



## Improving Marketing Strategies for MSMEs in Jambenenggang Village, Sukabumi Regency

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### Abstract

Micro, Small, and Medium Enterprises (MSMEs) have an important role in the Indonesian economy, especially in improving the welfare of rural communities. However, many MSMEs in remote areas, such as Jambenenggang Village, Sukabumi Regency, face challenges in marketing their products. This research aims to improve marketing strategies for MSME actors in the village through Community Service (PKM) activities carried out by students and lecturers of Mitra Bangsa University (UMIBA). This PKM activity is focused on increasing the understanding of MSME actors about digital marketing, branding, and product packaging to increase the competitiveness of local products. The method used is action research with a qualitative approach through interviews, observations, and focus group discussions. The results of the study show that MSME actors have experienced a significant increase in understanding of digital marketing and have begun to apply social media and marketplaces as promotional channels. In addition, participants also managed to improve their branding and product packaging to attract consumers' attention. Several MSMEs reported an increase in sales turnover after implementing the marketing strategies studied. However, limited internet access and difficulties in the consistency of digital marketing management are challenges that need to be overcome. This research makes an important contribution to the development of MSMEs in remote villages and provides recommendations for continuous assistance to optimize the marketing of their products in a wider market.



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### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a very important role in the Indonesian economy. MSMEs not only contribute to job creation, but also play a role in improving community welfare, especially in rural areas. In Jambenenggang Village, Sukabumi Regency, many MSMEs face major challenges in marketing their products. This challenge is even more real given the lack of access to information and technology that allows them to compete in an increasingly competitive market. Therefore, efforts to improve marketing strategies for MSMEs in the area are very important. These improvements can include the use of digital technology, branding, and an understanding of more modern marketing trends.

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Improving the marketing of local products is very vital, especially with the increasing development of information technology that offers many opportunities. Many MSMEs are still limited in terms of product management and marketing, so their products are difficult to recognize outside their area. One way to overcome this problem is to provide community service in the form of training aimed at improving the understanding and skills of digital marketing for MSMEs. This activity is very relevant in helping them utilize various digital platforms such as social media and marketplaces to introduce their products to a wider market. In addition, the use of this technology will help MSMEs to be more efficient in marketing their products, as well as building better relationships with customers.

As part of this effort, Mitra Bangsa University (UMIBA) students from the Faculty of Management and Business have carried out Community Service (PKM) activities aimed at increasing the understanding of MSMEs in Jambenenggang Village regarding effective marketing strategies. This activity also aims to provide an understanding of the importance of branding and product packaging that can increase the attractiveness of products in the eyes of consumers. Through this activity, it is hoped that MSMEs will not only gain knowledge about marketing, but can also implement it in their businesses so that they can compete with products from other regions.

The importance of training in digital marketing for MSMEs in Jambenenggang Village does not only focus on technical aspects, but also on developing the mindset of MSME actors so that they are more open to change and dare to try various marketing innovations. It is hoped that with this provision, they will be able to improve the quality of their product marketing, expand the market, and ultimately improve their welfare as more competitive MSME actors.

## **METHOD**

The method used in this study is the Action Research approach which prioritizes active participation from the target community in every stage of the study. This study aims to identify and overcome problems faced by MSME actors in Jambenenggang Village related to marketing their products, as well as to provide solutions that are direct and applicable.

### **Research Design**

This study uses a descriptive design with a qualitative approach. This design allows researchers to describe in depth the problems faced by MSME actors and the implementation of more effective marketing strategies. This research was conducted by means of direct observation, in-depth interviews, and focus group discussions with MSME actors involved in Community Service (PKM) activities.

### **Research Subjects**

The subjects in this study were MSME actors in Jambenenggang Village, Sukabumi Regency. A total of 30 MSME actors from various industrial sectors, such as food and beverages, handicrafts, and other local products, were involved in the PKM activities carried out. In addition, village officials and local community leaders were also involved in this activity to provide insight and support the sustainability of the implementation of the marketing strategies that had been studied.

### **Data Collection Techniques**

In this study, the data collection techniques used include:

1. In-depth Interviews: Interviews were conducted with MSME actors to explore information related to the marketing conditions of their products, the challenges faced, and their expectations for more effective marketing strategies.

2. Participatory Observation: Researchers participated in PKM activities, directly observed the implementation of the marketing strategies taught, and interacted with MSME actors to obtain more comprehensive information.
3. Focus Group Discussion (FGD): Group discussions were conducted involving MSME actors, village officials, and UMIBA students/lecturers to discuss marketing problems faced and find more creative and effective solutions.
4. Questionnaire: Before and after the training, questionnaires were distributed to measure MSME actors' understanding of the material taught, as well as to find out the changes that occurred to them related to product marketing.

### **Research Procedure**

This research was conducted through several stages:

1. Preparation Stage: At this stage, planning and preparation of PKM activities were carried out, including selecting training materials, preparing activity schedules, and coordinating with the village and UMIBA.
2. Implementation Stage: Training activities were carried out at the Jambenenggang Village Hall which included various sessions, such as presentation of materials on digital marketing strategies, practical workshops, and discussions. MSME actors were involved in simulations of creating marketing content and utilizing social media for promotion.
3. Evaluation Stage: After the training activities were completed, an evaluation was conducted to assess the extent to which MSME actors were able to implement the marketing strategies that had been learned. This evaluation was carried out using questionnaires, follow-up interviews, and direct observation of changes that occurred in the marketing of their products.

