

Improving the Marketing Strategy MSMEs of Cassava Crackers in Muaro Paneh Village Bukit Sundi District Solok Regency

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ABSTRACT

The purpose of my research are (1) Improving the marketing strategy of cassava crackers business actors to continue to increase sales of products produced. (2) Providing knowledge on how to improve the marketing strategy of the resulting sweet cassava cracker products. The method used in this activity is to provide counseling and describe marketing strategies that can be captured by sweet potato cracker entrepreneurs and provide training through integrated guidance to sweet potato crackers entrepreneurs to find marketing strategies that are suitable with the opportunities available. The conclusions that can be obtained are: (1) SMEs can find out about marketing strategies that can be done for increase creative economy to upgrade sale of cassava cracker, and (2) MSMEs can express their creative ideas to market products that are even better in the future.

Keywords: Marketing Strategic

1. INTRODUCTION

At present, all kinds of businesses must innovate the products produced. If not, then the product will be unable to compete with other similar products. According to Puji, et al (2020:28) [1], if it is not accompanied by constant innovation, then the business will be left behind from competitors.

Likewise, MSMEs in West Sumatra, one of which is working on food business. But there are still very few people who can read and take advantage of business opportunities in the food sector by developing the business. One of the traditional and unique food businesses is food made from natural resources in the form of agricultural products that are mostly found in the area, namely cassava. This food is made by MSMEs in Nagari Muaro Paneh, Bukit Sundi

District, Solok Regency, known as Cassava Crackers.

MSEMs businessmen make cassava crackers from cassava based ingredients using traditional tools. The marketing of cassava crackers is also still manual. One example is cassava crackers which are widely sold by traders along the Trans Sumatra Road in the Solok-Padang Sitinjau Laut border area, Lubuk Selasih.

The traditional marketing of cassava crackers has not optimal. The marketing carried out by this cassava cracker business is only limited to sending and providing raw cassava crackers in a makeshift package. The marketing process is only done conventionally and does not use a good marketing strategy.

Marketing strategy cannot be separated from the satisfaction obtained by customers for the

products produced. Increasing attention to customer satisfaction and dissatisfaction. The longer the number of parties who care to customer satisfaction and dissatisfaction issues. The parties most directly related to this are one of the marketers or business people themselves. According to Garvin in Lovelock (1994); Peppard and Rowland (1995) in Fandy (2008:25) [2], in evaluating satisfaction with certain products, services, or companies, consumers generally refer to various factors or dimensions.

Improvement of marketing strategies in the context of business development carried out by cassava crackers in Muaro Paneh Village, Bukit Sundi District, Solok Regency include: (1) Improving the welfare of the community by opening business and employment opportunities as well as equitable development in the field of making cassava crackers; (2) Realizing the development of a sustainable cassava cracker business, so as to provide socio-cultural, socio-economic benefits for the community and the region, as well as maintaining the quality of the environment; (3) Increasing consumer satisfaction and expanding the market of cassava crackers; and (4) Creating a conducive climate for the development of a useful and productive cassava cracker business.

2. LITERATURE REVIEWS

2.1. Food

Indonesian Wikipedia [3], the free encyclopedia defines food is an ingredient, usually derived comes from living things to get it comes from living things to get energy and nutrition. This liquid is called a drink, but it can also be called food. Sometimes this term is used figuratively. While the definition (meaning) of traditional food is food and drinks commonly consumed by certain people, with distinctive flavors received by the community (*yogi-isk.blogspot.co.id*) [4].

2.2. Marketing Strategy

According to Kotler and Keller (2009:81) [5], marketing strategy is marketing thinking to achieve goals. Marketing strategy determines the target market strategy, positioning, marketing mix, and marketing costs. Whereas Fandy (2008:6) [2] states that the Marketing strategy is a fundamental tool used to achieve company goals by developing a sustainable competitive advantage through potential markets and marketing programs to serve these target markets.

