
Marketing Strategical Analysis of Products UMKM Markets with Tol

Muhammad Iqbal Nasution¹, Muhammad Syukri Albani Nasution², Nur Ahmadi Bi Rahmani³

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

e-mail: lqbalnasutionmuhammad68@gmail.com, syukrialbani@uinsu.ac.id, nurahmadi@uinsu.ac.id

DOI: <https://doi.org/10.56457/jimk.v12i1.570>

Received: May 29, 2024

Accepted: June 15, 2024

Published: June 30, 2024

ABSTRACT

Marketing Strategy is a way for UMKM players to introduce their products to the wider community in order to achieve the desired vision and mission. The aim of this research is to find out what marketing strategies business actors use to maintain income stability in accordance with the 4Ps. This research is descriptive qualitative research. The data collection methods used in this research are interviews and observation. The results of this research show that 1) Every UMKM actor in the workshop market, if they want to be better known for their products, they can use methods such as the program carried out by the Industry and Trade Department, where they take advantage of festivals or other important celebrations to advance regional businesses. and it was proven that they could reap profits from the event from selling food alone which was around ± Rp. 3,000,000 million in two days. 2). UMKM players can also rearrange the composition of the materials usually used or pay attention to the quality of the raw materials so that the product results are better than before.

Keywords: Marketing Strategy, UMKM, Hifzh Mall

INTRODUCTION

The current economic situation is stable due to the almost even allocation of funds to several locations in the village and other programmes. In the year 2022 it was recorded that the revenue of the war region varied in the figure of 4.1 Trillion rupees. It should be remembered that in the revenue of the region itself it has nothing to do with allocating funds to support it. The reason is because the revenue of the region is through remuneration and for the UMKM itself it is pure income from them and profits also for themselves. According to Mamduh, strategy is the determination of the long-term goals of an organization or company and the selection of alternative actions as well as the allocation of resources necessary to those goals. (MM, 2020). (Nawir Yuslem, 2023) In the view of the analysis of hifz mal that in the book of philosophy of Islamic law & maqashid shariah second edition written by the father of Syukri Albani Nasution, father of Rahmat hidayat nasution and father of Ahmad tamami nasutions there is part of maqashida al-tahsiniyat or more detailed his part of hifdz al-mal (menjaga harta). (Muhammad Syukri Albani Nasution 2022) As described by hifdz al-mal this

is not only to keep the property of themselves or others, will but can be understood as the right of a person to obtain the property in a halal way like work is meant as giving authority to everyone to open wide jobs for others and thus everyone can taste every halal property that possesses so that they can live a better life. Hifz al-mal is one of the important protected parts and is part of the maqashid al-dharuriyyah which is the purpose of the Islamic law which is primary in nature. It has to do with research where the right of everyone to work or even taste the legal property they own is not obtained by the Umkm who create jobs for others. O you who believe, do not eat one another's wealth in a wrong way, except in a business that you like to do.

According to the results of interviews with the entrepreneurs in the field said that before the inauguration of the toll street happened, the typical store of the products that they sold was very expensive and not only the store but the entire area around it was greatly increased, but after this inauguration, slowly people who passed to the store to see their products became less and less as his earnings before him at the figure of 50-65% slowly



decreased and declined until now that may be at the number of the 30 % largest and the product sold was like stupid, purple and typical by-by-the-other. According to Kotler and Armstrong (2016), mixed marketing generally emphasizes the notion of a strategy that integrates product, price, promotion and place, where all of them are directed to be able to generate maximum sales turnover on the product marketed by providing customer satisfaction. (Moh. Qadri Lasaib 2023) In an earlier journal written by Jarungjung Hutagaol and Nurhalimah Sibuea, the research conclusions that they did focused only on the positive and negative impact and its solution is just like trying to sell products in the city and not discuss the ideal marketing measures. It's what I'm interested in doing such research and like:

1. How is their latest marketing step so that the buyer is interested, has it applied the 4P Theory correctly?
2. Whichever step they take first when they know that their income is falling.

