IMPLEMENTATION OF MARKETING STRATEGIES TO INCREASE COMPETITIVENESS IN UMKM

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Abstract

The purpose of this research is to determine the marketing strategy of sari wedang MSMEs through a SWOT analysis. In determining the marketing strategy, it is necessary to know the internal factors of strengths and weaknesses, external factors of opportunities and threats. The design used in this study is descriptive qualitative. The subject of this research are company managers, employees and consumers. The research instrument was conducted by interview, observation and documentation methods. Analysis of the data used is the reduction of data, presentation of data, and the withdrawal of kesimpulan. Hasil research shows that the analysis of the environment internally has the power among others, namely the location of the strategic, product quality excellent, product variety, prices are reasonable, and the service are friendly. While the weaknesses are employees who arrive late and lack of marketing. In conditions of external, chances are owned by the increasing demand of consumers, the opportunities the market area, improve marketing through media social, and quality of products recognized consumer. The threat that faced that their competitors are equal, the competitors provide prices oblique, and began to grow the company that new. Strategies that can be applied is to open a branch new, intensify promotion in the market, maintaining the quality of the products that are offered, utilizing the media of social as a means to do promotion.

Keywords: Marketing Strategy, SWOT Analysis and Competitiveness

INTRODUCTION

As the Indonesian people we really are not foreign to the activities of daily are not separated from the various results of goods creations actors MSMEs (Micro Small Medium Enterprises). Starting from the clothes that we wear as batik can be produced and sold in SMEs. as well as to items of goods by the typical area which is also sold and produced by SMEs. The development of marketing digital in an era when it was very varied. Some are sold with the way via online and offline. Even though it still doesn't have a shop and it already has a shop or place to sell and market its products. With characters who like this very often we come across in the area we are good it has a friend, a neighbor, the elderly and has self itself. So that we will not feel strange with the MSMEs around us. SMEs are a continuation of the business of micro small medium. Despite the efforts of small but has a role huge in contributions and crucial to the economy we are in the macro (www.ukmindonesia.id).

Presidential Decree No. 10 Year 1999 concerning the empowerment effort middle describes that effort medium into the business productive that have the citizens of the state of Indonesia in the form of agency efforts of individuals, entities business that no body of law, or agency business that body of law, including cooperatives; and not including a child company or a branch of the company that owned it stands alone, controlled by or allied, either directly or not directly; and has a treasure of wealth is more than USD 200 million up to Rp 10 billion, not including the land and building a place of business, or have the results of the sale of the lots of Rp 100 million per year. but now already there are some that are updated regarding the criteria for SMEs, namely the Law Law No. 20 of 2008 concerning SMEs, namely:
Table 1. Criteria for Indonesian MSMEs Based on Assets and Turnover

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Asset</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Micro business</td>
<td>Maximum 50 million</td>
<td>Maximum of IDR 300 million</td>
</tr>
<tr>
<td>2</td>
<td>Small business</td>
<td>&gt; IDR 50 million</td>
<td>&gt; USD 300 million - 2, 5 billion</td>
</tr>
<tr>
<td>3</td>
<td>Medium business</td>
<td>&gt; IDR 500 - &lt;1 billion</td>
<td>&gt; IDR 2.5 billion - 50 billion</td>
</tr>
</tbody>
</table>

Source: Cooperatives and MSMEs as the Indonesian economy (Tanjung, 2017: 35).

So SMEs are businesses or businesses owned by themselves or individuals who may be having the body of law and classified in a cooperative but not from child companies or branches of companies. As well as having income of ± Rp 300 million in annual (Cape, 2017: 89).

Most of the business actors in Indonesia are MSMEs. as well as the actors attempt great only be a few percent only. So it can be said that MSME players can play a major role in the development of the economy in Indonesia. The development of SMEs in Indonesia is very evolved with good. The good growth of MSMEs is also due to encouragement or support from the Indonesian government. Like new New this in a meeting Kemenkop, kemkominfo, and some of the actors attempt with the results "raise the number of perpetrators of SMEs which can be enjoyed in the world maya, Kemenkop SMEs and the Ministry of Communications and Information Technology (Kemkominfo) together with the actors of e-commerce initiated a program titled 8 Million MSME Go Online. "Perpetrators of SMEs should be the player the main of development economics digital in Indonesia. We have a target of how to make eight million SMEs is go online in the year 2019," delivered by the Minister of Communications and Information Technology Rudiantara, in the area of Harmoni (www.kominfo.go.id).

