

## INCREASING THE CAPACITY OF MSMEs WITH INTEGRATED MARKETING PROGRAMS AT MSMEs IN CIGANJUR, JAGAKARSA, SOUTH JAKARTA

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### ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) in Ciganjur Village, Jagakarsa, South Jakarta, often experience difficulties in marketing their products and building a strong brand image. Therefore, a community service program was conducted to help MSMEs improve their understanding and skills in integrated marketing. This program was implemented through a series of intensive training activities, including lectures, Q&A sessions, and simulations. In the lectures, participants were introduced to integrated marketing concepts, marketing strategies, and relevant techniques. Furthermore, the Q&A session provided an opportunity for participants to clarify concepts that were not well understood and get advice from the facilitator. Through simulations, participants practiced the concepts they had learned in real situations, so that they could test their understanding and skills in facing real marketing challenges. It is hoped that through this community service, MSMEs in Ciganjur Village can improve their ability to implement more effective marketing strategies, increase market penetration, and strengthen their brand image. Continuous support from the local government and active commitment from MSME partners are essential for the success of this program.

**Keywords:** integrated marketing, business, marketing communications, umkm

### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a very important role in the Indonesian economy, both in terms of contribution to Gross Domestic Product (GDP) and employment absorption. (Setiyawan, 2020)(Wulandari, 2023) Data from the Central Statistics Agency (BPS) shows that in 2022, MSMEs contributed around 61.1% to the Indonesian economy, while only around 0.01% of the total business actors were large businesses. This MSME contribution reflects the economic diversity and broad employment absorption in Indonesia. Despite their important role, MSMEs still face a number of challenges in developing their businesses, especially in terms of product marketing and building brand image. In this digital era, effective marketing communications are becoming increasingly crucial for MSMEs to introduce their products to a wider market. Research by Koentjoro (2018) emphasizes the importance of integrated marketing for MSMEs in increasing their competitiveness and expanding their market share.

The challenges faced by MSME partners in terms of marketing vary widely. Some of them include lack of knowledge about the market and consumer behavior, difficulty in using the right marketing media, and limitations in developing effective marketing strategies. A survey by Nurdianto (2019) found that most MSMEs face obstacles in managing their marketing communications properly, mainly due to limited human and financial resources. In addition, there are also internal challenges such as a lack of understanding of the importance of building a strong brand image amidst fierce competition. This problem can hinder MSMEs' ability to differentiate themselves from their competitors and attract the attention of potential consumers. Related Services or Research That Have Been Conducted on the Problem: Various studies have been conducted related to the marketing challenges faced by MSMEs. Research by Ahmed & Ghani (2013) highlights the importance of marketing communications for MSMEs in introducing their products and building brand awareness. They emphasize the need for MSMEs to use the right marketing media and develop effective communication strategies to reach their target market. In addition, research by Kotler et al. (2017) highlights the need for MSMEs to focus on competitive production and choosing the right marketing media to achieve success. They show that MSMEs need to understand the market and consumer behavior well in order to produce products that meet market needs.

The purpose of this service is to improve the understanding and skills of integrated marketing for MSME partners. By strengthening their marketing capabilities, it is hoped that MSMEs can expand their market share, increase sales, and strengthen their brand image in an increasingly competitive market. This service is expected to provide real benefits to MSMEs by improving their understanding of integrated marketing and providing practical skills that they can apply in their daily business. With improved capabilities, MSMEs will be able to optimize their potential in the market and increase their business growth. (Chaniago, 2023).

To overcome the marketing challenges faced by MSMEs, the solution chosen is through intensive training involving lecture methods, Q&A sessions, and simulations. Participants will be introduced to integrated marketing concepts and given the opportunity to practice them in simulated situations. This is expected to provide a better understanding and practical skills to MSME partners in implementing effective marketing strategies.

## **METHOD**

Community service activities were carried out on February 24, 2024 at the Ciganjur Village Hall, Jagakarsa, South Jakarta. The implementation time starts at 08.00 WIB to 16.00 WIB. The subjects of the service are the owners and managers of Micro, Small, and Medium Enterprises (MSMEs) located in Ciganjur Village, Jagakarsa, South Jakarta. They are local business actors who need to improve their understanding and skills in integrated marketing. Training or counseling activities are carried out through direct delivery methods in the classroom. Interaction between the presenters and training participants occurs directly throughout the session, from the beginning to the end of the material presentation. The series of events consists of: a) Opening: Explaining the importance of training and the goals to be achieved. b) Delivery of Material: Elaborating on the material, including the business and the existence of a management system needed to support business continuity. c) Question and Answer Session: Facilitating dialogue between participants and presenters to further explain the topics presented. d) Closing: Summarizing the main points of the presentation and concluding the lessons learned.

