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**Analysis of Marketing Strategy of Entrepreneurship of MSME
Bakso Dono Bandar Lampung**

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ABSTRACT

Study This aiming For analyze marketing strategies entrepreneurship applied by UMKM Bakso Dono in Bandar Lampung. The research method used is studies descriptive qualitative with technique data collection through observation, interviews, and documentation. Research results show that UMKM Bakso Dono uses various marketing strategies, including digital marketing through social media, increasing quality products, as well as service good customer For attract and retain customers. The obstacles faced is tight market competition and limited business capital. Efforts made For overcome constraint the covering innovation more products and promotions effective. This strategy expected can helping Bakso Dono UMKM to grow in a way sustainable and improving Power compete in the local market.

Marketing Strategy, Entrepreneurship, UMKM, SWOT

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INTRODUCTION

Theoretical basis in this research focuses on marketing strategy. is a the plan used company or perpetrator business For reach objective marketing certain. According to Kotler and Keller (2016:29), marketing strategies is logic marketing used For create mark customers and reach advantage. This strategy covering market segmentation, determining target markets, product positioning, and mix marketing (4P: product, price, promotion, and place). Entrepreneurship related with ability somebody in identify opportunities, organizing source power, and take risk For create business new.

According to Zimmerer and Scarborough (2008:12), entrepreneurship is the process of creating something new and valuable with deploy time, effort and risk financial and also psychological. According to Law No. 20 of 2008 concerning MSMEs, Micro, Small and Medium Enterprises defined based on criteria assets and turnover business. MSMEs play a role important in the Indonesian economy because own contribution to creation field work,

improvement income, and equality economy. Digital marketing is activity marketing that is done with use digital technology and the internet for reach a wider market wide. According to Chaffey and Ellis-Chadwick (2019:24), marketing digital involves use of social media, machines search engine, email, and website for promotion product or service.

MSMEs (Micro, Small and Medium Enterprises) hold role important in growth Indonesian economy, including in create field work and improve welfare society. However, tight market competition, limited capital, and lack of marketing strategies often become challenge for MSMEs to developing. Bakso Dono, one of the MSMEs in Bandar Lampung, has succeed endure in competition with apply various marketing strategies. Therefore that, it is necessary done study more carry on For analyze marketing strategies entrepreneurship is used, so that can become examples and references for other MSMEs.

Research purposes in studies case This is as following

1. Analyzing marketing strategies entrepreneurship implemented by Bakso Dono UMKM in Bandar Lampung.
2. Identifying the obstacles faced by Bakso Dono UMKM in executing marketing strategies.
3. Explaining the solution implemented in facing marketing constraints.

RESEARCH METHOD

Based on runway the above theory, research This compile framework thoughts that describe connection between marketing strategy components, obstacles faced, and solutions implemented by UMKM Bakso Dono. Here are is framework conceptual in flow chart form :



SWOT Analysis regarding the UMKM Bakso Dono used For evaluate strengths, weaknesses, opportunities and threats faced by Bakso Dono UMKM in develop his business. From the side strength (*strengths*), Bakso Dono has quality material maintained standards, innovation product like meatball cheese and filling eggs, and location strategic business near center the crowd. However, there is a number of weaknesses faced, such as capital constraints for expansion efforts and limitations power Work in manage improvement request. Opportunities that can be *obtained* utilized covering development digital technology for online marketing through platforms such as social media, GoFood, and GrabFood, as well as increasing interest public to product culinary local quality. On the other hand, Bakso Dono UMKM also faces threats in *the* form of competition strict with business similar in the same area as well as fluctuation price material standard that can influence stability cost operational. With understanding to In this SWOT analysis, Bakso Dono can develop marketing and management strategies more effort effective For guard Power competition in the market.

Study This use design study descriptive qualitative. This design aiming For give description deep about marketing strategy entrepreneurship implemented by UMKM Bakso Dono in Bandar Lampung. Focus study This is identify marketing strategies, obstacles faced, and solutions implemented by the perpetrator business.

The research method used is a qualitative method with a case study approach. Data collection techniques are carried out through :

1. Observation : Directly observing activities marketing of Bakso Dono UMKM.
2. Interview : Conduct in-depth interviews with owners businesses, employees, and customers to obtain accurate data.
3. Documentation : Collecting supporting documents such as photos, videos, business reports, and promotional materials.

Data obtained analyzed using the Miles and Huberman model of qualitative data analysis method, which consists of three stages:

1. Data Reduction : Simplifying the data that has been collected by summarizing and selecting important data that is relevant to the research.
2. Data Presentation : Presenting data in narrative form, tables, or diagrams to make it easier. understanding.
3. Conclusion Drawing : Making conclusions from the results of the data analysis carried out and provide recommendations based on research findings.

