

Strategic Planning Sustainability MSME : Digital Marketing And Advertising

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ABSTRACT

The purpose of this research is to explain and study the sustainability planning strategies of MSMEs through marketing and advertising at Getuk Pojok Bu Endang. According to this research, because MSMEs contribute to the community's economy, they must pay attention to the sustainability of their business by enhancing the marketing and advertising of their products using technology. However, the use of unoptimized marketing technology can reduce sales. By only marketing products face-to-face and using social media platforms like Instagram, TikTok, and WhatsApp, Getuk Podjok Bu Endang cannot compete with other companies that have already adopted online marketing strategies to reach a wider consumer base. This study uses a qualitative approach. According to this research, increased marketing and advertising can boost product sales, which impacts the sustainability of SMEs

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I. Introduction

Situation Analysis

Micro, small, and medium enterprises (MSMEs) in Indonesia contribute a significant portion of the country's revenue, so the government must pay attention to this sector (Hamza & Agustien., 2019).

This role is very important for the Indonesian economy, which has become a supporter and main focus of the economy, so it must always be maintained because they have the ability to make a significant impact on economic growth and increase job opportunities in this country (Rahmantari et al., 2023). Efforts to maintain the



sustainability of MSMEs require the implementation of a good marketing system to increase sales. In the current era, the strategic solutions offered by digital marketing enable small and medium enterprises (SMEs) in Magelang City to explore the global market. SMEs can reach local and national customers by utilizing the internet and various digital platforms such as marketplaces, social media, and websites. With the emergence of the internet, digital marketing has become more practical and easier to implement (Kholifah & Sabardila, 2020).

Unfortunately, some MSME actors do not have the knowledge and skills necessary to manage digital marketing effectively. As a result, many business operators are stuck in conventional marketing methods that are no longer relevant in this digital era. (Sasa et al., 2021). The use of technology that is not optimized for marketing can result in a decline in sales. Most businesses that still use conventional marketing strategies such as word-of-mouth promotion, flyer distribution, and product exhibitions will merely survive without any improvements and enhancements. These methods are ineffective and limited in reach because customers are increasingly turning to digital platforms to search for goods and services. In addition, MSME actors do not have sufficient knowledge and skills to operate digital platforms. They also do not understand the right digital marketing strategies, the use of the internet as a tool for promoting and selling their products. Like the culinary MSMEs in Magelang City, Getuk Podjok Bu Endang, marketing is only done at two kiosks in the Rejowinangun Market in Magelang City and uses social media platforms like Instagram, TikTok, and WhatsApp, but it is still considered passive or not fully utilizing their potential. Getuk Podjok Bu Endang cannot compete with other businesses that have already adopted online marketing strategies to reach a wider customer base (Juniawan et al., 2023). This causes Getuk Podjok Bu Endang to miss out on significant opportunities to expand its market, especially in the digital era that increasingly dominates consumer behavior. With low digital capabilities, MSMEs are at risk of falling behind in competition and finding it difficult to grow, both locally and on a larger scale (Zusrony et al., 2024).

The challenges faced by MSMEs in Indonesia are quite diverse because they are closely related to the entrepreneurship ratio in Indonesia, which stands at 3.5%. Particularly, the marketing strategies of MSMEs need to be given attention as they are the main supporters of business sustainability. Therefore, improving the quality of MSMEs through marketing strategies is absolutely necessary to create favorable business conditions in the future (Shiratina et al., 2022).

The study "The Influence of Green Innovation, Digital Marketing, and Knowledge Management on Business Sustainability at PT. Hatten Bali," by Dewi et al. (2022), which shows how marketing influences initiatives to improve business sustainability, is in line with this research. In their study "The Influence of Digital Marketing and E-Commerce on Marketing Performance and Business Sustainability in Souvenir Businesses in Solo City," Wardana et al. (2023) provide additional evidence for this research by elucidating the relationship between digital marketing and business sustainability.

Therefore, the importance of good strategic planning is crucial so that the marketing process can run effectively, efficiently, accurately, and of course, profit-oriented. The absence of a strategy and poorly formulated strategies can hinder business development and affect the existence of the company being run. Therefore, the author is interested in conducting research on this matter based on the current situational analysis by maintaining the sustainability of MSME marketing strategies with the roles of motivation and technology. This research focuses on strategic planning in marketing for



the culinary MSME "Getuk Podjok Bu Endang," which has become iconic in Magelang as a culinary tourism destination. This study also aims to describe the strategic planning efforts undertaken by the owner of "Getuk Podjok Bu Endang" to sustain the continuity of the business by utilizing technology and the internet. This has led the researcher to be interested in conducting a study titled "Strategic Planning Sustainability for MSMEs: Marketing and Advertising."