This training is part of the community service efforts carried out by the university, in collaboration with sub-district agencies and MSME business partners. The stages of community service activities include: 1) Preparation and Activity Planning: The research team met with partners in the sub-district and MSME entrepreneurs to understand the problems faced and find appropriate solutions. This coordination aims to identify the need for management training for MSME entrepreneurs and PKK members in the sub-district. 2) Implementation of Activities: Materials are delivered and discussions are conducted interactively in a room provided by the sub-district, with an opening by the team leader, lecturer and host. Video recordings are also made for documentation. 3) Reporting: the results of the activities are published through online mass media, LPPM Youtube and reported to Mercu Buana University as a form of implementing the Tri Dharma of Higher Education to the community.

## **RESULTS AND DISCUSSION**

The presentation activity of the material "Increasing the Capacity of MSMEs with Integrated Marketing Programs in Ciganjur, Jagakarsa, South Jakarta" is part of the theme of the service of MSME Management Development in Ciganjur Village, for Business Sustainability and Environmental Sustainability Reviewed from Various Management Perspectives. The presentation in class was carried out on January 24, 2024, attended by a partner team from MSME entrepreneurs and located in Ciganjur, Jagakarsa, South Jakarta. The activity went successfully, where the material was given from the speakers in part 1 to the speakers in part 11 and the partner team followed enthusiastically interspersed with several question and answer sessions. After all the presentations of the material by the speakers were completed, the activity continued with a question and answer session including a friendly gathering after the presentation to continue the discussion and further coordination. At the end of the training activity, the partner team received a certificate and practical knowledge about the implementation of the management system.

Training materials include: 1) The current MSME marketing phenomenon includes a shift to digital marketing, product differentiation efforts, resource constraints, partnerships, and an emphasis on integrated marketing. 2) Introduction to Integrated Marketing: An explanation of the concept of integrated marketing, including the importance of coordinating various marketing elements such as advertising, sales promotion, public relations, and digital marketing. 3) Understanding the Market and Target Audience: This training can help MSMEs understand their market profile and identify the right target audience. This includes learning how to conduct market research and competitor analysis to identify opportunities and challenges in the market. 4) Strategy Integrated Marketing: Learning about developing an effective integrated marketing strategy, including how to craft consistent marketing messages and coordinate marketing campaigns across multiple communication channels. 5) Digital Marketing: This training helps MSMEs understand the importance of digital marketing in the modern era. This includes learning about the use of social media, SEO (Search Engine Optimization), content marketing, and other online marketing strategies. 6) Measuring Marketing Performance: This training helps MSMEs understand how to measure the effectiveness of their marketing campaigns. This includes learning about relevant metrics, data analysis, and the use of analytical tools to evaluate their marketing performance. 7) Case Studies and Best Practices: Material training can include case studies

from other SMEs that have successfully implemented integrated marketing. This provides inspiration and concrete examples of how to apply integrated marketing concepts in practice.

The explanation of the training material follows the systematic method mentioned above and contains the following elaborations:

Part 1: Occurring Phenomena. An interesting phenomenon is that there are still many Micro, Small, and Medium Enterprises (MSMEs) that have not implemented integrated marketing. Although the digital era has provided wider access for MSMEs to market their products, there are still many MSMEs that have not utilized the potential of integrated marketing optimally. Some phenomena that can be observed in MSME marketing include: 1) Some MSMEs may still rely on traditional marketing methods such as direct promotion or word of mouth, without taking advantage of the potential of digital marketing. They may not understand the importance of an online presence and how digital technology can help them reach a wider market. In addition, there are also MSMEs that use social media separately from their overall marketing strategy, without integrating it with a larger marketing strategy. 2) Other obstacles may include limited knowledge or resources, where MSMEs may not have enough expertise or budget to develop an effective integrated marketing strategy. In addition, some also face difficulties in managing various marketing channels simultaneously, so they tend to focus on just one or two channels. 3) Overall, the phenomenon of MSMEs that have not implemented integrated marketing indicates a great opportunity to improve marketing effectiveness and optimize the potential of MSME businesses. By understanding the importance of integrated marketing and overcoming existing obstacles, MSMEs can expand their market reach, increase brand visibility, and achieve greater success in an increasingly competitive business environment.

