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Integrated Promotion Model of Depok UMKM

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Abstract:

This research was carried out in the framework of the role of advancing the products of small and medium enterprises in Depok. Identify the success of MSMEs that carry out various forms of promotional activities. The results of the analysis show that both MSMEs are engaged in culinary and fashion, promoting either exhibition, advertisements, discounts or on line, but not all MSMEs do four promotional activities there are only those who only exhibit, or just discount.

MSMEs in their business fields are very different, so the suggested promotional models that will follow will also be different according to the findings, namely for MSMEs engaged in culinary, the promotion model should be online and advertisements while for MSMEs engaged in the best fashion promotion models are discounts and online. Descriptive descriptive analysis, with the method of cost and benefit MSMEs were taken as a sample of 25 MSMEs by collecting data using surveys and distributing questionnaires.

Keywords: MSME products, promotions, benefits and costs

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) have a significant contribution to economic growth in Indonesia, especially Depok City. Given the largest contributor to Gross Regional Product (GRDP) in a city that has the "Depok Friendly City" tagline is MSMEs. The biggest MSME businesses are still dominated by culinary and fashion businesses.

To increase the capacity of MSMEs in Depok City, the city government continues to facilitate various events and provide various trainings. But the main obstacle faced by business actors is marketing.

The inability of MSMEs to deal with global markets may arise due to weak access to information. This weakness can have an impact on market opportunities and price uncertainty. Global business era demands the mastery of innovation information and creativity of business actors, both from the aspect of technology and the quality of human resources. The weak ability of MSME in accessing information allegedly related directly to the condition of an internal factor of MSME which overshadowed by various limitations to able to give information to the consumer. As a result, the products of MSMEs that actually has a sizeable market share in the international community has not been widely known to consumers. An important solution that MSMEs need to undertake to solve problems is to introduce these MSME products through their promotion activities.

According to Tara Gustafson and Brian Chabot (2007), 90% of consumers usually know the brand through promotion and are expected to recognize the brand so that their brand awareness will be high towards the product, because according to Adebisi Sunday A., Babatunde Bayode O. (2011) promotion has an influence towards sales growth, as well as products and distribution. It means that all of the products should be promoted in order to be known by the consumer, without the promotion, consumers will not be familiar with these products and will never buy the products.

Many ways can be done through this promotion including exhibitions, business meetings, trade missions, business centers, public service advertisements, trading houses and others. Promoting MSME products is also a form of anticipation of the impact of the globalization era which will certainly affect the MSME market share both inside and outside country.

Promotions conducted in an integrated and sustainable manner are expected to have a positive impact on the performance of MSMEs. However, until now the impact of the promotion program has not been known with certainty, therefore it is necessary to have comprehensive research, concerning various aspects that influence the success of MSME product promotion programs.

The mapping results of the past researches, one of the MSMEs in the culinary field, Beef Meatballs by Yani Haryani is considered the most superior compared to other culinary businesses, because this culinary business has more

advantages in terms of promotion, for example through exhibitions, word of mouth information. In the field of fashion, Den Ayu Craf's MSME is considered the most superior in terms of promotion, because it uses sales promotions, advertisements, information and word of mouth information.

Forms of promotion carried out by MSMEs require unequal costs and different benefits. This second-year research was conducted to find out the benefits compared to the costs incurred in the promotion conducted by MSMEs.

Formulation Problem

- How much benefit is obtained from promotional activities carried out by Depok MSMEs?
- How much is the cost incurred from promotional activities carried out by Depok MSMEs.

2. Method Analysis

In accordance with the stated objectives, this study uses qualitative descriptive analysis. Analysis method used by CBA (Cost and Benefit Analysis)

3. The Results Achieved

3.1. Description of Respondents

In this second-year research, respondents who were the subject of this research were MSMEs in Depok, West Java, there were only 25 (twenty-five) respondents from a total of 29 (twenty-nine) research respondents in the first year, because in this case, 4 respondents out of 29 (twenty-nine) had moved to an unknown location.