Solutions and Targets

Strategic Planning

Planning is very important in the scope because it determines and gives direction to the goals. Well-thought-out and well-structured planning will ensure that the work does not become chaotic and unfocused (Zenab Hanim, 2023).

Strategic planning is a process that outlines the organization's goals and defines its objectives. In fact, strategic planning is the process of making strategic decisions or offering methods to formulate and implement strategic decisions as well as allocate resources to support work units and organizational levels (Godefridus et al., 2023).

In organizational management, strategic planning is a very important process because the goal of strategic planning is to determine the organization's vision, mission, and long-term goals, as well as to determine the strategic steps necessary to achieve them (Hanim et al., 2023).

Formulating the organization's vision and mission, setting long-term goals, identifying and evaluating strategic alternatives, and implementing the chosen strategy are all parts of the strategic planning process aimed at helping the company gain a competitive advantage in the long term. Ensuring that the organization remains relevant to environmental changes, strategic planning also includes continuous monitoring and adjustments (Rustan, 2024).

Sustainability MSME

The word "Sustainability" or "resilience" describes a condition that is ongoing, a process that is happening, and focuses on the resilience of a condition. (Azhar et al., 2021). Additionally, sustainability is also defined as the consistency of an endeavor. Sustainability is defined as a process of an endeavor's continuity that encompasses growth, development, strategy, and advancement, with a focus on the sustainability and resilience of the endeavor (Arofah et al., 2021).

MSME (Micro Small Medium Enterprises)

Micro, Small, and Medium Enterprises (MSMEs) are a type of small business that play a significant role in the improvement and growth of the community's economy because they are able to survive in any situation to achieve community welfare. A country greatly relies on the existence of MSMEs due to their important role in the development and advancement of the economy to achieve community welfare (Al Farisi et al., 2022).

Businesses in the MSME sector can reduce unemployment by absorbing workers who are ready to work but do not have jobs. With the rapid growth of the micro business sector, more job opportunities become accessible, which in turn will result in increased community income. With the decrease in the number of unemployed, the MSME sector will add to the workforce, helping the government combat poverty. Micro, small, and medium enterprises (MSMEs) enhance economic growth, have the capacity to absorb more labor, and distribute the results of development, which means that the benefits felt by the community will be greater (Salman et al., 2022).

Marketing Strategy

Promotion of products and services is the goal of marketing strategy. In addition, marketing strategies also encompass the actions taken by business actors to achieve the company's objectives. (Arjuna et al., 2022). Certain objectives are influenced by each type of marketing program in different ways; therefore, companies can implement various marketing programs simultaneously. Therefore, a system is needed to enable these marketing strategies to work well. This method is referred to as a marketing strategy (Syah et al., 2022). A marketing strategy is defined as a company's plan to reach a specific population using a combination of products, pricing, distribution, and marketing to meet customer demand (Amrulloh et al., 2023).

Marketing Planning cannot be denied that marketing planning is important. The ability to generate sales profit is influenced by many internal and external factors that are complexly interrelated. Sales profit can be categorized into the following four points: a) Maximizing Revenue; b) Maximizing Profit; c) Maximizing Return On Investment; d) And Minimizing Costs.

After identifying threats and opportunities for the company, an external environment analysis must be conducted to determine the company's strengths and weaknesses. SWOT analysis is part of the management strategy to achieve the company's goals (Pearce et al., 2013).

Aspects of Marketing Planning Some Things to Consider When Creating a Marketing Plan are as follows: a. Start with the mission statement and goals of the company or business; this statement should be philosophical and qualitative; and b. Include a financial summary that graphically shows profits and gains over the planning period. c. Conduct market research: 1) What is the target market? 2) Is the market experiencing growth or decline? 3) How is the market divided into its segments? 4) What



types of trends are found in each segment? The study is presented in a simple format. d) Identify the key elements and conduct a SWOT analysis for each element. (Robinson et al., 2021).

Advertising

Advertising is defined as "any form of non-personal presentation and promotion of ideas, goods, or services by a specific sponsor that requires payment" and refers to "promotional activities" used by companies to introduce, promote, and influence consumer behavior towards their products or services (Wirayanti et al., 2024).

