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Integrated Marketing Promotion Model of Depok MSME Products

Pusporini

Teacher, Universities Pembangunan Nasional "Veteran" Jakarta, Indonesia

Diana Triwardhani

Teacher, Universities Pembangunan Nasional "Veteran" Jakarta, Indonesia

Dwi Siti Tjiptaningsih

Teacher, Universities Pembangunan Nasional "Veteran" Jakarta, Indonesia

Abstract:

The incapability of SMEs to face the global market due to lack of access to information. Therefore, this research is conducted in order to participate in promoting the products of small and medium enterprises located in Depok, by identifying the success rate of various forms of promotional activities, also to know the dominant factors affecting the effectiveness of MSME product promotion and the success of promotional activities against marketing of MSME products, so that will get a concrete picture about the extent to which the integrated promotional program of MSME products positively to the market share of MSME products, which is directly assumed to increase the revenue of SMEs, and will get the form of the most effective marketing promotion program to support the increase of market share and revenue MSMEs. The analysis used is qualitative descriptive and quantitative analysis. SMEs took as a sample of 30 MSMEs with data collection using survey, distributing questionnaires.

Keywords: MSME products, promotion, effectiveness

1. Introduction

In the Indonesian economy, Micro, Small and Medium Enterprises (MSMEs) are the largest business group. In addition, the Group proved to be resistant to various economic shocks. But there are still some groups from this MSME product is still not known. According to Diana (2014) due to lack of promotion of these products so that many people do not recognize the products of these SMEs. This will lead to Distrust of the ability of small and medium enterprises (MSMEs) in the era of globalization.

The incapability of MSMEs to face global markets may arise because of weak access to information. This weakness can have an impact on the narrowness of market opportunities and price uncertainty. Global business era demands the mastery of innovation information and creativity of business actors, both from the aspect of technology and the quality of human resources. The weak ability of MSME in accessing information allegedly related directly to the condition of an internal factor of MSME which overshadowed by various limitations to able to give information to the consumer. As a result, the product of SMEs that actually has a sizeable market share in the international community has not been widely known to consumers. An important solution that SMEs need to undertake to solve problems is to introduce these SME products through their activities promotion.

According to Tara Gustafson and Brian hot (2007), 90% of consumers usually know the brand through promotions and are expected to know the brand then their brand awareness will be high on the product, as Adebisi Sunday A., Babatunde Bayode O. (2011) to the sales growth, as well as products and distribute. It means all the products should be promoted in order to be known by the consumer, without the promotion, consumers will not be familiar with these products and will never buy the product.

Many ways can be done through this promotion include exhibitions, business meetings, trade missions, business centers, public service ads, trading houses and others. The promotion of MSME products is also a form of anticipation of the impact of globalization era that will definitely impact on MSME market share both inside and outside the country.

Promotion is done in an integrated and sustainable is expected to have positive impact on the performance of SMEs. However, until now the impact of the promotion program is not known with certainty, for it required a comprehensive research, involving various aspects that affect the success of MSME product promotion program. The number of small and medium enterprises according to city government Depok from the results of data collection of Cooperative SMEs and

markets (DKUP) recorded there are 15,067 small and medium enterprises. SMEs that are scattered throughout the district. His efforts began from culinary, cosmetics, to clothing (<http://www.depok.go.id>).

This research was conducted in an effort to promote small and medium business products contained in Depok, with identification, the success rate of various forms of promotional activities, as well as to determine the dominant factors that influence the effectiveness of product promotion MSME. And the success of promotional activities on the marketing of MSME products, so it will get a concrete picture of the extent to which the integrated promotional program of MSME products positively to the market share of MSME products, which is directly assumed to increase the revenue of SMEs, and will get the form of the most effective marketing promotion program to support the increase in market share and revenue MSMEs.

1.2. Formulation Problem

- The dominant factors that influence the effectiveness of MSME product marketing and promotions to market share SMEs?
- What are marketing promotion programs most effective for increasing market share and MSME revenue?

2. Research Methods

This study is an explorative study using a limited survey method. The data used consist of primary data collected from the respondent sample is determined by using the technique of collecting randomly limited (purposive random sampling), with a sample size of 30 SMEs in the area of Depok, as well as secondary data to be collected from relevant agencies and libraries.

2.1. Analysis Method

In accordance with the objectives that have been determined then this research using descriptive qualitative analysis and quantitative analysis. Qualitative analysis is done by a comparative method that is comparing ideal condition and real condition in the field, opinions from various elements involved in the implementation of MSME promotion program and from literature study.

The method of analysis used Correspondence Analysis (correspondence analysis). Quantitative analysis will use some models of economic and mathematical analysis, among others: mapping analysis to determine the feasibility of MSME participation in an activity exhibition and simple economic analysis in the form of Benefit-Cost Cost Model for the following year.

3. The Results Achieved

3.1. Description of Respondents

In this study, the sample taken amounted to 29 covers the field of culinary and fashion/handicraft.