Almost all the respondents were not willing to give nominal data when asked about the costs incurred for promotion, such as exhibitions, advertisements, etc., so for questions about costs, it is only assumed to be large or small and so on, of course this is very relative according to the ability of each respondent / MSME. Most of these respondents made promotions through exhibitions, advertisements, discounts, online sales, even though there were also those who did promotions only through exhibitions. These MSMEs are divided into 2 (two), i.e. 12 businesses in the culinary field and 13 businesses in the fashion field.

Following is a table of questionnaire results from 11 (eleven respondents) in the culinary field by exhibiting.

No.	1	a.	b.	c.	d.			a.	b.	c.	d.		
Name UMKM	Exhibition	Exhibition Benefits	Product sale	Income	Good name	Well known.	amount	Cost	Funds are issued	Power	Time	Psychologist	amount
Khalisa Cake	115%		4	4	3	4	15		3	4	3	3	13
SM Juice	109%		2	3	4	3	12		1	4	3	3	11
Tamira Cake	114%		4	4	4	4	16		2	4	4	4	14
Ativi Vera	145%		4	4	4	4	16		3	3	2	3	11
Hana chips	123%		4	4	4	4	16		1	3	5	4	13
Poppis Juice	154%		5	5	5	5	20		4	3	3	3	13
Mandiri M	133%		4	4	4	4	16		2	4	3	3	12
Little Piza	120%		4	4	5	5	18		3	5	3	4	15
Mawar Berkah	82%		3	3	4	4	14		4	4	4	5	17
Meatball Yuni	170%		4	5	4	4	17		2	3	3	2	10
Sri Jaya	189%		4	5	4	4	17		3	2	2	2	9
amount	1454%												
Average	132%												

Table 1: Data of the Culinary UMKM Respondents Who Exhibit

From the table, it can be seen that almost all MSMEs feel the benefits of doing promotions by exhibiting because when compared, the funds spent with the benefits of participating in the exhibition, the percentage is above 100% (one hundred) percent, even almost 200% (two hundred) percent, i.e. Sri Jaya MSME which is engaged in culinary, meaning that by participating in this MSMEs exhibition, it can get benefits as shown in the table above, but there is indeed one culinary MSME whose percentage is below 100 percent when participating in the exhibition, i.e. Mawar Berkah MSME which is engaged in culinary, it only gets 82%, meaning that when participating in the exhibition, this MSME still has not benefited, instead it loses, of course the problems have to be evaluated, such as a less strategic place, less attractive display arrangement, too expensive prices etc., so this will not happen again if Mawar Berkah MSME participating in another exhibition.

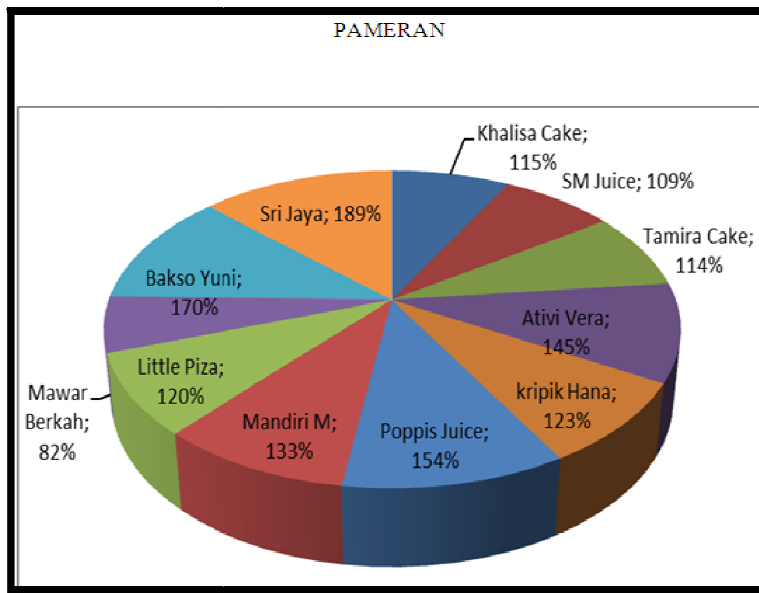


Figure 1: Graph of the MSME participating in the Exhibition

Here is the table of questionnaire results from 3 (three respondents) in the culinary field by conducting promotions through advertising:

Msme Name	Advertisement	Advertising Benefits	a.				b.				c.				d.			
			Product sale	Income	Good name	Well known.	amount	Cost	Funds are issued	Power	Time	Psychologist	amount					
SM Juice	120%		2	2	4	4	12	2	3	3	2	10						
Tamira Cake	143%		5	5	5	5	20	3	4	4	3	14						
Khumairoh	160%		4	4	4	4	16	2	3	3	2	10						
amount	423%																	
Average	141%																	

Table 2: Data of Culinary UMKM Respondents Who Advertise

The table above shows that MSMEs that are promoting in addition to the exhibition, which is also doing advertising, there are 3 MSMEs, where, they feel the benefit if doing promotions by doing advertisements because when compared to the funds spent with the benefit of participating in the ad, the percentage is above 100% (one hundred) percent, meaning that with doing the promotion through advertising, then they get the benefits as shown in the table above.

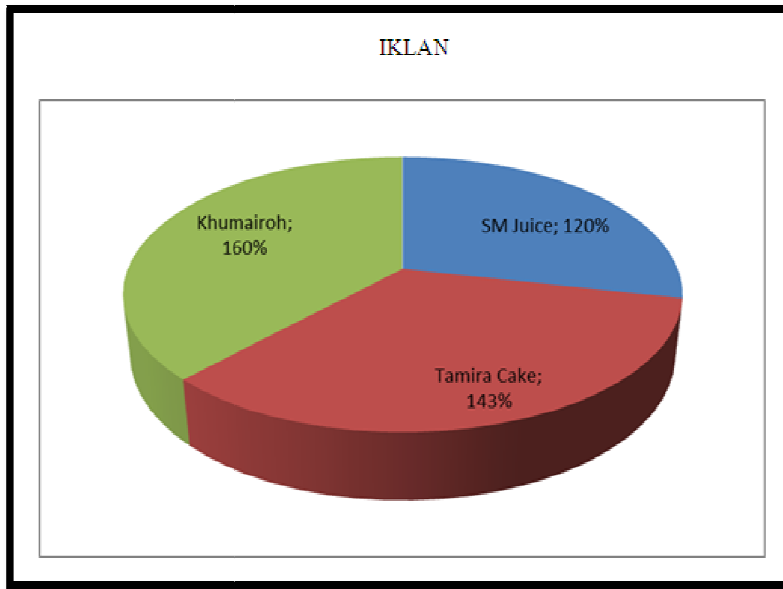


Figure 2: Ad Chart

MSME	3			A.	B.	C.	D.	A.			B.	C.	D.	Amount
	Discount	Discount Benefits	Product Sale	Income	Good Name	Well Known.	Amount	Discount Fees	Funds Are Issued	Power	Time	Psychologist		
Tamira Cake	133%		4	4	4	4	16		3	3	3	3	12	
Khumairoh	167%		5	5	5	5	20		3	3	3	3	12	
Mandiri M	123%		4	4	4	4	16		2	4	4	3	13	
amount	423%													
Average	141%													

Table 3: Data of Culinary MSME Respondents who Provide Discount

The table above shows that MSMEs that are promoting with exhibitions and advertisements are also doing discounts, there are 3 MSMEs, where, they feel the benefits of doing promotions by discounting because when compared to the funds spent with the benefit of participating in the discount, the percentage is above 100 % (one hundred) percent, meaning that with these MSMEs joining the promotion by making a discount, then they get the benefits as shown in the table above.