Marketing strategy is the basis of direction on marketing or business activities, competition, and environmental changes to achieve expected goals. Therefore, the company must first look at the situation and market conditions and assess its position in the market, before determining the marketing strategy to be implemented. Marketing activities must be carried out after knowing the situation and position in the market can be determined.

The classification of competition positions based on industry behavior can be described namely: (1) Market Leader Strategy, (2) Market Challenging Strategy, (3) Market Follower Strategy, and (4) Niche Market Strategy. A successful of marketing strategy is largely determined by the level of satisfaction obtained by consumers from marketing activities undertaken by the company for its products. Based on this, it can be said that the goals and objectives of marketing a product are to the satisfaction of consumers.

2.3. MSMEs

1. Understanding of MSMEs

Article 1 of Law Number 20 Year 2008 [5] states that: (a) Micro Enterprises are individual productive enterprises or individual business entities in accordance with the criteria for Micro Enterprises as regulated in this Law, (2) Small Business is a productive economic business that is established by individuals or business entities that are not a subsidiary or branch of a company that is owned, controlled, or is part of a Large Business that meets the criteria for Small Business as

referred to in this Law, and (3) Medium Business is an individual productive economic enterprise or an independent business entity, which is not a subsidiary or branch of a Small or Large Business with the amount of net assets or annual sales as regulated in this Law.

2. The Purpose of MSMEs Empowerment

Article 5 states that the objectives of MSMEs empowerment are: (a) Creating a balanced, developing and equitable national economic structure, (b) Growing and developing the ability of MSMEs to become successful business, and (c) The role of MSMEs is enhanced in regional development, job creation, income distribution, economic growth, and poverty alleviation.

3. MSMEs Criteria

In Article 6 it is stated that the MSMEs criteria are as shown in the following table:

Table 1. Criteria of MSMEs

	Net Worth (Excluding Land and Business Premises)	Yearly Sales
Micro business	< Rp. 50 million	< Rp. 300 million
Small business	Rp. 50 million – Rp. 500 million	Rp. 300 million – Rp. 2,5 billion
Medium Business	Rp. 500 million – Rp. 10 billion	Rp. 2,5 billion – Rp. 50 billion

Source: UU No. 20, 2008.

4. RESULT OF RESEARCH AND DISCUSSION

Problems related to increasing product sales can be addressed properly. For example, by providing training that aims to improve the skills and knowledge of participants on how to develop product marketing so that the potato cracker businessman is able to be motivated to continue to market their products by using good marketing strategies in order to increase their income in winning competition with the specificity of the products produced.

Many things can cause the low marketing value of cassava cracker cracker products, one of which is the limitations and lack of responsiveness of businesses in reading opportunities and markets to market these products. The mistake of the business actors in reading the market and this market opportunity causes the products of the

3. METHOD

3.1. Information

The information method is used to introduce the importance of improving marketing strategies as well as providing an overview of the opportunities that can be used by these cassava cracker entrepreneurs.

3.2. Discussion

The discussion method is used to get responses and feedback from participants about the material presented.

cassava crackers business do not have national or global competitiveness of food products, so their products are only able to penetrate the local market, with a level of sales that are not too many. Though these sweet potato crackers are traditional foods that can be marketed in a better way by paying attention to marketing strategies that can be done. The method used in this activity is to provide counseling and describe marketing strategies that can be carried out by MSME's cracker MSME's practitioners and provide training through integrated guidance to find marketing strategies that match the opportunities available. After attending training on quality management, it is expected that MSME's practitioners can apply their efforts so that the marketing of the products they produce is broader, has high competitiveness and satisfies customers.

5. CONCLUSION

The conclusions that can be obtained are: (1) MSME's can find out about marketing strategies that can be carried out in order to increase the creative economy to increase sweet potato cracker sales, and (2) MSME's can express their creative ideas to market products that are better at future.

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