METHOD

In this research, the aim of the research is to determine how the marketing steps of UMKM perpetrators are, whether they apply the 4P Theory as well as the policy of what they do in response to the declining revenue. In Research Methods, what researchers use is qualitative research. Qualitative methods according to Creswell (2016) is a type of research that explores and understands the meaning in a number of individuals or a group of people that originate from social problems. This research will subsequently undertake various questions in order to gather accurate data because it is the most important part. The type of research used is descriptive, because it can depict in depth a social phenomenon at the moment based on facts that appear to be as they are. According to Adiputra et al., (2021) Descriptive research is research aimed at describing existing phenomena, i.e. natural or man-made, or used to analyze or describe the results of subjects, but not intended to give wider implications. (Jamiat 2023) The informant selection technique used in this research plan uses purposive sampling. Neuman (2018)

describes purposive sampling as a method of determining a sample of research by taking all cases that match a particular criterion, using a variety of methods. This research, using purposive sampling, the researchers selected the Department of Industry and Trade of Serdang Bedagai and the perpetrator of UMKM Village Market Bengkel Kec.Perbaungan Kab.Serdang bedagai. (Rahayu 2023) In this case, the data analysis technique used by the researchers is Qualitative

Descriptive Analysis. According to I Made Winartha (2006:155), the method of qualitative descriptive analysis is to analyze, describe, and summarize various conditions, situations from various data collected as the result of an interview or observation of a problem studied that occurs in the field. (Annisa Qurrota A'yun 2020) This type of analysis technique is perfectly suitable because of the conditions on the field as well as its appropriate data collection techniques. Then the data collection tool used in this study is an interview and observation included with documentation if possible according to the conditions on the ground. The location in this research is in the workshop market exactly the area of Dodol and its unique crafts, the district of Perbaungan Kab. Serdang Bedagai.

RESULT AND DISSCUSSION

According to KBBI (Kamus Besar Bahasa Indonesia), UMKM is an abbreviation for Micro, Small, and Medium Enterprises that are included in the Act No. 20 Year 2008. In other words, UMKM is a group of enterprises or enterprises run by individuals, groups, households, or even small-scale enterprises. (Khoiruddin 2023) A toll road is a barrier-free road which is an access to a shortcut that can be reached with less time and distance than the usual road passed. This toll road itself starts from the Java island area whose infrastructure development is prioritized equally first. After that it spread to some parts of Kalimantan, Sulawesi, even to the island of Sumatra. The original purpose of the road was to make it easier for vehicles to cross various areas in a short time, but there was a rather adverse impact of the purpose of such infrastructure where

entrepreneurs around the place who had been standing long enough began to feel and worry about their incomes going down. Like the Road Toll Medan – Tebing High that was officially inaugurated on October 13, 2017. This toll road connects the fields, the hills and your power. According to the results of interviews with the UMKM Officer, During the development process of this toll road there was a policy issued by the government related to the sale of dodol and other workshop market specialities is about giving an opportunity to UMKM offenders to open a kiosk in the Rest Area. When the construction of the toll road is completed, but this they refuse because they are unable to pay the price provided by the Government due to the price that is quite expensive, and from this observation the researchers conclude that the price paid by the Governments for the enterprises in the rest area varies from millions to tens of millions per year. 4P Theory According to Kotler and Armstrong:

1. **PRODUCT**

UMKM in the workshop market is an undertaking that has been around for a long time around 2005. The entrepreneurs who run the business do not stick to one product, they also provide several variants such as vanilla flavor dodol, Durian and Pandan. Besides that, they sell the other merchandise like there are some shops selling small handicrafts like a shaking chair but the current conditions are very rare to be found because of the influence of the toll road. As the example of Dodol Khairati's business owner, one of the reasons that makes the store so popular and different from the others is the superiority of its raw materials made of original premium cane. The advantage of them is that they are also welcome to make their business a useful tour especially schoolchildren who have visited the store to see its manufacturing process in person. This is one of the advantages more than their products are known than other shops. How to make your own Dodol for 1kg using a pulut that is processed into flour, 1kg of sand sugar, 1Kg of red sugar and two old coconuts. The method of its own processing is to prepare a barrel on the well that has been lit its fire and then put the barrel and

wait for that barrel to be hot, if it is already hot inputs that have been roasted from the coconut along with pulut flour and slowly mix about 1 minute and wait until the barley bubbles, after that insert the sand sugar and red rolls that have already been liquidated then mix all of them until thickening and this process takes about 3-4 hours so should continue to be mixed during the process and should not stop.