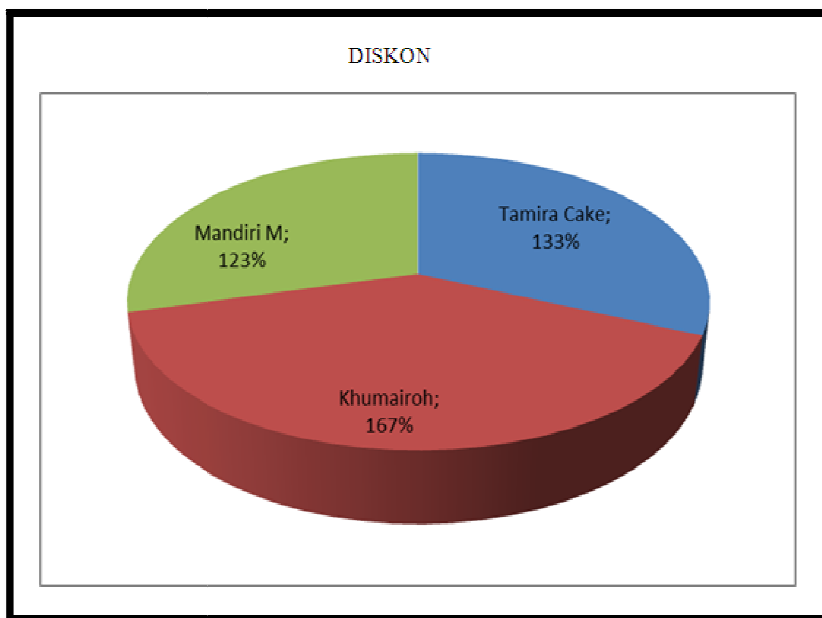


Figure 3: Charts of Discount Promotion Participants MSMEs

Next is the MSMEs table that conducts promotions through on line, there are 10 (ten) MSMEs:

	4		a.	b.	c.	d.			a.	b.	c.	d.	
	On Line	Online Benefits	Product sale	Income	Good name	Well known.	amount	Online Costs	Funds are	Power	Time	Psychologist	amount
Khalisa Cake	91%		2	2	2	4	10		2	3	2	4	11
Tamira Cake	143%		5	5	5	5	20		3	4	4	3	14
Khumairoh	250%		5	5	5	5	20		2	2	2	2	8
Hana chips	160%		4	4	4	4	16		1	3	3	3	10
Poppis Juice	150%		5	5	4	4	18		2	3	3	4	12
Mandiri M	155%		5	5	3	4	17		2	3	3	3	11
Little Piza	200%		4	4	4	4	16		3	2	2	1	8
Mawar Berkah	150%		4	5	4	5	18		2	3	3	4	12
Meatball Yuni	200%		5	4	5	4	18		2	2	3	2	9
Sri Jaya	189%		4	5	4	4	17		2	2	2	3	9
amount	1688%												
Average	168%												

Table 4: Data of Culinary MSME Respondents Who Do ONLINE

From the table, it can be seen that almost all MSMEs feel the benefits of online promotion because when compared to the funds spent with the benefits of participating in online promotions, the percentage is almost all above 100% (one hundred) percent, some even 200% (two hundred) percent, although there is 1 (one) MSME, i.e. the Khalisa Cake MSME that do not feel the benefit of doing an online promotion because the funds spent are higher than the benefits.