Part 2: Introduction to Integrated Marketing. Integrated marketing is a strategic approach that combines various marketing elements synergistically to achieve larger goals. Some points about the importance of integrated marketing are as follows: a) Message Consistency: Integrated marketing ensures that the message delivered to customers is consistent across various marketing channels. This helps build a strong brand image and reinforces a positive impression about the company in the minds of customers. b) Maximize Impact: By combining various marketing elements such as advertising, sales promotions, digital marketing, etc., integrated marketing can increase the effectiveness of the overall marketing campaign. This allows companies to reach their target audience in a broader way and maximize the impact of their marketing message. c) Efficient Coordination: Integrated marketing involves close coordination between different marketing departments and channels. This ensures that all marketing elements work together to achieve the same goals, avoid overlaps and conflicts, and maximize resource efficiency. d) Adaptation to Consumer Behavior: By integrating different marketing channels, companies can more easily adapt their marketing messages to changing consumer behavior. This allows them to remain relevant and responsive to changing market trends and consumer preferences. e) Enhanced Customer Experience: Integrated marketing allows companies to create a more comprehensive marketing experience for customers. By presenting a consistent and coordinated message across multiple channels, companies can improve the quality and overall impression received by customers.

Part 3: Understanding the Market and Target Audience. Understanding the market and target audience is an important step in the marketing strategy for MSMEs. Here is a further explanation of the importance of this understanding: a) Understanding the Market Profile: MSMEs need to have a deep understanding of the market in which they operate. This includes studying the demographic, geographic, and behavioral characteristics of consumers in that market. By understanding the market profile, MSMEs can identify existing opportunities and anticipate challenges that may be faced. b) Identifying the Target Audience: After understanding the market profile, the next step is to identify the right target audience. This involves determining the most relevant market segments and those that have the potential to become MSME customers. By knowing who their target audience is, MSMEs can adjust their marketing strategies to more effectively reach and influence that group. c) Market Research and Competitor Analysis: This training helps MSMEs learn how to systematically conduct market research and competitor analysis. Through market research, MSMEs can gather necessary information about customer preferences, market trends, and unmet needs. While competitor analysis helps MSMEs to understand their relative position in the market and identify the strengths and weaknesses of competitors. d) Identifying Opportunities and Challenges: By understanding their market and target audience, MSMEs can identify new opportunities for business growth and development. On the other hand, they can also identify challenges that may hinder the success of their business. With a better understanding of the market and competitors, MSMEs can take strategic steps to overcome challenges and capitalize on existing opportunities. Thus, a deep understanding of the market and target audience is an important foundation in developing effective marketing strategies for MSMEs. Through this training, MSMEs can improve their ability to understand the market and identify new opportunities for their business growth.

Part 4: Digital Marketing. Digital marketing has a very important role in the modern era dominated by technology and the internet. Here is an explanation of the importance of digital marketing for MSMEs: a) Wide Access: Digital marketing allows MSMEs to reach a wider and more global market through the internet. By using online platforms such as social media, websites, and online stores, MSMEs can reach potential consumers in various parts of the world without geographical limitations. b) The costs that Efficient: One of the main advantages of digital marketing is its relatively lower cost compared to traditional marketing methods such as print or television advertising. SMEs with limited marketing budgets can leverage digital marketing to achieve maximum results at an affordable cost. c) Targeting that Precise: Digital marketing allows SMEs to target their audience very specifically based on demographics, interests, behaviors, and preferences. This allows SMEs to create more relevant messages and personalize the marketing experience for their consumers. d) Accurate Measurement and Analysis: One of the advantages of digital marketing is its ability to track and analyze campaign performance in great detail. MSMEs can use various digital analytics tools to measure ROI (Return on Investment), identify trends, and better understand consumer preferences. e) Flexibility and Adaptability: Digital marketing allows MSMEs to be more flexible and adaptive in responding to changing market trends and consumer behavior. They can quickly adjust their marketing strategies based on the data and analysis they obtain, thereby maximizing the effectiveness of their campaigns. By understanding the importance of digital marketing, MSMEs can take steps to improve their online presence, expand their market reach, and increase their business growth in this digital era. Through this training, MSMEs can gain the knowledge and skills needed to succeed in digital marketing and compete in an increasingly digital market.