The development of the era of marketing at the moment is very varied and provide color new in Indonesia. As the revolution industrial 4.0 are applicable in the entire world. It is also impacted positively on SMEs in Indonesia, especially SMEs in the district Lumajang. With the revolution of industry 4.0 SMEs must be able to survive and compete in implementing and managing the management with the good. Management of management in general includes the fields of marketing, production, source power human (HR) and finance. With pengelolahan management that either this makes strategy factors key to success for the growth of SMEs and could compete and survive in the era when this. mecermati about markets, customers and products is one thing that is very important in the world of business. So that SMEs have to pay attention to strategies of business in order to maintain and develop businesses that already exist, in order to still be able to compete with the well.

Research earlier that becomes a reference in the study have explained that the strategy of marketing is one of the ways to win advantages to compete the continuous good it was for the companies that produce goods or services. The strategy of marketing can be regarded as one of the base which is used in preparing the planning company as a whole. In view of the extent of the problems that exist in the company, it is necessary to have a comprehensive planning to serve as a guide for the company segment in carrying out its activities, another reason that shows the importance of a marketing strategy is the tougher company competition in general. With the result of an increase in total sales from year to year and used as a reference for the effectiveness of marketing strategies in competition between MSMEs (Nurzamzami & Siregar, 2016).

Research that is done by daughter, Elysia paramitha. Djunaidi, much & Kholid al-ghofari, (2015) which entitled Analysis SWOT as Strategy Increases Power Competitiveness In Business Enterprises Batik (Study Case: Industry Batik SYN-Surakarta) with the results of research by using analysis SWOT shows that Batik SYN is in the position of Growth (development) by using the strategy of SO (Strength opportunities). Further to the analysis of STP, the author uses segmentation demographic with variables such as the type of sex, age, type of employment, and income. The targeting that exist on SYN Batik is manifold sex female with ages average 45-55 years and had a job as an entrepreneur who earn > 5 million. While for positioning, Batik SYN have a quality product that is great compared with competitors' similar others.
Referring to the study earlier which has been done, it is necessary to examine more further on the management pamasaran were performed by actors of SMEs, so as to perform the analysis of SWOT to formulate strategies that can be used later. With a SWOT analysis, researchers can identify the strengths, weaknesses, opportunities, and threats that will be faced by MSMEs by analyzing the SWOT matrix. So that companies can formulate the right strategy to be carried out at MSMEs.

Aspects of marketing does have a concern specifically for SMEs in the development so that SMEs still able to survive to compete with MSMEs another in an era when this. So that in making strategic marketing, the company is to be really really matured as a whole. Such as determining market segmentation, positioning, and targets. It is so that SMEs can compete with SMEs others with the good. Moreover, seeing the competition which is very tight at the moment of this. As well as the ability to grab share of the market will affect the continuity of life SMEs it alone. Without exception the “Sari Wedang” UMKM in Lumajang Regency. A managerial are contained in it are also very requires the formulation of a strategy of marketing that is appropriate as a priority primary to face competition in efforts to develop the market. Based on the background behind at the top of the thesis is taking the title of "Implementation Strategies Marketing To Increase Power Competitiveness In SMEs Sari Wedang In Subdistrict Lumajang".

METHOD
This research uses qualitative methods. In because of the search for the source of the data does not lead to consumers or buyers only, but leads to some informants as owners of SMEs, service cooperatives, consumers, and competitors SMEs are equivalent. So in research it requires a source of data or sources of information that a lot to enhance the data research this. In this study, the data collection technique was through observation, interviews, and documentation. Mechanical analysis of the data in the study is using the method to the reduction of the data, the data model and the withdrawal of conclusion. Mechanical Analysis SWOT no research of this technique of analysis SWOT through several stages of the first to look for the data IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) subsequently made a diagram SWOT and the latter makes the matrix SWOT.