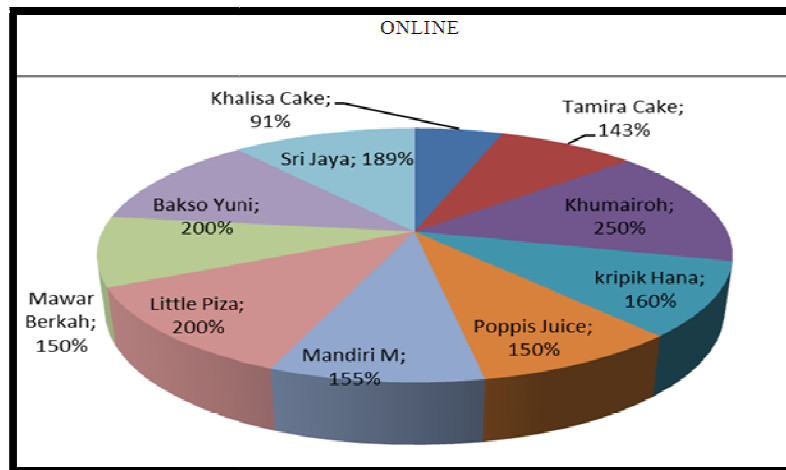


Figure 4: Graphs of MSMEs Participating in Online Promotions

No.	1		a.	b.	c.	d.			a.	b.	c.	d.	
Information	Exhibition	Exhibition Benefits	Product Sale	Income	Good Name	Well Known	Amount	Exhibition Fees	Funds Are Issued	Power	Time	Psychologist	Amount
Shin Craf	88%		4	4	4	3	15		5	3	4	5	17
Must Have	114%		4	4	4	4	16		4	4	3	3	14
Hijrahqu	117%		3	3	4	4	14		2	4	3	3	12
Irene Collection	100%		3	3	4	4	14		4	3	3	4	14
Arika Fashion	109%		2	2	4	4	12		1	3	3	4	11
Abrisam	100%		3	3	4	4	14		4	4	2	4	14
Path & Cuiting	117%		3	3	4	4	14		3	3	3	3	12
Want Fashion	79%		2	3	3	3	11		1	5	3	5	14
Paint Coll	76%		3	3	4	3	13		4	5	3	5	17
Marisa Hijab	94%		4	4	3	4	15		4	4	4	4	16
Den Ayu	129%		4	4	5	5	18		4	3	3	4	14
Dev	67%		3	3	1	3	10		2	5	5	3	15
Yenni	100%		4	5	4	4	17		5	4	4	4	17
Amount	1290%												
Average	99%												

Table 5: Data of Fashion MSME Respondents Conducting Exhibition

It is seen that there are some MSMEs that feel the benefits of doing promotions by conducting exhibitions because when compared to the funds spent with the benefit of participating in the exhibition, the percentage is above 100% (one hundred) percent, but not all MSMEs feel the same, meaning there are some MSMEs that do not perceive any benefit when participating in the exhibition, the funds spent outweigh the benefits obtained means that this fashion MSME's results is below 100 percent when participating in the exhibition or break even, that is not getting any profit nor any loss as many as 3 MSMEs while 5 MSMEs gets under 100%. This is a question why most of the MSMEs in the fashion field do not benefit when participating in the exhibition, instead they lose, of course the problems have to be evaluated, such as a less strategic place, less attractive display arrangement, too expensive prices and so on, so that it will not happen again when participating in the next exhibition.

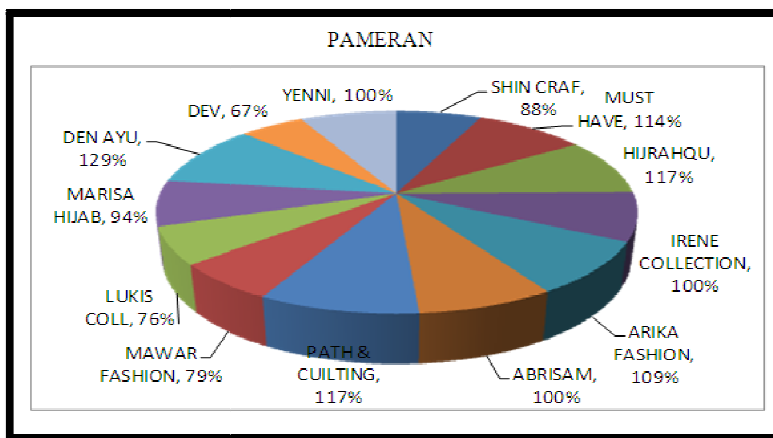


Figure 5: Charts of Fashion MSMEs Participating in the Exhibition.

2		a.	b.	c.	d.				a.	b.	c.	d.	
MSME	Advertisement	Advertising Benefits	Product sale	Income	Good name	Well known	amount	Ad Costs	Funds are	Power	Time	Psychologist	Amount
Must Have	100%		2	2	2	2	8		2	2	2	2	8

Table 6: UMKM That Promotes through Advertising

So, there is only one MSME that does it and the result is break even, that is equal to 100% means that the costs incurred is the same with benefits obtained.

Next is the MSMEs that promote by giving discounts, there are 5 UMKM in this fashion field, such as the following table:

3			a.	b.	c.	d.			a.	b.	c.	d.	
Msme Name	Discount	Discount Benefits	Product sale	Income	Good name	Well known	amount	Discount Fees	Funds are issued	Power	Time	Psychologist	amount
SHIN CRAF	133%		5	5	3	3	16		3	3	3	3	12
MUST HAVE	100%		3	3	3	3	12		3	3	3	3	12
HIJRAHQ U	145%		4	4	4	4	16		2	3	3	3	11
DEV	100%		3	3	3	3	12		3	3	3	3	12
YENNI	200%		4	4	4	4	16			2	3	3	8
amount	678%												
Average	135%												

Table 7: Fashion Msmes That Make Promotions through Discounts

And the result is that 3 MSMEs get benefits above 100% while 2 MSMEs only break even, that is 100%, there is no profit yet.

