

MSME SALES MARKETING STRATEGY IN THE PETISAH MARKET IN THE TIME OF COVID 19

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Received: January 1st,
2022
Revised : January 10th,
2022
Accepted: January 15th,
2022

Abstrak (Indonesian)

Latar Belakang: Pasar Petisah UMKM berjuang untuk lebih memperhatikan persaingan di dunia usaha, baik di dalam negeri maupun UMKM Pasar Petisah harus memperhatikan permasalahan utama yaitu pemasaran. Dalam melakukan pemasaran yang baik, produsen harus mengetahui terlebih dahulu apa kebutuhan dan keinginan konsumen, sehingga produk yang akan ditawarkan sesuai dengan keinginan konsumen.

Tujuan: Penelitian ini bertujuan untuk mengetahui Strategi Pemasaran Penjualan UMKM Di Pasar Petisah Di Masa Covid 19.

Metode: Metodologi penelitian yang digunakan adalah kualitatif pendekatan penelitian kualitatif adalah penelitian yang menyajikan serta data berdasarkan hasil dari dokumentasi yang dapat memberikan gambaran yang jelas atas objek yang diteliti, untuk kemudian di proses dan di analisis untuk kemudian menarik kesimpulan. Metode analisis data yang digunakan adalah kualitatif dimana data yang digunakan dalam penelitian menjelaskan suatu objek atau fenomena berdasarkan hal-hal yang umumnya tidak dapat dihitung menggunakan data dokumentasi, studi literature, dan data sekunder.

Hasil: Semakin berkembangnya dunia usaha saat ini, umkm dituntut untuk lebih memperhatikan persaingan-persaingan dalam dunia usaha baik didalam negeri maupun diluar negeri. Jika UMKM ingin tetap bersaing dengan perusahaan-perusahaan lain, maka UMKM harus memperhatikan masalah pokok yaitu pemasaran.

Kesimpulan: Strategi Pemasaran Produk Di Saat Masa Pandemi Covid-19 Yang Efektif yaitu menawarkan layanan atau produk kepada pelanggan yang membutuhkan bantuan, menggunakan alat yang tepat, dimaksimalkan dapat berupa fitur lama atau fitur baru yang sesuai dengan kebutuhan

masyarakat atau pelanggan, menghindari segala kesan negatif yang dapat merusak usaha.

Kata kunci: Pemasaran; UMKM; Pasar Petisah; Masa Covid-19

Abstract (English)

Background: MSME Market Petisah struggles to pay more attention to competition in the business world, both domestically and MSME Market Petisah must pay attention to the main problem, namely marketing. In doing good marketing, producers must know in advance what the needs and desires of consumers are, so that the products that will be offered are in accordance with the wishes of consumers.

Objective: This study aims to determine the MSME Marketing Strategy in the Petisah Market During the Covid 19 Period.

Methods: The methodology used is a qualitative approach, which is a research that presents data based on the results of documentation that can provide a clear picture of the object given, to then describe the process and analyze it for later draw a conclusion. The data analysis method used is qualitative where the data used in the study describes an object or phenomenon based on things that generally cannot be calculated using data documentation, literature studies, and secondary data.

Results: With the development of the business world today, SMEs struggle to pay more attention to competition in the business world, both domestically and abroad. If MSMEs want to remain competitive with other companies, MSMEs must pay attention to the main problem, namely marketing.

Conclusion: Effective Product Marketing Strategy During the Covid-19 Pandemic Period, namely: offering services or products to customers who need assistance, using the right tools, maximizing old features or new features that suit the needs of the community or customers, avoiding all negative impressions can ruin a business.

Keywords: Marketing; MSMEs; Petisah Market; Covid-19 Period

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INTRODUCTION

MSME Market Petisah struggles to pay more attention to competition in the business world, both domestically and MSME Market Petisah must pay attention to the main problem, namely marketing. In doing good marketing, producers must know in advance what the needs and desires of consumers are, so that the products that will be offered are in accordance with the wishes of consumers. So to maintain the survival of the company, especially in carrying out business activities for profit, the company tries to improve and adjust its marketing strategy to increase sales (Juliana, Fatimah, & Apriliyanti, 2018).

Strategic planning is a system management process, which is defined as the decision-making process of the plans to be implemented by the organization, and the estimation of resources to be allocated for a certain period of time. every plan. next year (dan Govindarajan, 2005).

The marketing mix is a combination of variables or activities that form the core of the marketing system. These variables can be controlled by a company to influence consumers in its target market. The combination of variables or marketing is the core of the marketing system. There are at least 4 marketing activities which are also known as the marketing mix. The marketing mix consists of 4 components, namely:

- 1) A product is anything that is offered to the public to be seen, held, purchased or consumed.
- 2) Price is the amount that consumers have to pay to buy the product or change ownership of the product.
- 3) Places are various activities carried out by companies to make products produced/sold at a reasonable price and available for use in the target market.
- 4) Promotion is a variety of company activities to convey and introduce products to the target market.

