

## INSIGHTS INTO UNDERSTANDING SUSTAINABLE MARKETING MANAGEMENT

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### ABSTRACT

One of the factors suspected to be the cause of the low income obtained by MSME entrepreneurs is that the marketing implemented by MSMEs has not been optimal. MSME entrepreneurs do not understand how to use the right marketing techniques and cannot yet manage their businesses. Especially during this COVID-19 pandemic, every MSME entrepreneur must change their marketing strategy to support business continuity. Running an MSME business requires extensive knowledge, tenacity, and the right marketing strategy. Because the main key to business success is the strength of marketing, ordinary products can sell well with good marketing, otherwise, quality products, if the marketing is bad the results will be negative. That is why every MSME entrepreneur needs to understand how to run a business with a sustainable marketing strategy (sustainability marketing) so that MSME entrepreneurs can not only access the market but can also continuously detect competition and dominate the market. One of the factors suspected to be the cause of the low income obtained by MSME entrepreneurs is that the marketing implemented by MSMEs has not been optimal. MSME entrepreneurs do not understand how to use the right marketing techniques and cannot yet manage their businesses. Especially during this COVID-19 pandemic, every MSME entrepreneur must change their marketing strategy to support business continuity. These situations and conditions encourage universities, especially Mercu Buana University to provide education and training related to Sustainability marketing strategy to increase the competitiveness of MSMEs.

**Keywords:** sustainability marketing strategy, product innovation, distribution strategy, online marketing strategy, branding strategy

### 1. BACKGROUND

The increase in the number of MSMEs has had a good impact on the economy in Indonesia. Starting from the absorption of labor to the large increase in gross domestic product. Not surprisingly, the government has reduced the MSME tax to 0.5 percent, so that the MSME business can grow rapidly. However, there are still many MSME entrepreneurs who are constrained by business capital, marketing strategies, and access to digital technology. As a result, their business runs stagnant and does not experience significant progress. The Community Service Team at Mercu Buana University highlighted some of the main problems of MSMEs from the perspective of sustainable marketing strategy, including MSMEs do not understand the importance of product innovation; MSMEs do not understand product distribution; MSMEs have not maximized their online marketing strategy; MSMEs do not understand the importance of branding strategy

According to research from the UKM Center FEB UI (2018), the development of UMKM in the country is mostly experiencing two main obstacles, such as capital and marketing difficulties. Regarding marketing issues, the data explains why it is difficult for MSMEs to expand the market due to the low rate of going digital because the number of SMEs using the internet has only touched 5% (Bank Indonesia, 2019). Another ironic fact is that the proportion of Indonesian SME exports is only 14.3%. This composition is far behind the Philippines (20%), Thailand (29%), and Singapore (49%). This fact indicates that the achievement of the MSME market potential in Indonesia is still not optimal.

Even though MSMEs have gone digital, there are still the following questions: "The business has been running for a long time, here, but why are sales like this, huh?". Or, "You already use social media, you have an online store already, but why is the target for increasing sales turnover always missing?". Based on a review of various scientific articles, one of the answers to these questions is most likely MSMEs have market access problems. Running an MSME business requires extensive knowledge, tenacity, and the right marketing strategy. Because the main key to business success is the strength of marketing, ordinary products can sell well with good marketing, otherwise, quality products, if the marketing is bad the results will be negative. That is why every MSME entrepreneur needs to understand how to run a business with a sustainable marketing strategy (sustainability marketing) so that MSME entrepreneurs can not only access the market but can also continuously detect competition and dominate the market.

According to Rokhmah (2020), one of the factors suspected to be the cause of the low income obtained by MSME entrepreneurs is that the marketing implemented by MSMEs has not been optimal. MSME entrepreneurs do not understand how to use the right marketing techniques and cannot yet manage their businesses. Especially during this COVID-19 pandemic, every MSME entrepreneur must change their marketing strategy to support business continuity.

An effective marketing strategy turns out to be able to increase total sales from year to year and is used as a reference for the effectiveness of marketing strategies in competition between companies (Wibowo, Arifin, and Sunarti, 2015). Meanwhile, according to Setiawati and Widyartati (2015), it is known that the application of a marketing strategy using the 4Ps (Product, place, price, promotion) can provide developments in the business run by MSMEs. These situations and conditions encourage universities, especially Mercu Buana University to provide education and training related to Sustainability marketing strategy to increase the competitiveness of MSMEs.

