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Analysis Of Marketing Strategies To Improve The Competitiveness Of MSMEs (Study On Convection Maketees)

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Abstract: Marketing strategy is very important to the operation of a company in which the existence of a marketing strategy, the business run by the company has long-term actions which have a way to achieve the company's goals so that it is more directed, planned and prepared more carefully so that the intended target can be achieved, and can also anticipate all occurs in the target market. This study aims to determine the overview of marketing strategies to improve competitiveness, and to determine how effective the implementation of marketing strategies that have been done. The study was conducted in convection Maketees. Data collection techniques with interviews, observations, and documentation, descriptive type of research. The results of the analysis of the effectiveness of marketing strategies showed an increase in revenue from year to year and serve as a reference for the effectiveness of marketing strategies in competition between convection.

Keywords: Competitiveness, Marketing Strategy

INTRODUCTION

The MSME industry in the country is currently facing such a difficult situation amid changes in an increasingly complex business environment. Market competition is becoming increasingly tight along with the flow of free trade that automatically makes the competition come from all corners of both domestic, regional, and global (Kartajaya, 2007). The increasing competition in the industry makes various companies compete to create competitive advantages through various strategies so that companies can survive in the midst of intense competition (Agus & Anggarini, 2009).

Micro, Small and medium enterprises or MSMEs are the backbone of the Indonesian economy because MSMEs are actually a people's economy. According To Law No. 20 year 2008 definition micro, small, and medium enterprises (MSMEs) is a form of productive economic business carried out by individuals or individual business entities that meet the criteria of MSMEs. As an illustration in 2022, the role of MSMEs is very large for Indonesia's economic growth, with their number reaching 99% of all business units. The contribution of

MSMEs to GDP also reached 60.5%, and to employment is 96.9% of the total employment of National Workers (ekon.go.id, 2022).

The number of MSMEs in Indonesia has increased from year to year. In 2015 the number of MSMEs in Indonesia there were 59,262,772 business units and in 2019 the number increased to reach 65,465,497 business units (Kemenkopukm.go.id, 2019). MSMEs are a business that plays an important role in the national economy. As an important part of the country's economy, MSMEs need to continue to pay attention and develop business strategies to maintain and develop existing businesses, so that the businesses run are still able to survive and compete in line with increasingly complex business competition.

Marketing strategy is very important to the operation of a company where with a marketing strategy, the business carried out by the company has long-term actions which have a way to achieve the company's goals so that it is more targeted, planned and prepared more carefully so that the intended target can be achieved, and can also anticipate all environmental changes and developments that occur in the target market (Riadho, 2016).

A good and proper marketing strategy is an important factor, because the strategy has a direct effect on the smoothness and success in market control. Analysis of an effective marketing strategy can be useful as a tool to determine the strengths and weaknesses of a company, so that the company can improve its weaknesses and improve its strengths. The marketing strategy must also be able to face the challenges of environmental change and be able to face increasingly fierce competition in the market (Budiwati, 2012).

This condition is no exception will be faced by convection Maketees. A managerial contained in it really needs the formulation of the right marketing strategy as a top priority in the face of competition as an effort to develop the market. Therefore, from the introductory presentation above, the researcher is interested in studying a study entitled “analysis of marketing strategies to improve the competitiveness of MSMEs (study on convection Maketees)”.

METHOD

Descriptive research is the method used in this study by using a qualitative approach. The research was conducted at convection Maketees, located at Penen, RT.3/RW.24, Harjobinangun, District. Pakem, Sleman Regency, Special Region Of Yogyakarta. Data analysis techniques using content analysis (research documentation) and descriptive analysis.

RESULTS AND DISCUSSION

Marketing Strategy Of Convection Maketees

Marketing strategies undertaken by Maketees convection in marketing its products is by using the formulation of marketing strategies ranging from market segmentation strategy (segmentation), the strategy of determining the target market (targeting), and market positioning strategy (positioning). In addition, by developing a marketing mix (marketing mix) which consists of 4 elements, namely Product (product), Price (price), Place (place), and promotion (promotion). The following is a description of the marketing strategy of convection Maketees :

Market Segmentation Strategy (Segmentation)

The first step taken by convection Maketees is to segment the market. Market segmentation focused on consumers such as schools, offices, companies, universities, agencies, communities, and other organizations that use uniforms. The criteria required in market segmentation include:

1. Geographical segmentation: geographically, market segmentation is prioritized in the province of Yogyakarta, but the scope of business can be reached throughout Indonesia.
2. Demographic segmentation: demographically, market segmentation is all human resources that are incorporated into an organization and wear uniforms.
3. Psychological segmentation: targeted consumers are consumers who use uniforms as an identity such as schools, offices, companies, colleges, agencies, communities, and other organizations.
4. Behavioral segmentation: in behavioral segmentation, convection Maketees differentiate this segmentation into 3 Parts; 1) consumers who already have a subscription convection but the price is more expensive than the price in convection Maketees, 2) consumers who do not have a subscription convection, 3) consumers who have subscribed and have high loyalty with convection Maketees, convection Maketees will offer special prices from previous prices.