RESULTS AND DISCUSSION
1) The gender of the consumer

<table>
<thead>
<tr>
<th>Information</th>
<th>Number of respondents</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>36</td>
<td>72%</td>
</tr>
<tr>
<td>Male</td>
<td>14</td>
<td>28%</td>
</tr>
<tr>
<td>Average Age of Consumers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;25 years</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>25-35 years</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>35-45 years</td>
<td>14</td>
<td>28%</td>
</tr>
<tr>
<td>45-55 years</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>&gt; 55 years</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>Type of Consumer Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student / student</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>Civil servants</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>Private employees</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>traders</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Teachers and lecturers</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>Mother house stairs</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>Consumer Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No income</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>&lt;Rp. 1,000,000</td>
<td>13</td>
<td>26%</td>
</tr>
</tbody>
</table>
IDR 1,000,000-1,250,000 17 34%
IDR 2,500,000-5,000,000 8 16%
> IDR 5,000,000 - -

Source: Based on research at MSME Sari Wedang (2020)

**Targeting**
1) Type Gender: female
2) Age of consumers: 35-45 years
3) Type of work: private employees
4) Income PERB ulan: Rp 1,000,000 - Rp 2,500,000

**Positioning**
Based on the results of the segmentation of the market and targeting that has been made by researchers to SMEs sari wedang, then it can be known that the position of product beverage archipelago that is in production by SMEs sari wedang to products of competitors batik others have advantages compared to products of drinks from competitors more. Like products from MSMEs, salak juice from Pronojiwo and MSMEs, ginger syrup from Pasrujambe.

**SWOT analysis**

IFAS (Internal Factors Analysis Summary). Analysis of the environment internally an analysis that illustrates the factors that can be controlled by the company (daughter, Elysa paramitha. Djunaidi, Much & Kholid al-ghofari, 2015).

EFAS (External Factors Analysis Summary). Analysis of the environment External an analysis that illustrates the factors that do not can be controlled by standard enterprise. The factors internal contained in sari SMEs wedang, among others are as follows:

<table>
<thead>
<tr>
<th>Factors strategy of external</th>
<th>Weight</th>
<th>Rating</th>
<th>Weight x rating</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Wide market share</td>
<td>0.11</td>
<td>4</td>
<td>0.44</td>
<td>1. There is a great opportunity if the market share of Sari Wedang MSMEs is wide</td>
</tr>
<tr>
<td>2. Demand consumers are high</td>
<td>0.08</td>
<td>3</td>
<td>0.24</td>
<td>2. With high demand, it will be an opportunity for Sari Wedang MSMEs to develop their companies</td>
</tr>
<tr>
<td>3. Maximizing marketing</td>
<td>0.09</td>
<td>3</td>
<td>0.27</td>
<td>3. Sari wedang MSME market has begun to expand but is still not being improved</td>
</tr>
<tr>
<td>4. Product safety</td>
<td>0.11</td>
<td>4</td>
<td>0.44</td>
<td>4. Sari wedang MSME products have started to have good safety standards</td>
</tr>
<tr>
<td>5. The quality of products in recognized consumer</td>
<td>0.11</td>
<td>4</td>
<td>0.44</td>
<td>5. Evidenced by the consumers who buy the SMEs sari wedang</td>
</tr>
<tr>
<td>Sub-Total</td>
<td>0.50</td>
<td>1.83</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Threats:
1. Competitors are engaged in the field of the same niche: 0.09 4 0.36 1. The presence of a competitor who has field that the same would be the threat that is less good for the company
2. Consumers who switch to other products: 0.11 2 0.22 2. If consumers switch to other products...
Factors strategy of external

| Products other than the product of the company has been less that interested |
| Competitors give low prices |
| The growth of businesses that grow in the same field |
| Competitors are more used to take advantage of hardware technology products |