3.1.1. Respondents Mapped by Promotion

- Based on who follows the Exhibition

	Yes	No	Amount
Culinary	14	-	14
Fashion	14	1	15
amount	28	1	29

Table 1

Source: Research Results

- Based on the use of Ads

	Yes	No	Amount
Culinary	6	8	14
Fashion	1	14	15
amount	7	22	29

Table 2

Source: Research Results

- Based on Discounts

	Yes	No	Amount
Culinary	2	12	14
Fashion	1	14	15
amount	3	26	29

Table 3
Source: Research Results

- Based on online usage

	Yes	No	Amount
Culinary	12	2	14
Fashion	7	8	15
amount	19	10	29

Table 4
Source: Research Results

3.2. Discussion Result

3.2.1. MSME Engaged in the Field Of Fashion

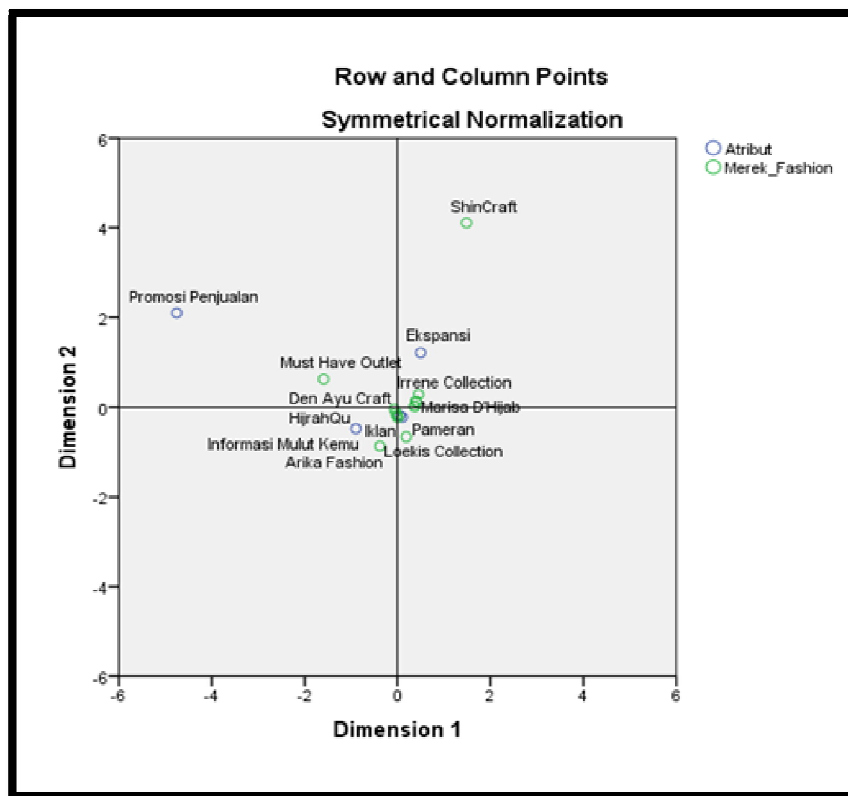


Figure 1
Source: Output SPSS 23, Data Processed

Image Result of Fashion Exhibition Business Correspondence Testing

- Den Ayu Craft
Being in quadrants I, II, III, and IV with dimensions I negative and II are in positive dimensions, so has the advantage of exhibition attributes, advertising, sales romance, and information from mouth to mouth in appeal with the fashion business of its competitors.
- Marisa D'Hijab

Being in quadrant II and quadrant III with dimensions I and II are both in positive dimension, which has proximity to exhibition and advertisement attributes, Marisa D'Hijab fashion business has the advantage of exhibition and advertisement attributes compared to its competitors' fashion business.

- Arika Fashion

Being in the IV quadrant with dimensions I and II are both in the negative dimension, which is closely related to the information attributes of mouth to mouth, the fashion business of Arika Fashion has the advantage of attribute information from mouth to mouth in the appeal to the fashion business of its competitors.

- HijrahQu

Being in quadrant IV with dimension I positive and dimension II is in negative dimension, which has proximity to exhibition attributes, advertisement, and information from mouth to mouth, hijrahQu fashion business has the advantage of exhibition attributes, advertisement, and information from mouth to mouth in the appeal to the fashion business of its competitors.

- Must-Have Outlet

Being in quadrant I with dimension I and negative dimension II are in positive dimension, which has proximity to sales promotion attribute, then the fashion business Must Have Outlet has the advantage of the attribute of sales promotion in appeal with its competitor fashion business.

- Loekis Collection

Being in quadrant III with dimension I positive and dimension II is in negative dimension, where to have proximity to an exhibition and advertisement attribute, hence effort of fashion Loekis Collection have superiority from exhibition attribute and advertisement in appeal with competitor fashion business.

Patchwork & Quilting, Fashion & Craft, DEV Collection, Mawar Fashion, Yenny Komala, AbriSam, Irrene Collection, Shin Craft and Adiyanti Muslim Clothing do not appear in the SPSS data results, it is considered not to have an advantage in the appeal with the fashion business competitors.