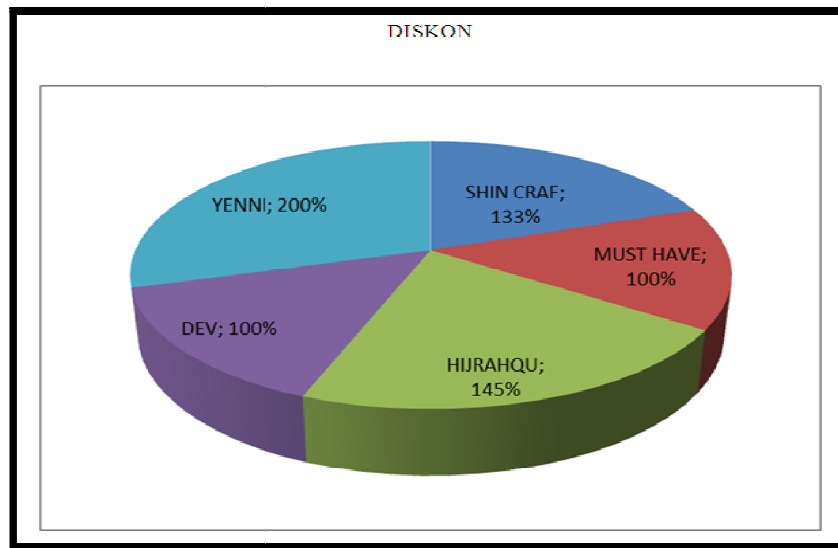


Figure 6: Charts of Promotions by Giving Discounts

In addition to the above promotions, this fashion sector MSME also conducts online promotions, the following table:

4			a.	b.	c.	d.			a.	b.	c.	d.	
Msme Name	On Line	Manf On Line	Pjuala Product	Pdptn	Good Name	Well Known.	Jml	Online Costs	Outflows	Tena No	Wak Tu	Psych	No.
MUST HAVE	109%		3	3	3	3	12		2	2	4	3	11
HIJRAHQ	123%		4	4	4	4	16		3	3	3	4	13
ARIKA FASHION	125%		4	3	4	4	15		3	2	3	4	12
ABRISAM	160%		4	4	4	4	16		2	2	3	3	10
PATH & CUILTING	138%		4	4	5	5	18		2	3	3	5	13
DEN AYU	121%		5	4	4	4	17		3	3	3	5	14
YENNI	107%		4	4	4	4	16		3	4	4	4	15
amount	883%												
Average	125%												

Table 8: Fashion Msme That Conduct Promotions through Online

From the table, it can be seen that almost all MSMEs feel the benefits of online promotion because when compared to the funds spent with the benefits of participating in online sales, the percentage of MSMEs is almost all above 100% (one hundred) percent

