The Progress of Marketing Model Based on Electronic Marketing for UKM of Sanan's Tempe Chips in Malang City

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Abstract. This research was conducted to develop a marketing model by UKM based on e-marketing that has contextual characteristics, creativity, and learning by doing, so that it can reach a wider market area. One of their weakness factors is the use of information technology such as e-marketing. Companies that use e-marketing, their marketing area can be broader and without boundaries, so that the company's development and income can increase again. This research design uses development research. At this stage it involves marketing experts, information technology experts (computers), and consumers. The research method in collecting data using interviews, documentation, and observation. The population in this study were all Tempe Chips UKM in Malang City, the sample was 10% which was taken by accidental sampling. The data analysis technique used descriptive qualitative analysis. The results of data analysis show that in cycle 3 (three) which is assessed by computer experts, marketing experts, Tempe Chips MSME owners and consumers, the average value of the EPIC model is 4.57 which can be concluded that the Sanan Malang Crispy Tempe video company profile is included in very good category.

Keywords: Marketing · Sanan Tempe chips · e-marketing and Small Medium Enterprise

1 Introduction

Marketing products is also a fundamental problem faced by small entrepreneurs. The problem focuses on three things: (1) problems of market and product competition, (2) problems of access to market information, and (3) problems of supporting small business institutions.

The development of digital technology allows UKM to market their products online and make transactions through the online banking system as well. The development of digital technology has changed the way of marketing for small and medium enterprises (UKM) which was originally done conventionally to become digital by utilizing social media and websites to market their products. The use of online media is the right choice for UKM in developing the business they run. The easy access and use of the internet

today, as well as the many benefits, and the low cost required, are the main reasons for UKM, before finally choosing online media as the right solution to expand their business.

Maharani, Ali, and Astuti [1] stated that UKM are one of the important business sectors in Indonesia because they have an important role for economic growth in Indonesia. Although there are a lot of UKM that have developed in Indonesia, and apply information technology for their business activities, there are still many UKM that have not implemented it, especially using social networking media and do not understand how big the benefits and role of using social media are. Whereas networking and correlative relationships are important facilitators for UKM business activities. According to Delloitte Access Economics [2] the rate of broadband deployment will increase the digital engagement of UKM and could increase Indonesia's annual economic growth by 2%. Currently, UKM can communicate their brands and products through websites that they build themselves or by using social media. With the encouragement of customer demand and efficiency of promotional costs, UKM have begun to be active in using digital marketing and social media which allows customers to purchase SME products anywhere [3].

Judging from the types of sites they use to sell online, 64.9% use social networks, 22.9% use messengers, 14.4% use online communities, 5.7% use online shop blogs, 2.3% using online shop sites, and 1.5% using mailing lists Pangerapan in Wardana [4]. Sixty-two million people use social media and around 4.6 million consumers in Indonesia actively use the internet for shopping (Sumanti in Wardana [4]). Safitri and Kautsarina [5] explain that UKM must be careful in choosing social media that is in accordance with their marketing objectives. Facebook is more suitable for the purpose of reaching more audiences because the character of its users extends from all levels so that UKM can build relationships and awareness by utilizing the events feature, updating status, or responding directly to feedback from consumers. UKM can maximize Facebook by making descriptive updates with photos and website links for call-to-action. Meanwhile, Twitter is suitable for building more open communication and for building awareness. In using Twitter, UKM should focus on words that are simple and easy to understand and add website links to make it easier for consumers to see the site. While Instagram is suitable for building awareness of a brand and establishing relationships with consumers. The weakness of Instagram is that it cannot post a link that is directly connected to the website page, so UKM must upload behind-the-scenes photos of product creation/advertising photography, new product teasers, celebrity endorsements, and photo contests. The study aims to develop E-marketing for Tempe Chips UKM in Sanan Malang City.

2   Literature Review

2.1   Small and Medium Enterprises (UKM)

Small and Medium Enterprises or UKM in Indonesian is a business entity that is currently moving forward and has always been prioritized for development by the government. Both the central government and regional governments, especially in the recent era of regional autonomy. Presidential Decree No. 127 of 2001 article 1 paragraph 2, it stated that the types of businesses that are reserved for small businesses are businesses that are determined for small businesses that need to be protected, empowered, and given

business opportunities to be able and equal with other economic actors. Based on this understanding, Small and Medium Enterprises (UKM) are business entities that have a net worth of at most Rp. Ten billion. The value of this wealth includes all assets owned.

2.2 E-Marketing

As stated by Strauss and Frost [6], electronic marketing (e-marketing) is the use of information technology in the process of creating, communicating, and delivering value to customers. With the existence of E-marketing, traditional marketing affected in two ways. Meanwhile, Judy Strauss [6] e-Marketing is the result of advances in information technology applied to traditional marketing. The purpose of e-Marketing is divided into two, first, e-marketing increases efficiency faster than traditional marketing. Second, e-marketing technology is changing a lot of marketing strategies. The results of this new business model change can add customer value and increase company profits. According to Kotler and Armstrong [7], e-marketing describes the efforts of companies to inform, communicate, promote, and market their products and services through the internet.

2.3 MSME E-Marketing Strategy Planning

Jauhari [8] states that using e-commerce that can be used for online marketing and sales will certainly increase sales volume and will increase business income and will eventually develop these small and medium-sized businesses. In the current global economic era, UKM are required to update their competitiveness. One of the crucial factors that will determine the competitiveness of SMEs is information technology (IT). The use of IT can enhance business transformation through the rapidity, accuracy, and efficiency of exchanging enormous amounts of information [9].