### **Data Analysis**

Data collected through interviews, observations, FGDs, and questionnaires will be analyzed qualitatively. Interview data and group discussion results will be analyzed using thematic analysis techniques, namely identifying the main themes that emerge from conversations and experiences of MSME actors. Data from the questionnaire will be analyzed descriptively to see differences in participants' understanding before and after the training activities. In addition, observations on changes in marketing strategies and their impact on MSME turnover will also be used as analysis material.

### **Data Validity**

To ensure the validity and reliability of the data, this study uses triangulation techniques, namely comparing the results obtained from various data sources, such as interviews, observations, and questionnaires. In addition, discussions with fellow researchers and MSME actors will be conducted to ensure the accuracy of the findings and provide a broader perspective on the implementation of marketing strategies.

### **Use of Research Results**

The results of this study are expected to provide recommendations for MSMEs in Jambenenggang Village to improve the effectiveness of their product marketing. In addition, this study is also expected to be a reference for higher education institutions and related agencies to design programs that support the development of MSMEs in remote areas, as well as improve their ability to face increasingly competitive market challenges.

## **RESULT AND DISCUSSION**

### **Improved Marketing Understanding and Skills**

After attending the training, MSME participants showed a significant increase in their understanding of marketing strategies. Before the training, most MSME actors in Jambenenggang Village still relied on traditional marketing methods, such as word of mouth and direct sales in local markets. They had not utilized the potential of digital technology in marketing their products. However, after attending various training sessions covering digital marketing materials, branding, and the use of social media and marketplaces, participants showed a better understanding of the importance of technology in expanding their market reach.

This increased understanding is reflected in the use of social media such as Facebook, Instagram, and WhatsApp to promote their products. In addition, several participants also began exploring marketplaces such as Tokopedia and Bukalapak to introduce their products to a wider market. This indicates that MSME actors in Jambenenggang Village are increasingly open to the use of technology as an effective marketing tool.

### **Improving Branding and Product Competitiveness**

One of the main topics in this training is the importance of branding and product packaging in attracting consumers' attention. Before the training, many MSME actors had not paid attention to the design of their product packaging, which resulted in low product appeal in the market. After attending the session on branding, participants began to understand the importance of creating a strong brand identity and attractive packaging design.

For example, one of the MSMEs that produces local tempeh chips modified its product packaging with a more attractive and professional design. They also started to include logos and product information clearly, which not only increased the appeal but also gave a professional impression. This improvement shows that MSMEs in Jambenenggang Village are now more aware of the importance of branding factors in marketing.

### **Implementation of Digital Marketing Strategy**

One of the significant results of this PKM activity is the implementation of digital marketing strategies by participants. Several MSMEs that previously did not have a digital platform to promote their products are now actively using social media and marketplaces to reach consumers. MSME actors have also begun to pay attention to the visual aspects of their products, such as more attractive product photos and the use of more informative and persuasive captions on social media.

One MSME actor who produces local processed food products reported that after utilizing social media and marketplaces, they received more attention from consumers outside the village. The increase in the number of followers and interactions on their social media also shows that digital marketing has a positive impact on attracting new customers.

### **New Collaboration and Networks**

In addition to the implementation of digital marketing techniques, this activity also opens up opportunities for new collaborations between MSME actors and external parties. Several participants reported that they had succeeded in establishing cooperation with local government agencies and private companies that offered opportunities to market their products more widely. This collaboration not only introduces MSME products to a larger market, but also opens up opportunities to get support in terms of funding and product distribution.

In addition, participants also began to share experiences and business strategies with each other. The presence of various MSME sectors in this activity allows for an exchange of ideas regarding

the challenges and solutions faced in business. This new network is expected to strengthen the MSME community in Jambenenggang Village and increase mutually beneficial collaboration in the future.

### **Increased Sales Turnover**

After implementing various marketing techniques learned, several MSMEs reported an increase in sales turnover. For example, one MSME who sells handicraft products reported that their turnover increased by 30% after utilizing social media to promote products and following suggestions for improving packaging quality. This increase in turnover shows that the marketing strategies implemented in this training have succeeded in having a direct impact on the economic performance of MSMEs.

Although not all participants reported a significant increase in turnover, most MSMEs that implemented digital marketing reported an increase in the number of customers and engagement on social media. This shows that despite the challenges in adopting digital marketing, the results obtained are very encouraging and show great potential for MSME development in Jambenenggang Village.

### **Challenges and Obstacles**

Although this PKM activity succeeded in increasing the participants' understanding and skills in marketing, MSMEs still face several challenges. One of the main obstacles faced is the limited access to adequate internet in some parts of the village. This is an obstacle for MSMEs who want to optimize their digital marketing, especially in terms of using e-commerce platforms and social media to the maximum.

In addition, some MSMEs still find it difficult to manage digital marketing routinely and consistently. Therefore, further assistance and training are needed to ensure that MSMEs can overcome these challenges and maximize the potential of technology in marketing their products.

### **CONCLUSION**

Overall, this PKM activity has a significant impact on improving the understanding and marketing skills of MSMEs in Jambenenggang Village. The implementation of digital marketing strategies, branding, and product packaging has succeeded in increasing the competitiveness of their products in the market. In addition, this activity has also succeeded in opening up opportunities for collaboration and new networks that can strengthen the position of MSMEs in a wider market. However, there are still challenges that need to be overcome, such as limited internet access and consistency in managing digital marketing. In the future, ongoing assistance is needed to ensure that MSMEs can continue to develop and adapt to increasingly dynamic market changes.

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