The Strategy Of Targeting The Target Market

In order to increase the company's revenue, adjustments must also be made to the target market, so that sales are on target. In this case for the target market, convection Maketees have determined their targets, such as schools, offices, companies, colleges, agencies, communities, and other organizations.

Market Positioning Strategy

Convection Maketees implement a positioning strategy that is to favor product quality, timeliness in serving consumer orders, besides that the price of certain products offered by convection Maketees is relatively more affordable than similar products offered by other convections while still providing product warranty.

Marketing Mix

Convection Maketees: the success of a company in the field of marketing is related to its success in determining good product quality, decent prices, good distribution channels, as well as effective promotion. The marketing mix consisting of products, prices, places and promotions is carefully determined by the convection Maketees so that consumer satisfaction and business sustainability can be realized:

1. Products
The products offered by convection Maketees are by request from consumers, so that products can be adjusted in advance to the wishes and requests of consumers, and provide a warranty on their products. The products offered by the convection Maketees include, alma mater, jackets, jerseys, T-shirts, PDH PDL, polo, vests, sports uniforms, wearpack and others.
2. Price
Pricing is one of the important elements for convection Maketees. The price is set based on the calculation of the required cost (cost of raw materials, and cost of production) plus the percentage of the desired profit. The specified price varies according to the design model, type of material, quantity and level of difficulty. the price of certain products offered by convection Maketees is relatively more affordable than similar products offered by other convections.
3. Places
Distribution channels are related to the various activities of companies that seek to make products available to consumers. Products are delivered through freight forwarding services for consumers from outside the region and convection Maketees have stores/production houses located in Penen, RT.3 / RW.24, Harjobinangun, District. Pakem,

Sleman Regency, Special Region of Yogyakarta, so that for consumers who want to come directly either for the collection of goods or consulting uniform making services can come directly to the location.

4. Promotion

Promotions are activities that are actively carried out by convection Maketees to inform, introduce, influence consumers about the product manufacturing services offered. Convection Maketees promote through internet marketing (through websites and social media), open resellers, offer direct cooperation applications to companies and agencies, sponsor events, and participate in exhibitions.

Analysis Of The Effectiveness Of Marketing Strategies

Based on research, convection Maketees consistently implement marketing strategies and market mixes (marketing mix) continuously inform, introduce, influence consumers about the product manufacturing services offered so that this has an impact on increasing revenue experienced by convection Maketees from year to year. Promotion conducted by Maketees convection increasingly vigorous, but also by still paying attention to product quality, so as to compete with other convection. From the above data it can be concluded that the marketing of convection Maketees to the uniform making services offered is quite effective because it always experiences an increase in revenue.

CONCLUSION

In offering its services, convection Maketees use the following marketing strategies to improve competitiveness: a) Segmentation and target markets focused on consumers such as schools, offices, companies, universities, agencies, communities, and other organizations that use uniforms. B) the market position of convection Maketees by favoring product quality, timeliness in serving consumer orders, besides the price of certain products offered by convection Maketees is relatively more affordable than similar products offered by other convections while still providing product warranty.c) in terms of marketing mix, the marketing strategy of convection Maketees products is to make products according to the wishes and needs of consumers, and provide guarantees for their products. The pricing strategy carried out is that the price of certain products offered by convection Maketees is relatively more affordable than similar products offered by other convections. Currently Maketees convection in doing distribution strategies with delivery services for consumers from outside the region and has a store/production house for consumers who want to come directly to both the procurement of goods and consulting services manufacture of uniforms. While the promotion strategy Maketees convection promotion through internet marketing (through websites and social media), open a reseller, offer direct cooperation requests to companies and agencies, become sponsors of events, as well as participating in exhibitions.

Marketing strategies carried out by convection Maketees are quite effective in offering their services this can be seen from the increase in revenue from year to year, convection Maketees continue to inform, introduce, influence consumers about the product manufacturing services offered with various strategies.

Convection Maketees are expected to implement a customer loyalty program to maintain continuity with customers. And convection maketees are expected to continue to maintain and improve the marketing strategy that has been implemented.

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