The results of Aditya Wardana's research [4] state that digital marketing strategies affect competitive advantage sequentially starting from the most dominant, namely: ease of product search, availability of special offers, ability to identify and attract new customers, obtainability of product information or articles that support and providing product guidance for consumers, the ability to create brand visibility and awareness, the ability to strengthen the brand image received by consumers, the readiness of a testimonial page, the readiness of the latest information via SMS-blog, the readiness of service assistance to consumers, the readiness of direct online communication with entrepreneurs, the readiness of online opinion support, the readiness of necessary supporting images such as photos or product illustrations, the accessibility of videos capable of visualizing the product or supporting presentations, readiness of transaction tools and variations of payment media.

3 Research Methods

3.1 Research Sites

This research conducted in several UKM Tempe Chips' entrepreneurs in Sanan Village, Blimbing District, Malang City to collect marketing data and in the Department of Commerce Administration, especially the Computer Laboratory for making E-Marketing models.

3.2   Activity Stage

This study refers to the development design of Dick and Carey on 1990 model in Maskan and Fauzi [10] which consists of: (a) identifying the research objectives, (b) conducting marketing analysis, (c) recognizing e-marketing models and characteristics (d) formulating performance objectives, (e) developing benchmark reference test points, (f) developing e-marketing strategies, (g) developing and selecting e-marketing materials, (h) designing and conducting e-marketing assessments, and (i) improve or revise e-marketing.

3.3   Research Variable

The variable of this research is the development of marketing methods, based on e-marketing.

3.4   Data Collection Methods and Research Instruments

The type of data used in this study is primary data in the form of direct response data from consumers as much as 10% of the population or as much as 2.1 (rounded up by 3) entrepreneurs of Tempe Chips UKM in Malang City.

3.5   Data Analysis Techniques

3.5.1   Content Analysis

Qualitative data obtained from the results of studies by experts in the field of study and design/developer experts, and through a series of trials were analyzed by using content analysis techniques.

3.6   Data Inclusion Techniques as the Basis for Revision

3.6.1   Quantitative Data

The measurement scale in this study is the Likert scale as proposed by Sugiyono [11] The Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The instrument in this research is questionnaire measured by the Likert scale which is 1 = very disagree and 5 = strongly agree.

4   Research Results and Discussion

4.1   Implementation of Development Research

4.1.1   Planning Cycle

The steps of activities conducted in the planning stage are as follows: a. Creating a Company Profile Video Concept. The company profile video concept will last 2–3 min which takes a promotional theme by displaying the advantages of the facilities owned by Tempe Chips Sanan Malang City.

4.1.2 Action

In the process of making a company profile video with the https://soychipssoy.blo gspot.com/ website, there are three stages: namely pre-production, production, and post-production.

4.1.3 Observation

4.2 Result of Computer Expert Assessment

The results of our computer expert's assessment of the e-Marketing video on the questionnaire consist of clear image statements, images in harmony with audio, desired information can be conveyed, complete images, transitions do not jump, audio gives the impression of mood and stable images. E-marketing videos that have been given to computer experts and viewed, get a score of 5 or strongly agree.

4.3 Results of the Design Expert Questionnaire

The results of the design expert's assessment of the e-Marketing video in the questionnaire consisting of a clear image statement, the image is aligned with the audio, the desired information can be conveyed, the image is complete, the transition does not jump (jumping), the audio gives the impression of mood and stable image (not shake) that has been given to computer experts can be seen that get a score of strongly agree (5).

4.4 Questionnaire Results for the Company Owners, Marketing Experts, and Prospective Customers

Based on the average value per indicator obtained the score shows the number 4.50 so that it is positioned in the EPIC model range, the average value of the impact dimension is 4.50 which is included in the incredibly good category. This is because the company profile video has shown the superiority of Sanan Tempe chips so that it influences the decision of prospective consumers to buy Sanan Tempe chips in Malang Cit, while the average value of the communication dimension is 4.62 which is included in the particularly good category. Thus, the average score of the EPIC model is 4.57 which can be said that the video company profile of Tempe Chips Sanan Malang is included in the particularly good category.

4.5 Revise

Based on the results of the questionnaire that has been distributed to computer experts, video Company profile Tempe Chips Sanan Malang City is said to be good technically in video. While the results of the answers to the questionnaire by marketing experts, owners, and potential consumers who have seen the company profile video are based on EPIC theory as a measurement scale. From the results of the calculation of the scores for each dimension, the Empathy dimension is 4.54; Persuasion dimension of 4.65; the impact dimension is 4.50; and the Communication dimension of 4.62. With the aim of the EPIC score of 4.57 is obtained which falls into the highly effective category and is a good company profile video.

5   Conclusions and Suggestions

5.1   Conclusion

Development of marketing for Sanan Tempe chips in Malang City by making a website https://soychipssoy.blogspot.com/ and it is suitable for use. It can be said that the video company profile website https://soychipssoy.blogspot.com/ for Tempe Chips of Sanan Malang City is good, so it is declared eligible for publication.

5.2   Recommendation

The suggestion for the managers of the Tempe Sanan Chips industry in Malang City is that they should follow the promotional trends that are currently popular, such as Tik-Tok, so that the wider community better knows the Sanan Tempe Chips in Malang City. It is hoped that further researchers can conduct research on making similar company profile videos, but with more creative video concepts, and more interesting editing techniques.

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