Implementation Method

This research uses a descriptive qualitative approach with the research object being the culinary MSME "Getuk Podjok Bu Endang". This approach is used to study the natural conditions of the object with the researcher as the main instrument (Sugiyono, 2022). The data used is primary data, which is data directly obtained from the field by the researcher. To obtain information for this research, the researcher will conduct observations, document analysis, and direct interviews with the owner of Getuk Podjok Bu Endang, academic journals, and news articles. This is in line with the qualitative approach because the author conveys ideas or concepts using words or sentences rather than using specific numbers or symbols.

II. Results and Discussion

The strategic planning implemented by Getuk Pojok Bu Endang involves several steps that have been taken, including Market Research.

Before implementing the marketing plan, Getuk Pojok Bu Endang conducted market research, which is an important step for Micro, Small, and Medium Enterprises (MSMEs) to understand their business environment and make better decisions by understanding customer needs, namely adjusting their products or services to meet that demand, whether it is to be given as souvenirs or used as dishes during certain events. Then Getuk Pojok Bu Endang conducted a competitive analysis to understand the strengths and weaknesses of competitors and considered strategies to compete effectively in the market. Getuk Pojok Bu Endang also determined the target market for its products to optimize marketing efforts, such as the community for events, hotel owners to serve as breakfast, office workers for meetings, and tourists for souvenirs.

Digital Marketing Planning through Instagram Social Media to Increase Sales of "Getuk Podjok Bu Endang"

Efforts to ensure that the marketing runs smoothly, businesses must create the right plan. This is certainly an important component of any comprehensive marketing plan. Marketing planning is the process of creating and implementing strategies to achieve predetermined goals. To reduce business failure, marketing planning is an important thing that must be done. One of them is planning marketing activities for promotion. Getuk



Podjok Bu Endang plans content to be posted on Instagram feed, YouTube, news pages, and other digital marketing platforms.

Implementation of Marketing Strategy Planning carried out by Getuk Pojok Bu Endang with Social Media

After the strategy is made, marketing can be carried out. complete and open to various outcomes; implementation oversees the chosen plan and evaluates the results of the previous plan. One of the social media sites used by SMEs is Instagram. The results of in-depth interviews conducted by researchers indicate that the digital marketing strategy of Getuk Podjok Bu Endang may attract customers' attention and make it easier for them to order getuk products through their Instagram account without having to visit the store. According to Getuk Podjok Bu Endang, there are several Instagram techniques that can help enhance your marketing campaign. Instagram features include stories, video reels, and feed posts. The Instagram account @getuk.pojok.bu.endang is used to promote products by sharing content in the feed and stories. Current customers do not want marketing strategies that promote products through print media; they prefer to use their digital devices. Buyers will easily find the products they are looking for with an attractive feed display.



Gambar 1.1. Postingan instagram Getuk Pojok Bu Endang
Sumber: <https://www.instagram.com/getuk.pojok.bu.endang/?hl=id>

Strategic Marketing Planning with the Official Culinary Website Media in Magelang called "Magelang UMKM"

In addition to providing content on its Instagram, Getuk Pojok Bu Endang also chooses to promote using a website that will make it easier for tourists to find iconic



souvenirs in Magelang, which is directly linked to the business owner's WhatsApp number so that customers can easily place orders if they wish. Getuk Pojok Bu Endang also collaborates with other influencers in marketing using Instagram, such as "Gendut Marjoko" and others.