Marketing strategy is a strategy that serves the market or market segment targeted by entrepreneurs, low sales are determined by the inappropriate marketing strategy applied by the company to achieve organizational goals. increase. With the applicable marketing strategy, the company can successfully market its products

MSMEs are independent and productive business units, run by individuals or entities in all economic sectors. As a general rule, the difference between micro enterprises (UMI), small and medium enterprises (UK), small and medium enterprises (UM), and large enterprises (UB) is basically the initial asset value (excluding land and buildings) and the average flat. annual sales. based on. Or the number of permanent employees. However, the definition of MSMEs based on these three measuring tools varies in each country. Therefore, it is difficult to compare the importance or role of small, medium and micro enterprises between countries (Tambunan, 2011).

Strategy comes from the Greek strategy which means general. Therefore, the word strategy literally means "art and general". This term refers to the primary concern of the top management of the organization. Specifically, strategy is the placement of the company's mission, which sets organizational goals by binding external and internal forces, formulating specific policies and strategies for the purpose and ensuring their correct implementation, so as to achieve the main goals and objectives of the organization (Tjiptono, 2008). Strategy is the overall method of handling ideas, planning and implementing an activity. A good strategy has the theme of coordinating the work team and determining supporting factors in accordance with the implementation of rational ideas, financing efficiency, and tactical principles to achieve goals effectively (Fitriyani, Sudiarti, & Fietroh, 2020).

Marketing strategy according to Kotler (Kotler et al., 2012) is a marketing logic that wants companies to create value for their customers and enable them to have profitable

relationships with them. A marketing strategy is a plan that shows the company's expectations regarding the impact of various marketing activities or programs on the demand for a product or product line in a particular target market.

MSME Pasar Petisah can use two or more marketing programs simultaneously because each type of program such as advertising, sales promotion, personal selling, customer or product development has a different impact on demand. Therefore, what is needed is a mechanism that allows marketing programs to be coordinated and integrated synergistically. This mechanism is known as a marketing strategy. In general, the best marketing opportunities come from increased demand, while the best opportunities for growth come from the efforts offered by selection (Kotler et al., 2012).

According to Assauri (2012), strategy is a set of goals and policy rules that are given to the company from time to time and set goals at all levels, especially as the company's marketing objectives when facing environmental and competitive conditions. It's always changing (Assauri, 2003).

From these four points, it can be seen that the marketing strategy can be said to determine the target market by analyzing changing market opportunities. All financial goals will depend heavily on the level of sales, which is usually an estimate of the company's revenue. The marketing strategy formulated and executed by the company has several functions, namely:

- a) Form consumer groups strategically, rationally, and with complete information
- b) Prioritizing the needs of current and future consumers and potential customers
- c) Creating products that can meet consumer needs appropriately and usefully, and can differentiate the company from competitors.
- d) Communicating and delivering products to the target market;
- e) Lead the entire marketing staff to become a team of disciplined, potential and experienced staff.

METHOD

This research is included in qualitative research with a case study approach. The data obtained in this study are qualitative data collected through in-depth interviews, observation, and documentation. Informants were taken using purposive sampling and snowballing techniques. The source of the data comes from the Petisah Market MSME informants who trade food or beverages and the other number is 7 people. The informant has been trading on Pasar Petisah street for approximately 6 years as his main job. data validity using source triangulation. This data analysis uses the Interactive Analysis Model from Milles and Hubberman, namely through data reduction, data presentation, as well as withdrawal and leverage. As for the validity of the data using source triangulation.

The qualitative research method is a research method based on the philosophy of positivism, used to examine the condition of natural objects, where the researcher is the key instrument, the sampling of data sources is done purposively and snowball, the data collection technique is triangulation, the data analysis is inductive/qualitative and the results research emphasizes meaning rather than generalization (Sugiyono, 2017)

RESULT AND DISCUSSION

Marketing Promotion Strategy

To bring the company's products to market, various methods or strategies are needed so that these products are known, tried, and trusted, so that they become consumers

who need them, even if consumers do not want to use other products or have product development. this. In general, there are 3 important strategies in marketing, including:

- 1) Market modification: This is an effort to find new buyers for the company. This can be done in various ways, including:
 - a. Look for new markets and market segments.
 - b. Positioning the brand to achieve greater sales
- 2) Product modification: This is achieved by changing product characteristics that can attract new buyers. Possible methods include.
 - a. Improve product quality in terms of durability, purity, strength, etc. If the quality of the product is indeed improved, consumers know and believe in quality improvement, and consumers are interested in the improvements made, then this effort will be successful.
 - b. Side fix. This is achieved by adding functionality and security to the product.
 - c. repair mode. Improve the appearance or style of the goods or products produced

Change the marketing mix

Change elements to drive sales. Ways that can be done include:

- 1) Lowering prices to attract new market segments.
- 2) Carry out more attractive advertising and promotion activities.
- 3) Shifting distribution channels with higher profits or higher production volumes.