<table>
<thead>
<tr>
<th>Factors strategy of external</th>
<th>Weight</th>
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<tbody>
<tr>
<td>3. Competitors give low prices .</td>
<td>0.09</td>
<td>3</td>
<td>0.27</td>
<td>products other then the product of the company has been less that interested</td>
</tr>
<tr>
<td>4. The growth of businesses that grow in the same field .</td>
<td>0.11</td>
<td>3</td>
<td>0.33</td>
<td>3. Must improve product quality</td>
</tr>
<tr>
<td>5. Competitors are more used to take advantage of hardware technology products .</td>
<td>0.11</td>
<td>3</td>
<td>0.33</td>
<td>4. Their competitors just that grow in the field of the same will be a serious threat</td>
</tr>
<tr>
<td>5. Competitors are more used to take advantage of hardware technology products .</td>
<td>0.11</td>
<td>3</td>
<td>0.33</td>
<td>5. Having perealatan teknologi it is very important because it will make the company will be more productive and efficient .</td>
</tr>
</tbody>
</table>

**Sub-Total** 0.50 1.45

**Total** 1.00 3.28

**Source**: Based on research at MSME Sari Wedang (2020)

**SWOT diagram**. From the results of the analysis of the table of factors internal and external above, shows that for the value score each factor can be specified as berikut :

1) Strength factor : 1.91
2) Weakness factor : 1.19
3) Opportunity factor : 1.83
4) Threat factor : 1.45

From perhtungan such, it is known that the value of the power is higher than the value of the weakness of the difference (+) of 0.72 and the value of the opportunity is higher than the value of the difference (+) 0.38. From the identification of these factors, it can be described in the SWOT diagram as follows :

**Figure 1 SWOT diagram**

**Source**: Based on research at MSME Sari Wedang (2020)

**SWOT matrix**. On stage next was the formulation of strategy marketing based matrix SWOT sourced the data from SMEs sari wedang of the results of interview, observation and documentation. The results in the following matrix table :
### Table 5 The following Sari Wedang MSME SWOT Matrix:

<table>
<thead>
<tr>
<th>Strength / Weakness</th>
<th>Strength (S)</th>
<th>Weakness (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strength</td>
<td>1. The location was strategic.</td>
<td>1. Shortage of employees or personnel work</td>
</tr>
<tr>
<td></td>
<td>2. Having a product that is diverse and quality.</td>
<td>2. There are employees working that are not in accordance with their duties and authorities.</td>
</tr>
<tr>
<td></td>
<td>3. Affordable prices for consumers.</td>
<td>3. There are employees who are late.</td>
</tr>
<tr>
<td></td>
<td>4. Already a legal entity.</td>
<td>4. Amenities are less adequate.</td>
</tr>
<tr>
<td></td>
<td>5. The products are qualified and featured.</td>
<td>5. Servants often permission to not get in work</td>
</tr>
<tr>
<td>Weakness</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Opportunities (O)

1. Wide market share
2. Demand consumers are high
3. Maximizing marketing
4. Product safety
5. The quality of products in recognized consumer

#### Strength Opportunities

1. Intensifying sale on the market of consumers who intended
2. Always innovating in various product variants
3. Providing the quality of the product that is offered
4. Opening a new branch or shop to enjoy drinks in person.

#### Weakness Opportunities

1. Recruitment of employees according to company needs
2. Give warnings to employees who are late
3. Ensuring product safety both in terms of packaging or beverage concoction
4. Completing the equipment are still lacking
5. Give limited permission for employees not to come to work

#### Threat (T)

1. Competitors are engaged in the field of the same.
2. Consumers who switch to other products.
3. Competitors give low prices.
4. The growth of businesses that grow in the same field.
5. Competitors are more used to take advantage of hardware technology products.

#### Strength Threat

1. Applying a price that is competitive on a product that is offered.
2. Providing services to the maximum extent possible.
3. Maintaining the quality of the products that are offered.
4. Using social media as a means of promotion.

#### Weakness Threat

1. Applying a price that is competitive but not hurt.
2. Always innovate on products
3. Always maintain product quality

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**Discussion**

Market segmentation. Based on the results of this study, Sari Wedang MSMEs have a clear market segmentation. Segmentation of the market SMEs sari wedang that is directed to the lovers of drink traditionally good it from among the children of young, dewas, families and seniors. Because the beverage of SMEs sari wedang very able to be enjoyed by all the consumers.
As well as the products of SMEs sari wedang can be purchased by all sorts of good that people among the top and the bottom. So that all the prop can buy products from MSE M sari wedang.