Part 5: Measuring marketing performance. Measuring marketing performance is an important step in the marketing strategy for MSMEs. Here is an explanation of the importance of measuring marketing performance and how this training can help MSMEs: a) Evaluating Effectiveness: Measuring marketing performance allows MSMEs to evaluate how well their marketing campaigns are performing. By understanding relevant metrics and analyzing related data, MSMEs can determine the success of their campaigns, identify areas for improvement, and make necessary strategic changes. b) Setting Measurable Goals: This training helps MSMEs to set measurable and realistic marketing goals. By having a good understanding of the metrics used to measure performance, MSMEs can set specific and measurable goals for each of their marketing campaigns. c) Informed Decision Making: With accurate data and in-depth analysis, SMEs can make more informed and rational marketing decisions. They can identify effective strategies, optimal budget allocations, and potential growth opportunities based on the results of their marketing performance evaluation. d) Continuous Improvement: Measuring marketing performance allows SMEs to make continuous improvements in their marketing strategies. By regularly monitoring and analyzing data, they can identify long-term trends, anticipate market changes, and continuously improve the effectiveness of their marketing campaigns over time. e) Gaining Deep Insights: Through this training, SMEs will learn how to use marketing performance analysis tools and techniques. They will gain a deeper understanding of how to translate data into meaningful insights, as well as how to identify opportunities and challenges in their marketing strategies. By understanding and mastering how to measure marketing performance, SMEs can improve the effectiveness of their marketing campaigns, make better decisions, and achieve more optimal results in their marketing efforts.

Part 6: Case study explanation. The following model is an example of a case study explanation and best practices in integrated marketing training for MSMEs: a) Example 1: MSME A is a small company that is successful in the local fashion industry. They implement integrated marketing by combining offline and online promotions. One of their strategies is to hold fashion exhibitions at local events to increase their brand exposure directly to consumers. In addition, they are also active in utilizing social media to introduce the latest products, hold online contests, and interact with customers directly. Through this integrated approach, MSME A has succeeded in increasing brand awareness, increasing sales, and expanding their customer base. b) Example 2: MSME B is a small coffee shop that has succeeded in attracting customers by implementing integrated marketing. They use a combination of offline marketing strategies such as promotions around the local environment, community events, and collaborations with other local businesses, as well as online marketing through social media and their website. In addition, MSME B also launched a customer loyalty program that offers discounts and gifts to customers who visit frequently. With this integrated approach, MSME B has succeeded in creating a positive customer experience, increasing customer loyalty, and increasing their revenue. In both of these examples, SMEs successfully implemented integrated marketing by combining various marketing elements such as offline and online promotions, customer interactions, and loyalty programs. Through this holistic approach, SMEs can achieve better results in growing their business and expanding market share.

The success of this training will be achieved only if participants have a genuine desire to understand and are willing to learn, especially in implementing the management system framework in their respective MSME businesses. Therefore, the training includes: 1) Knowledge aspect: as explained earlier. 2) Mentoring aspect: The delivery of

practical knowledge will continue to be carried out continuously through discussions via telephone, WhatsApp, or other media.

The following are photos of community service activities that have been carried out.



Figure 1. Promotion Activities

Figure 1, on the leaflet explains that this community service activity is a collaboration between Mercubuna University and the village government of Ciganjur Village and is also a collaborative activity with another, namely Pakuan Bogor University, the activity is a large activity involving 11 speakers from various fields of science, namely marketing, human resources, finance and operations management so as to complete the presentation of the material that is very much needed by MSME actors.



Figure 2. Activity Photo

Figure 2 shows Dr Sri Hartono Sefang explaining the presentation of material on integrated marketing to participants, followed by a question and answer session with participants.

## CONCLUSION

The entire series of events have been successfully implemented with the main objective of providing concrete assistance to MSMEs in Ciganjur Village in understanding and encouraging the implementation of integrated marketing concepts in their business activities. In this training, participants are invited to learn how to coordinate various aspects of marketing, such as advertising, sales promotion, digital marketing, and public relations, to complement each other and create an integrated marketing experience for consumers. It is hoped that MSMEs can optimize their marketing strategies, increase their brand visibility, and increase their market share amidst increasingly fierce competition.

MSMEs are expected to be able to utilize the full potential of various marketing channels available, both offline and online, to reach more potential consumers. Thus, it is expected that this training will not only provide new insights to participants, but also help them implement best practices in integrated marketing to significantly improve their business performance.

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