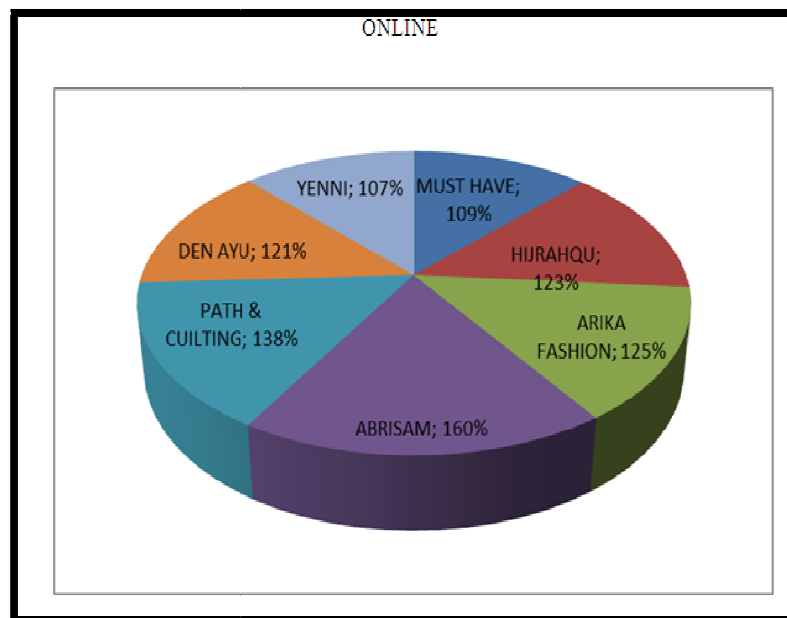


Figure 7: Graphs of MSMEs Participating in Online Promotions:

4. Discussion

The results of the data analysis show that both MSMEs engaged in culinary and fashion, on average have made promotions either exhibitions, advertisements, discounts or online promotions, but not all MSMEs do the 4 promotions, some of them do exhibition only, or discount only. The detail is as follows:

In culinary field which do all the promotions, i.e. exhibitions, advertisements, discounts and online promotions there is only 1 MSME, Tamara Cake, MSME which is doing 3 promotions, i.e. advertising, discounts and online, also only 1 MSME, i.e. Khumairo, for other MSMEs, on average do 2 types of promotions, exhibition and online promotions. This is because of the limited funds available so that not all types of promotions are carried out, as well as other considerations so that not all types of promotions are followed, whereas if all types of promotions are carried out then communication in all directions and audiences can be reached so the product will be widely known and this is likely to increase sales turnover, because according to Diana (2014) the lack of promotions from these products will cause many people not to know the products of these MSMEs. This will lead to mistrust of the ability of micro, small and medium enterprises (MSMEs) in the face of globalization era.

In addition, according to Tara Gustafson and Brian Chabot (2007), 90% of consumers usually know the brand through promotion and are expected to recognize the brand so that their brand awareness will be high towards the product, because according to Adebisi Sunday A., Babatunde Bayode O. (2011) promotion has an influence on sales growth, as well as products and distribution. It means that all of the products should be promoted in order to be known by the consumer, without the promotion, consumers will not be familiar with these products and will never buy the products.

In this study, the promotion conducted by these MSMEs was in the form of advertisements, exhibitions, discounts and online promotions, meaning that not everything in the promotion mix was done, such as personal selling, and publication. Of the 4 (four) promotional activities that have been carried out by these MSMEs, the one that obtain the highest benefits is in the form of online promotions at Culinary MSME because the results of online promotion activities have the highest percentage of benefits, which is an average of 168%, then discounts and advertisements have the same percentage of 141% then exhibition 132%, while for Fashion MSME, the highest percentage of benefits when doing promotions is at a discount of 135% then online promotion 126%, advertisement 100% and the last one exhibition as much as 99%.

The results of the promotion benefits of the two different business field MSMEs are very different, so the suggested promotional models that will be followed will also be different according to these findings, i.e. for MSMEs engaged in culinary, the promotion model should be online and advertisements while for MSMEs engaged in fashion, the best promotion models are discounts and online promotions. Because in this promotion the benefits that were obtained were the highest among other promotions

These findings are interesting to study because there are the same promotional models that emerge from both MSMEs engaged in different product field, i.e. online promotions, although in fashion MSMEs, online promotion is in the 2nd position. Thus, the recommended promotion model is the online promotions for both the culinary MSMEs and the fashion MSMEs. When it is related to the current situation in the era of globalization and digitalization, it is not surprising because almost everyone will do all life related things using digital, including text messaging, purchasing, packaging, banking and so on, so it is very suitable for MSMEs to do online promotions.

5. Conclusion

- The recommended promotion model for MSMEs engaged in culinary is Online promotions and advertisements

- The recommended promotion model for MSMEs engaged in Fashion is discount and online promotions
- The difference between the recommended promotional models is in accordance with the benefits obtained in each MSMEs
- The difference between these results is that basically the fields that exist in these MSMEs are basically very different products, i.e. culinary and fashion. But basically, all products must do a promotion to be known by public.

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