## 2. METHOD

is a community service activity with the topic Effectively Gain Market Access and Opportunities through an understanding of Sustainability Marketing Management with Universiti Teknologi MARA Shah Alam (UiTM). This event was held through a zoom meeting interestingly and communicatively. The event starts at 09.00 WIB and until 11.30 WIB. The number of participants was 37 participants. This shows the high interest of the participants to gain knowledge about Effectively Gain Market Access and Opportunities through an understanding of Sustainability Marketing Management. With the method of delivering the material presented by the resource persons, participants can clearly understand the material because the material is delivered in a structured, well-systematic manner so that it is very easy to understand. From the results of the implementation of this training activity, it can be concluded that it is following the expectations and needs of the participants. So that the majority of participants considered this event very good and satisfying Human activities are carried out arbitrarily in utilizing and managing natural resources without paying attention to the environment. Individuals who are responsible for environmental damage are difficult to determine because they are cross-sectoral, between actors, between institutions, between regions, and even between countries. As we know, the earth is currently experiencing problems that are currently facing a crisis of natural disasters caused by human carelessness. The consequences of this carelessness include natural disasters such as floods, landslides, drought, and erratic weather, as well as the destruction of protected areas.

The targets in this activity are Micro, Small, and Medium Enterprises domiciled in West Jakarta, Central or North Jakarta, and South Jakarta. The selection of MSME locations is based on the existence of the Mercu Buana University campus, namely in West Jakarta, Central Jakarta, and South Jakarta. Purpose of Activities This community service aims to provide webinars/seminars/training, mentoring, and monitoring on product innovation, distribution strategies, maximizing online marketing, and branding to MSME entrepreneurs as an effort to increase business competitiveness.

Benefits of Activities, Webinars/seminars/training can increase the knowledge and understanding of MSME entrepreneurs regarding product innovation, distribution strategies, online marketing, and branding. Meanwhile, mentoring and monitoring are useful for providing opportunities for MSME entrepreneurs to discuss the advantages and disadvantages in the process of implementing a sustainable marketing strategy. Framework For Troubleshooting This Community Service activity will be carried out by the community service team at Mercu Buana University together with Foreign Cooperation partners to provide solutions to the problems of Culinary MSMEs through the following stages: Webinar/Seminar/College Stage At this stage the community service team at Mercu Buana University together with foreign cooperation partners will provide seminars/counseling on product innovation, distribution strategy, online marketing, and branding strategy in detail and thoroughly so that MSME entrepreneurs can understand more comprehensively. Assist with how to do good branding

At this stage, MSME entrepreneurs will be asked to properly brand their products according to what was discussed at the time of the webinar/seminar/training, which will then be reviewed by the UMB community service team, and further input will be given. Assist in improving online marketing strategies. At this stage, MSME entrepreneurs will be asked to re-check their online marketing strategies, see the effectiveness of these strategies, and then reformulate a more appropriate online marketing strategy.

- a. Monitor SMEs in product innovation, implementing distribution strategies, maximizing online marketing, and the implications of their branding strategies.
- b. Partner Participation The partner for this overseas collaboration in community service is Universiti Teknologi MARA Shah Alam. The form of partner participation in community service is as a resource for counseling/seminars and assistance for culinary MSME entrepreneurs.

Evaluation Design, The implementation of this community service will be evaluated in stages as follows: At the seminar/counseling stage, the MSME entrepreneurs who are participants will be given a pre-test and post-test to find out their initial understanding and understanding after the seminar/counseling.

- a. At the mentoring stage, MSME entrepreneurs will be evaluated to increase their knowledge and understanding through hands-on practice
- b. At the monitoring stage, the Community Service team at Mercu Buana University will monitor the implementation of new business strategies that have been created by Culinary MSME entrepreneurs.

### **3. RESULT AND DISCUSSION**

#### **Results**

This community service activity with the topic Effectively Gains Market Access and Opportunities through an understanding of Sustainability Marketing Management with Universiti Teknologi MARA Shah Alam (UiTM). This event was held through a zoom meeting interestingly and communicatively. The event starts at 09.00 WIB and until 11.30 WIB. The number of participants was 37 participants. This shows the high interest of the participants to gain knowledge about Effectively Gain Market Access and Opportunities through an understanding of Sustainability Marketing Management. With the method of delivering the material presented by the resource persons, participants can clearly understand the material because the material is delivered in a structured, well-systematic manner so that it is very easy to understand. From the results of the implementation of this training activity, it can be concluded that it is following the expectations and needs of the participants. So the majority of participants considered this event very good and satisfying.