3.3. MSMEs Engaged in Culinary

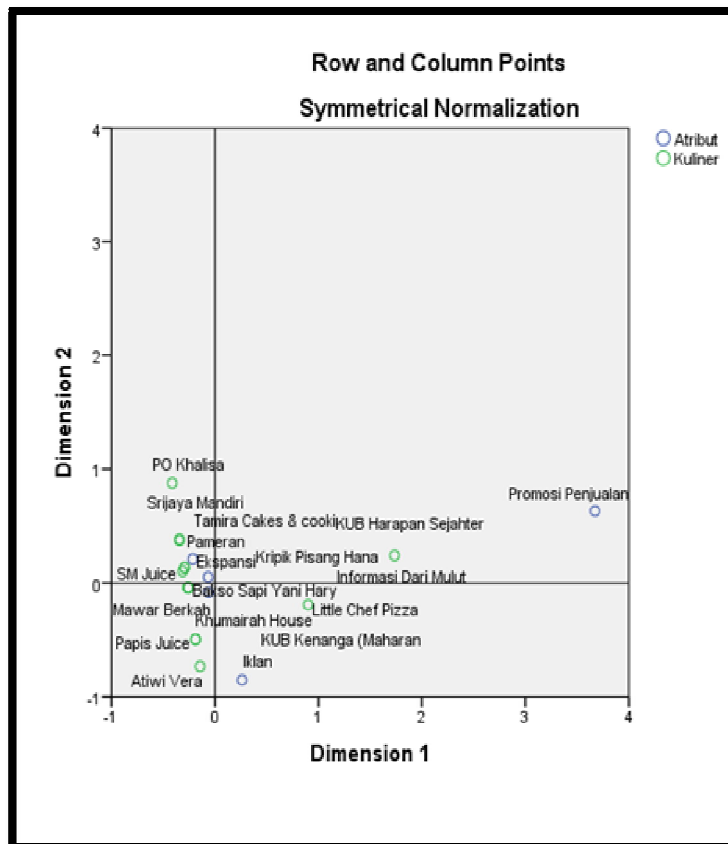


Figure 2
Source: Output SPSS 23, Data Processed

Image Test Result Correspondence Culinary Exhibition

From the table above, it can be seen that there is interpretation result of perception map from correlation analysis on attributes in dimension 1 and dimension 2 that determine the resemblance of each attribute adjacent to each culinary business. Here are the descriptions of the perception map:

- Tamira Cakes & Cookies and PO Khalisa
Being in quadrant I with dimensions I Negative and II being in positive dimension, which has a closeness to exhibition attribute, Tamira Cakes & Cookies culinary business has the advantage of exhibition attribute in appeal with its competitor's culinary business.
- Papis Juice
Being in the IV quadrant with dimensions I and II are both in the negative dimension, which is closely related to the information attributes from the mouth to mouth, the culinary effort of Papis Juice has the advantage of attributing information from mouth to mouth in an appeal to its competitors' culinary efforts.
- Atiwi Vera
Being in the IV quadrant with dimensions I and II are both in the negative dimension, which is closely related to the information attributes from mouth to mouth, Atiwi Vera's culinary business has the advantage of attributing information from mouth to mouth to appeal to its competitors' culinary business.
- SM Juice
Being in quadrant I with dimension I and negative dimension II is in positive dimension, which has proximity to exhibition attribute, then SM Juice culinary business has the advantage of exhibition attribute in appeal with its competitor's culinary business.
- Srijaya Mandiri
Being in quadrant I with dimension I negative and dimension II is in positive dimension, which has the closeness with exhibition attribute, Srijaya Mandiri culinary business has the advantage of exhibition attribute in appeal with its competitor's culinary business.
- Hanana Banana Chips
Being in quadrant II with dimension I and dimension II are both in positive dimension, which has proximity to sales promotion attribute, then the culinary business of Banana Chips has the advantage of selling promotional attribute in appeal with its competitor's culinary business.
- Bakso Cow Yani Haryani
Being in quadrant I and quadrant IV with dimension I and dimension II are both in negative dimension, which has proximity to exhibition attributes and information from mouth to mouth, then the culinary business of Yani Haryani Cowboy Meat has advantages from exhibition attribute and information from mouth to mouth freer in appeal with the competitor's culinary business.
- Little Chef Pizza
Being in quadrant III with dimension 1 positive and dimension II is in negative dimension which has proximity to attribute of advertisement, hence culinary effort of Little Chef Pizza has the advantage of an attribute of advertisement in appeal with its competitor's culinary business.

Mawar Berkah, KUB Kenanga (Maharani), Khumairah House, KUB Harapan Sejahtera Abadi, Mandiri Mainah, where this business does not have any proximity to any attribute, the culinary business of Mawar Bekah is considered to have no superiority compared to its competitor's culinary business.

4. Conclusion

The culinary business of cow meat Yani Haryani is considered the most superior in appeal with other culinary business, because this culinary business has more advantages compared to other culinary business, namely in the exhibition attributes and information from mouth to mouth.

Fashion business Den Ayu Craft is considered the most superior in appeal with other fashion businesses, because the fashion business has the advantage that there is much more other culinary business, namely in the attributes of sales promotion, advertising, exhibits, and information from mouth to mouth.

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