From the perspective of the third strategy, promotion is included in the revised marketing mix. In economics and marketing, promotion is one way to improve product marketing by introducing products to consumers.

Marketing

According to Kotler and Armstrong (2014: 77), promotion is an activity that conveys the advantages of a product and persuades customers to buy the product. Therefore, promotion is a company activity to directly or indirectly communicate, persuade and remind consumers about the product or service (Veronica, 2019).

Marketing Mix

The marketing mix is a variable that the company uses as a means to satisfy or serve the needs and wants of consumers. The variables in question are product, price, distribution, and promotion. These four elements determine the direction of a company's marketing strategy. Strategy is a long-term plan that is used as a guide for staff marketing activities. According to Sumarmi and Soprihanto (2010), "Marketing mix is a combination of variables or actions that form the core of a marketing system, namely product, price, promotion, and distribution. In other words, the marketing mix is a collection of variables that companies can use to influence consumer responses (Fitria, 2019).

- 1) Product: A product is anything that can be offered in a market to attract attention, demand, use or consumption. Products are always presented not only in the form of goods, but also in the form of services or a combination thereof (goods and services). According to Herri (Podgorecki, Welan, & Aksara, 2010), a product is anything that can be offered to the market to be noticed, owned, used or consumed to satisfy wants and needs.
- 2) Price: Price is a unit of currency or other measure (including other goods and services) exchanged for ownership or usufructuary rights of goods or services (Tjiptono, 2008). In the pricing policy, management must determine the cost of the product, then determine matters relating to price, employee compensation, and other matters related to price.
- 3) Promotion: Promotion is all forms of product offerings that are sold by informing, persuading, and reminding consumers to obtain purchases or use feedback. But

when one examines it more deeply in its own promotions, it is rarely due to a purchase, or is unaffected by the product, price, financing, and other aspects of marketing.

- 4) Location:; Location refers to various marketing activities to speed up and facilitate the delivery or delivery of goods and services from producers to consumers.

Customer Satisfaction Strategy

In order for a company to succeed in the competition, the condition that must be met is trying to achieve its goals by creating and retaining customers. To achieve this goal, every company must work hard to promote products and services that can meet the needs and desires of consumers or customers, so as to achieve customer satisfaction beyond that provided by competitors.

Effective product marketing strategies at the Petisah Market during the Covid-19 pandemic, namely:

- 1) Don't just sell, help support marketing strategies during the pandemic. Occasionally try to provide a service or product to a customer who needs help.
- 2) Product marketing strategy during the Covid-19 pandemic: use topics and keywords for precise positioning.

With the right tools, you can analyze online data to determine who is reading content about the Corona Virus and what type of content they are reading. They can then group together the topics or keywords they are interested in so that your business can provide the right content that fits their current needs.

- 1) Product marketing strategy during the pandemic through online applications and content. The advanced features can be old or new depending on the client's requirements.
- 2) In your marketing strategy during the pandemic, ensure product safety is demonstrated during the advertising campaign the impact of any negative experiences that can harm the business brand and can also provide videos to customers on how to ensure product safety and quality assurance.
- 3) This will help them believe that you are indeed proposing any proposal for Covid-19.
- 4) Product marketing strategy during the Covid-19 pandemic using various media. Provides information about the estimated delivery time.

Create a Relevant Product Marketing Strategy

With the coronavirus crisis in mind, a product marketing strategy can also include keywords and situational visuals in your marketing campaigns to attract attention.

CONCLUSION

The use of social capital as a marketing method during the Covid-19 pandemic makes a lot of sense considering the current pandemic conditions. Individuals in Pasar Petisah MSMEs can only make online transactions via WhatsApp messages or phone calls with approved economic operators. Trust and a sense of family are the determining factors for the success of this marketing system. Effective product marketing strategies during the Covid-19 pandemic, namely:

- 1) Don't just sell, help support marketing strategies during the covid 19 period
- 2) Product marketing strategy during the Covid-19 pandemic: use topics and keywords for precise positioning.
- 3) Product marketing strategy during the pandemic through online applications and content.

- 4) In the marketing strategy during the pandemic, ensure that product safety is demonstrated during the advertising campaign the impact of any negative experiences that can harm the business brand and can also provide videos to customers on how to ensure product safety and quality assurance.
- 5) This will help them believe that you are indeed proposing any proposal for Covid-19.
- 6) Product marketing strategy during the Covid-19 pandemic using various media.
- 7) Create a relevant product marketing strategy

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