#### **Delivery of Training Materials**

First, the team conducted a feasibility survey of the service location, licensing coordination for the implementation of activities, and a good response from locals for the implementation of activities at the start of the implementation of community service activities. The goal of this first step is to give convenience in terms of exposure to the target audience and surroundings, as well as technical assistance if necessary. This activity was done to give an overview before the team discussed the desired exposure to ensure that everything ran smoothly and that the knowledge-sharing process was well received by the community.

#### **Discussion**

The socialization process continued with active interaction with participants in the form of questions and answers and discussions where this interaction was important to build a focused professional attitude of the community, which could later be used to describe the importance of Extension Assistance in the management of green and green products. The team paid attention to the differences in people's education levels and tried to explain them in simple language while at the same time trying to create emotional intimacy so that the process of delivering material was conveyed. This condition must be anticipated by providing a kind of counseling with a higher percentage of practice by showing a harmonious implementation during lectures. SME members must also understand the value and use of the importance of halal labels and use environmentally friendly product materials.

### **4. CONCLUSION**

#### **Conclusion**

The UMB community service program which was carried out in Meruya Selatan Village, West Jakarta on 17<sup>th</sup> February 2022, has been carried out well and successfully. This event was attended by 37 participants. The event was interesting and communicative. According to the participants, this program was very useful because the resource persons could convey the material in simple sentences so that it was easy to understand. The material discussed by the speakers was training on the concept of Effectively Gain Market Access and Opportunities through an understanding of Sustainability Marketing Management so that it has a competitive advantage and added value and can participate in protecting the environment.

#### **Recommendation**

Continuous training activities are needed so that mentoring can run more optimally. Assistance activities are needed for participants who can take advantage of the routineschedule of community activities in the SMEs

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Passcode: PKM22

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30 pendaftar pertama mendapat pulsa.  
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Figure 1. Activities Documentation (1)

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Figure 2. Activities Documentation (2)

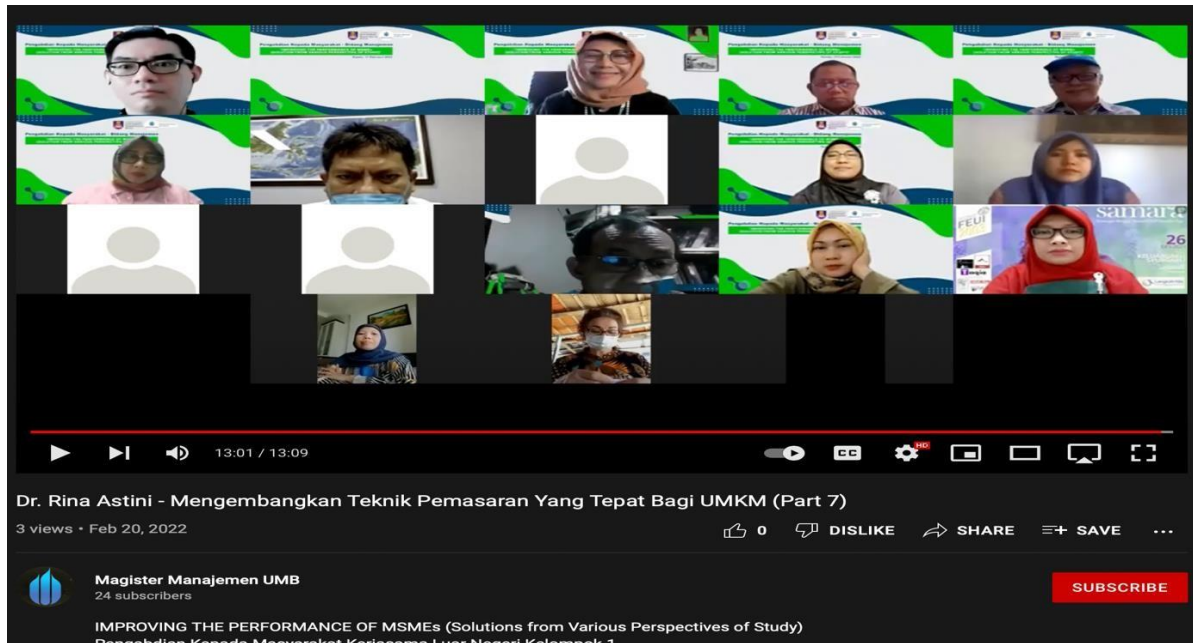


Figure 3. Activities Documentation (3)

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