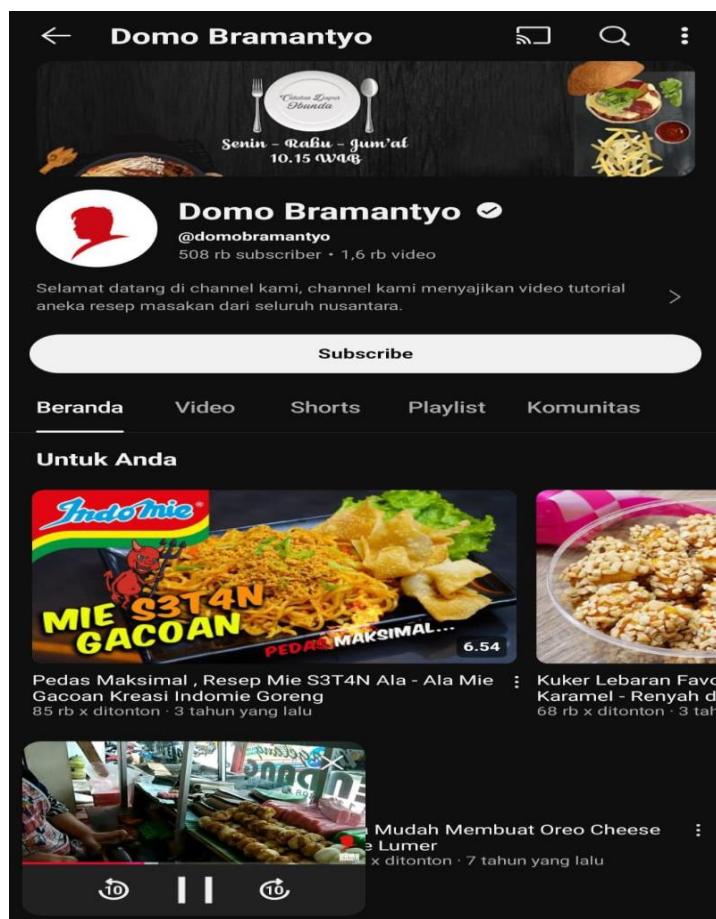


Gambar 1.2 Laman Magelang UMKM

Sumber: <https://magelangumkm.id/getuk-pojok-bu-endang/>

Strategic Marketing Planning for Getuk Pojok Bu Endang using YouTube Media to Increase Sales

In addition to using Instagram to market its products, the legendary branding of its getuk product led YouTubers to document and help market the getuk product, which then successfully became a strategy to increase sales and achieve even higher branding, becoming increasingly well-known among people from various regions, and becoming the main place to look for typical Magelang souvenirs at affordable prices but with delicious taste.



Gambar 1.3 Chanel Youtube Support Getuk Pojok Bu Endang
Sumber : https://youtube.com/@domobramantyo?si=F_8xwazswXI7chko

Obstacles in Digital Marketing through Social Media to Increase Sales of Getuk Pojok Bu Endang

The purpose of this discussion is to identify the constraints and challenges faced by business operators when implementing Strategic Planning through marketing and advertising at Getuk Pojok Bu Endang. The owner of Getuk Pojok Bu Endang is still considered passive and inconsistent in uploading content on Instagram because they believe that conventional sales, whether in kiosks or stores, even through word of mouth, and relying only on regular customers, are sufficient. They do not yet want to expand their marketing using the internet, social media, and so on. This causes them, as the managers of Getuk Pojok Bu Endang, to only maintain the usual sales flow and not to be on par with other competitors who maximize the use of digital marketing.

The impact of social media marketing on increasing the sales of Getuk Pojok Bu Endang

This discussion is used to understand the impact of the digital marketing efforts carried out by Getuk Pojok Bu Endang. The digital marketing implemented can make it easier for potential customers to shop anytime and anywhere. With this method, it will be more economical compared to visiting offline stores, which obviously take more time. This is in line with the statement "The use of social media and marketplaces as sales channels has proven to be suitable efforts to increase product sales" (Santoso & Mujayana, 2021).

Strategic Planning implemented by Getuk Pojok Bu Endang for business sustainability

The strategy employed by Getuk Pojok Bu Endang for the sustainability of her business is to enhance its marketing and advertising. Starting with conducting market research, this way the business will know who the ideal customers for its getuk are, followed by using market segmentation by separating the market based on demographics, behavior, or specific needs. Efforts to optimize Customer Experience with Customer Service that makes satisfied customers likely to return and recommend Getuk products to others. The provision of access such as kiosks and social media for purchase communication is also supported by Getuk Pojok Bu Endang, such as phone calls, chats, and social media. Additionally, Getuk Pojok Bu Endang also engages in digital and social media marketing such as: a. WhatsApp Business; b. Instagram; c. YouTube; d. TikTok. Furthermore, Getuk Pojok Bu Endang also utilizes advertising during marketing through collaboration with influencers and affiliate marketing to introduce the product to a wider audience. The affiliate program can also prove to increase sales by paying commissions to successful parties.

III. Conclusion

Micro, small, and medium-sized businesses (MSMEs), one of the industries with the greatest potential to make a substantial financial contribution to the community, need to be carefully prepared for at all times. This is due to the fact that MSMEs can become more resilient and tend to get better if they plan for stronger marketing and promotion strategies. Getuk Pojok Bu Endang employs digital marketing, or the internet, to improve marketing and advertising. Using online social media is one method of product promotion. Examples of social media platforms that are utilized include YouTube, Instagram, WhatsApp Business, TikTok, and others. Additionally, working with culinary affiliates and influencers who are interested in interesting content about Getuk Pojok Bu Endang's products can be beneficial.

The implications that can be applied to Getuk Pojok Bu Endang are to continuously pay attention to the marketing system that utilizes technology such as digital marketing through social media and also to continuously innovate products to attract buyers' attention through online marketing. Advice to the author is that with the current research results, they can further develop and also add more research subjects, not focusing on just one subject, so that the next research can be more refined.

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