RESULT AND DISCUSSION

Bakso Dono UMKM is business micro in the field culinary located in Bandar Lampung. This business founded in 2015 by Mr. Dono. Products main offered is meatball meat cow with various variations, such as meatball tendons, meatballs cheese, and meatballs Contents Eggs. Business location strategic near area housing and centers hustle make it easier customer in access products. In addition, Bakso Dono implements draft service friendly, price affordable, and maintain quality material standard as the main strategy interesting customer.

SWOT Strategy Matrix

Table 1.
Matrix Strategic : Product Marketing and Promotion Strategy

Aspect	Marketing strategy
Product	- Offer variations of meatball products such as cheese meatballs, tendons, and filled meatballs egg.
	- Maintain the quality of raw materials meat quality cows.
	- Innovation in product taste and appearance to make it more attractive.
Promotion	- Using social media such as Instagram and Facebook.
	- Give special discounts or promotions at certain times.
	- Customer referral program to attract new customers.
	- Distribution of brochures in the business environment.

Table 2.
Strategy Table Based on Threats

Threat (T)	ST Strategy (Strengths-Threats)	WT Strategy (Weaknesses-Threats)
Tight competition with business similar	- Maintain customer loyalty through innovation and good relations to face competition.	- Diversification marketing and products to reduce dependence on local markets and face demand fluctuations.
Fluctuation raw material prices	- Highlight product uniqueness as differentiation from big competitor.	- Reduce dependence on certain raw materials by seeking alternatives more stable and efficient supply.

Marketing strategies implemented Bakso Dono includes a number of aspect main. In the aspect products, this UMKM offer variation product like meatball cheese, meatballs tendons, and meatballs Contents eggs. This strategy aiming For give more choices diverse for customers and attract interest consumer from various segment. In addition, Bakso Dono pays close attention

to quality material standard with use meat cow quality tall For guard product taste.

On the aspect Promotion, Bakso Dono utilizes social media like Instagram and Facebook for expand range promotion. Promotion via social media equipped with offer discount special at the moment certain, such as day holiday or special events. Other promotional strategies implemented is a referral program customers, where successful customers invite consumer new will get incentive certain. In addition, the distribution brochures in the surrounding area business done For interesting attention customer local possible Not yet active on social media. This combination of strategies designed For increase awareness brand and attractive more Lots customer new at a time maintain existing customers There is.

Marketing Strategy Product

Product strategy is one of factor the main thing that determines Power UMKM competition This. Sarimurni Cake prioritizes innovation products, such as introduce new flavor variants every three month once, which aims For guard enthusiasm customers. Packaging design is also one of the strength Sarimurni Cake, where they are use material friendly environment with elegant look For interesting premium market attention.

On the contrary, more depend on diversity product with competitive prices. With offer more of 15 types snack traditional, successful fulfil need consumers who are looking for variation food light For consumption daily and typical souvenirs area. This UMKM show that the right product strategy can become determinant success, as expressed by Suryani (2020), that innovation product is key main For maintain Power competition in the middle intense market competition.

Pricing Strategy

Bakso Dono uses a pricing strategy price based on customer value. Prices are determined by considering the quality of the raw materials used and the purchasing power of the surrounding community. The pricing strategy applied among others:

- Competitive Price : Set price slightly below competitors to attract customers.
- Package Price : Offers economical packages for purchasing meatballs in large quantities.
- Promotion Price : Giving discounts during certain periods to attract more customers.

Promotion Strategy

Bakso Dono's distribution strategy prioritizes direct sales at business locations and distribution based on online ordering, namely with Direct Sales, Customers come directly to the Bakso Dono outlet which is in a strategic location, Online Sales, Using the ordering platform such as WhatsApp, GoFood, and GrabFood to reach a wider customer base.

Distribution and Network Sale

UMKM Bakso Dono builds network sale through two approaches main. First, the network local done with to weave Work The same with community around and traders little acting as a product reseller meatballs. Second, digital networks through utilization of social media like Instagram and Facebook, where products and promotions marketed in a way wide to candidate customers. In addition, collaboration with service message between like GoFood and GrabFood the more strengthen accessibility product to customers who ca n't visit outlet in a way direct.

CONCLUSION

Research result show that the marketing strategy implemented by UMKM Bakso Dono has succeed support growth business. Variation products offered capable interesting interest customer from various segment, while quality material maintained standard increase satisfaction Customers. Promotional strategies social media based and discount programs succeed reach more Lots customers and improve loyalty consumers. The main obstacles faced is competition with business similar and limited capital, but solution in the form of digital marketing innovation and work The same with service message between has help overcome challenge the.

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