automatically we must be able to provide excellent and good service to consumers, then we also like to install pamphlets at several points like around boarding houses, complexes that are quite helpful. Equally, we also always update service activities on our personal social media, yes, on whatsapp, the same on facebook, this is a strategy that makes us still able to survive until today, the same is also the price of gausah in expensive, we still consistently sell quality, ".

Based on the results of the interview with this, researchers found that MSMEs Laundry Indah has several effective marketing strategies and is still applied today, namely by providing good and optimal service, carrying out offline marketing and pasting pamphlets in several strategic locations such as boarding house or housing. The next marketing strategy is to utilize digital technology in the form of social media whatsapp and Facebook to share laundry service activities around it. This strategy is used for several years without reducing the quality of service and relatively the same price, giving a

significant impact for entrepreneurs to be able to survive and compete with other laundry business owners.

Researchers also conducted interviews with several consumers who made purchases at some of these MSMEs, and some consumers gave the following statements: "Yes, I like to buy basic food products there for the needs of boarding houses for several months, which makes me interested, yes, in this Havvi staple food store, he likes to give bonuses, and not to mention that the products in the packaging have economical packaging, which is very effective for me who is a boarding house" Then the same statement was also explained by HK as a consumer of Mak Soto Canteen MSMEs as well as Toast MSMEs who affirmed that: "I have subscribed richly if I eat soto every morning for breakfast, the price is cheap and they are also not stingy with toppings and there are also many portions, I like to order at Go-Food but sometimes come directly, if the toast tastes good, brother, then the size is also big for that price, it's just right".

From the consumer's point of view, it can be seen that factors such as bonuses and economical packaging from Havvi grocery stores attract their attention, especially for consumers living in boarding houses because they provide effective added value. This shows that Havvi's marketing strategy that includes bonus offers and economical packaging has succeeded in attracting customers with specific needs such as boarding house consumers. In addition, consumers also highlight the aspect of affordable prices and large portions of Mak Soto Canteen and Roti Bakar, which make them loyal subscriptions. Friendly service and not stingy in providing toppings as well as good taste and large size are the main factors in maintaining consumer loyalty. Thus, the results of interviews with consumer confirm that the marketing strategy of these MSMEs has succeeded in attracting and retaining customers by adjusting to consumer needs and preferences.

Based on the analysis and findings, researchers concluded that MSMEs highlighted in the interview results showed a variety of marketing strategies that successfully accommodated consumer needs and preferences. From Havvi's grocery stores that provide bonuses and economical packaging, to Mak Soto Canteen and Roti Bakar which offer affordable prices, large portions, and friendly service, all of this reflects the importance of understanding the market and adjusting marketing strategies. Consistency in service quality and responsiveness to market needs, whether through offline promotion, online service, or product quality, is the key to success in attracting and retaining customers in a competitive business environment.

This is in line with relevant research conducted by (Saefullah & Arnu, 2022) and (Musyawarah & Idayanti, 2022) which found that marketing strategies by prioritizing customer satisfaction and improving product quality, conducting offline and offline promotions are one of the most effective strategies to be able to survive in the high number of business competition in the city of Bandar Lampung which makes entrepreneurs must be smart and swift in implementing strategies that effective to compete. As MSME business actors around Bandar Lampung City, it puts pressure on some business people to be able to compete with other business actors, by utilizing digital technology and continuing to innovate in aligning the current circumstances and phenomena or trends.

The findings highlight the importance of business management that is adaptive and responsive to market changes as well as consumer needs. By understanding customer trends and preferences, MSMEs can develop appropriate marketing strategies, both offline and online, and pay attention to the quality of products and services provided. This suggests that effective business management involves data-driven decision making and a deep understanding of the market. In addition, maintaining consistency in quality and service is also important to maintain customer trust and loyalty. Thus, the integration of such findings with business management underscores the importance of adaptation, responsiveness, and innovation in building and sustaining business success in a dynamic marketplace.

CONCLUSION

Based on this explanation, hereby researchers conclude that the marketing strategies used by MSMEs in the city of Bandar Lampung are very diverse to attract and retain customers effectively. They combine offline promotions, such as pamphlet installation in strategic locations, with an online presence through social media to update activities and reach more consumers. In addition, they emphasize added value such as purchase bonuses and economical packaging to attract the attention of consumers. Focusing on affordable prices, large portions, and consistency in product and service quality are also important strategies in maintaining a loyal customer base. By combining these various approaches, MSMEs have managed to build strong relationships with consumers and remain competitive in a competitive market.

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