**Targeting.** SMEs sari wedang have a target market that is intended that people who diversified the mean average sex women with an average age of 35-45 years old and have an average have jobs of employees of private as well as having an average income Rp 1,000,000 to Rp 2,500,000. So it can be concluded that the purchase of products of SMEs sari wedang the average adult who is already working.

**Positioning.** Based on the results of the segmentation of the market and targeting that has been made by researchers to SMEs sari wedang, then it can be known that the position of product beverage archipelago that is in production by SMEs sari wedang to products of competitors batik others have advantages compared to products of drinks from competitors more. Like products from MSMEs, salak juice from Pronojiwo and MSMEs, ginger syrup from Pasrujambe. Keunggulah of SMEs sari wedang namely SMEs sari wedang have standard security that both the product and the production using material selection.

**SWOT analysis**

**Analysis of the internal environment of SMEs Sari Wedang**

Internal environmental analysis is also called an analysis of the strengths and weaknesses of a company. Analysis of this can be also referred to the analysis of identity self-organization or company that is an analysis of the sources of power companies, and opportunities opportunities industry (Bismala, 2014). Strength is the source of power, skill or excellence of excellence that is owned by the companies mentioned and that is something that has a case that is more than than the competitors. So that power is a competition specifically who owned the company in the face of the market.

**Strength**

Strength that owned SMEs sari wedang after conducted research are as follows: a) 1. Has a strategic location. 2. Having a product that is diverse and quality. 3. Affordable prices for consumers. 4. Already a legal entity. 5. The products are qualified and seed,

**Weakness**

Every company or UMKM must have shortcomings, depending on the company it can minimize or not. Based on the data that exist, deficiencies which have SMEs sari wedang are as follows: 1. Shortage of employees or personnel work. 2. There are employees working that are not in accordance with their duties and authorities. 3. There are employees who are late. 4. Amenities are less adequate. 5. Servants often permission to not get in the work.

**Analysis of the External Environment of MSME Sari Wedang**

Environment External an analysis of events that are outside of the company that has the potential to affect the company. The purpose of the analysis is that to gain knowledge about the opportunities and threats are owned by the company and influence for the company. Opportunities and threats are the most important situations in a corporate environment.

**Opportunity**

Opportunity is an opportunity that is owned by the company to achieve the goal by way of doing business that utilizes various sources of power are held. Based on the data on the page before the SMEs sari wedang have the opportunity as follows: 1. Wide market share. 2. Demand consumers are high 3. Maximizing marketing.
4. Product safety.
5. Quality products at recognized consumer.

Threat
The threat is one of the to obstacle the main for the company to occupy a position that is desired by the company. Based on the data on the page before that had been studied by the researchers then threats which are owned by SMEs sari wedang namely:
1. Competitors are engaged in the field of the same.
2. Consumers who switch to other products.
3. Competitors give low prices.
4. The growth of businesses that grow in the same field.
5. Competitors are more used to take advantage of hardware technology products.

CONCLUSION
Sari wedang MSMEs have a clear market segmentation. Segmentation of the market SMEs sari wedang that is directed to the lovers of drink traditionally good it from among the children of young, dewas, families and seniors. Because the beverage of SMEs sari wedang very able to be enjoyed by all the consumers. Targeting. P embroider the products of SMEs sari wedang the average adult who is already working. Positioning. SMEs sari wedang have a position products drinks archipelago that is in production by SMEs sari wedang against products contenders drink more have advantages compared to products of drinks from competitors more. Strategy which can be adequate for by SMEs sari wedang of researchers; (a) Strengths Opoortunities (SO) : 1) Intensifying promotion in the market 2) Always innovating on various product variants. 3) Opening a branch of new or tavern to enjoy a drink it directly. (b) Strengths Theats (ST): 1) Expanding marketing through social media. 2) preserve the quality of the products that are offered. (c) Weakness Opportunities (WO): 1) Equip equipment for producing. 2) Merequritment employees in accordance with the needs of the position that is required. (d) Weakness Threats (WT): 1) Applying a competitive price, 2) Always innovating on the product. 3) Always maintain product quality.

REFERENCES