



Adaptive Marketing Strategies in The Digital Era

Strategi Pemasaran Adaptif di Era Digital

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Abstract: *In general, there are still several obstacles standing in the way of MSMEs' growth in Indonesia. The main challenge MSMEs in Majalaya District, Bandung Regency, encounter when running their enterprises is marketing. Due to the significant influence that marketing effectiveness has on corporate growth, stakeholders need to take this seriously. Additionally, MSMEs' ability to thrive is largely dependent on their brand's power to raise its market share due to the increasingly fierce competition that exists among business actors nowadays. The main objective of the program is to help MSMEs understand the principles of marketing strategy and the marketing mix. The implementation method for the counseling is using Zoom Meeting as the medium. The activity was preceded with a presentation of the questions, answers, and material. Following that, a participant's business case study was conducted, and the participants had a discussion.*

Abstrak

Secara umum, masih terdapat beberapa kendala yang menghambat pertumbuhan UMKM di Indonesia. Tantangan utama yang dihadapi UMKM di Kecamatan Majalaya Kabupaten Bandung dalam menjalankan usahanya adalah pemasaran. Karena efektivitas pemasaran mempunyai pengaruh yang signifikan terhadap pertumbuhan perusahaan, maka pemangku kepentingan perlu menanggapi hal ini dengan serius. Selain itu, kemampuan UMKM untuk berkembang juga sangat bergantung pada kekuatan brand yang dimilikinya dalam meningkatkan pangsa pasarnya karena semakin ketatnya persaingan antar pelaku usaha saat ini. Tujuan utama dari program ini adalah membantu UMKM memahami prinsip-prinsip strategi pemasaran dan bauran pemasaran. Metode pelaksanaan penyuluhan menggunakan media Zoom Meeting. Kegiatan diawali dengan pemaparan soal, jawaban, dan materi. Setelah itu dilakukan studi kasus bisnis peserta dan peserta berdiskusi.

Kata Kunci: Pemasaran Campuran; Strategi pemasaran; UMKM

1. INTRODUCTION

The role of UMKM (Micro, Small, and Medium Enterprises) in the Indonesian economy is so important (Kurhayadi & Yusuf, 2022). UMKM's contribution to GDP has increased in recent years. Official data from Kemenperin stated that in the last five years, the contribution of the UMKM sector has increased from 56.56 percent to 62.45 percent.

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(Kemenkop, 2022). The percentage of UMKM perpetrators compared to the total number of entrepreneurs in our country is also very large. (Yusuf et al., 2022). From the official data that has been published, it can be seen that the role of UMKM in the economy of our country is huge. Unfortunately, real reality is not as beautiful as statistics. Some UMKMs don't work smoothly. The UMKM businessmen are still struggling with various problems. There are barriers, both internal and external. (Bank Indonesia and LPPI, 2015).

As a result, many UMKMs can't develop well or even end up with a tick roll. Facts reveal that compared to major efforts or compared with UMKM from developed countries, the performance of UMKM in our country is far behind (Kushendar, 2023). The Majalaya district, located in Bandung, has a very strategic position, which makes the development of the Majalayan district very rapid. The appearance of some large housing makes the struggle in the district of Majalaya appear more and more enthusiastic. UMKM increases by itself as the population also increases. From the observations carried out in March–April 2023, some findings have been obtained. The majority of micro, small, and medium-sized enterprises in the district of Majalaya belong to the category of micro enterprises. The percentage is 93.2 percent. Small is 8.8 percent. Medium enterprises are at 3.9 percent.

From discussions with the manager of the UMKM Forum Majalaya and looking at the data obtained from the observations, it was found that the majority of UMKM perpetrators do not have a comprehensive understanding of marketing science. They're more focused on production. The educational background of the UMKM perpetrators who had the Majalaya district was very low. A total of 53.4% of them have a high school education or equivalent. It's almost the same as some UMKMs in other regions facing problems in the field of marketing. (Saepudin et al., 2021).

2. RESEARCH METHOD

In general, PkM activities are carried out in several stages, namely pre-implementation, implementation and evaluation. The method of dedication chosen is to use the method of discernment. The method is seen as a practical step to provide understanding of the problem and it is expected that the participants of the training will have the knowledge and understanding so that they can solve the problem faced (Kushendar, 2022)

In general, UMKM growth in Indonesia still faces many obstacles (Herawati, 2023). Some of the Majalaya districts have been running for a relatively long time—that is, more than ten years—but sales are less than 500 million rupees a year. Of course, it's not good

news. Within the running of the business, the UMKM perpetrators face major marketing-related obstacles. It's the same common problem that UMKM faces in Indonesia. (Sutrisno, 2022). A total of 57.4% of respondents admitted that the biggest obstacle was marketing. From several interviews with UMKM perpetrators, it was revealed that they marketed products without a strategy. They're just doing production and showcasing their products in stores or the technical implementation of the proposal is carried out with the presentation of material in the initial part. Next was the questioning session for the participants. In the final part, a case study was conducted. In the case study, each participant was asked to provide insights and contributions related to the marketing mix of the efforts discussed.

3. RESULT AND DISCUSSION

Before the main activity is clearance, a number of preliminary activities are held. The commitment to the community (PkM) team has held two meetings with the manager of the UMKM Forum, Majalaya. The meeting was attended by eight managers of the forum.

Further observations were carried out using a Google Form that was distributed to the members of the UMKM Majalaya Forum to obtain an overview of the business profile and obstacles faced by UMKM perpetrators.



Figure 1. Capture PKM Activity Screen

In the early part of the training, the participants were invited to pay attention to the facts of the world of marketing. From some examples presented in the discussion, it was found that

the most-sold product on the market is not always the cheapest product. The key to the success of a product on the market is its marketing strategy. Moreover, in this era of globalization, one of the most important things for a company is marketing (Sutaguna, 2022). (Sutaguna, 2022). Segmentation can be done using a base of several variables. First is geographical segmentation, that is, the division of markets into groups based on geographic factors such as provinces, districts, or slopes and lowlands. Second, demographic segmentation from discussions with training participants, it is known that frozen food buyers are generally busy mothers.

It's in line with the origin of frozen food being intended for people who are too busy and have trouble finding time to cook (Lovell, 2011). Then Azka Frozen was advised to do a market segmentation based on a demo-graphic, i.e., economic level. In general, the prospective buyers of Azka Frozen products are a group of busy mothers who are working in Jakarta. They usually leave early in the morning and arrive home at night. This is the factor that motivates them to choose frozen food products. From previous research references, the facts show that there are several essential elements for buyers of frozen food products. The sequence of these factors is the taste, the price, the packaging, and the brand. (Ariani, 2022). Then, in order to position using 4P elements, some need to get attention. For example, for the product factor, the taste and packaging should indicate food that has an image suitable for a group of upper-middle-class mothers.

4. CONCLUSION

The implementation of the training has been able to improve the understanding of the participants about the importance of marketing, the measures of marketing strategy, and the marketing mix element known as the 4Ps. This proves the ability of training participants to provide input in the methodology of the case study of Azka Frozen. In addition to the answers to the questionnaire, there is an increased understanding of the main material of the dissertation. The head of the UMKM Forum Majalaya suggested Taufik Sasongko, hoping that after the PkM (serving to the society) activities there are accompanying activities of some UMKM perpetrators in the district of Mahalaya so that they can determine the marketing strategy properly.

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