2. **PRICE**

Prices are vital because they have a huge impact on sales. The reason is simple: if the product is quality but the influence of the goods is unknown and gives a high price will give a negative reciprocal effect. The price of a product in the workshop market at this time is uncertain because of the price of oil and also there are different sizes for the type of product dodol i.e. for Dodol with size 1/2 Kg the price is 15 – 20 thousand rupees, while for the size 1Kg with the price 35 – 40 thousand Rupees. The reason why this dodol may be said to be quite expensive is because its manufacturing process is quite long where as it is known its own process takes 3-4 hours and it should not stop mixing it, another reason because it may be thinking of initial capital and profits obtained later on.

3. **PROMOTION**

Promotion is a step to attract the interest of the buyer by doing a variety of creativity of its own like doing the promotion from mouth to mouth by providing a tester that will be tried by the public to draw their interest in the product and sometimes this way although it sounds ancient but the rate of success is quite high depending on how the quality of the product. The UMKM perpetrator with the name of Dodol Khairati has a unique way of introducing their product that is to exploit its vast empty land around its dodol to make the tourists who want to travel automatically wait there because its area is fit and make them psychologically buy Dodol to go to their relatives. The reason why it could be like that is because the place is on the edge of the cross market and close to the railway line that makes vehicles like buses stop and that's also what makes the citizens who want to go outside the city must wait in the area

by buying dodol. It's from this that the mouth-to-mouth promotion technique is taking place where the taste and characteristics of this dodol make it quite well known to the community and has a stable income and turnover in the figure of Rs. 500,000 a month.

4. PLACE

Place is a condition in which an entrepreneur determines the concept of place and layout of an enterprise with various considerations so that there is no mistake in running it. It's like the businessmen who did it at the Cab's bargaining workshop market. Attack the Badragai. At first, the location of the enterprise built by the UMKM perpetrators was very good and a lot of people were visited, but after the toll road was built it tended to decrease.

From the results of an interview with the business owner said that for access like a bus that from the toll road to the workshop market, they have to get out through a toll pack because there are several buses that have already worked with the Umkm owner like Dodol khairati where the owner has worked with some buses like a wealthy bus and an intra bus. The content of the agreement is that every bus stop the drivers and the kernet will be given at least as breakfast or other food and the passengers will also be given as a discount for just buying some of the products sold by the owner of the Umkm. It's quite commonly done by some dodol ventures in the workshop market where before this toll street existed, the most famous owner is the full dodol where it's the most dodol working with several buses to attract customers to come to their store. By doing this is the reason why dodol in the workshop market is quite famous for doing a symbiosis of mutualism that benefits both sides.

WORKSHIP

The purchase that was made at the Perbaungan Cabinet Workshops Market has achieved its results. In my interview as a researcher with the respondents is here I took from a businessman whose turnover is stable from most other UMKMs and the name of the business is Dodol Khairati. The short profile of this effort is where this UMKM has been established for quite a long time around 2017.

This Dodol effort is one of so many UMKMs that are still standing to this day and it attracts researchers to find out what makes them still able to survive and how they do it. There are some reasons why they are still open and able to compete in the midst of many of their competitors who are closing or simply shifting their efforts into smaller and smaller.

The first reason is in terms of raw materials among them is to use a good quality pulut. A good pulut is the reason why the dodol manufacturing part should be paid attention because if the pulut has been a bit long then the taste of the manufacture and the result is less satisfactory. The next thing is to use a lot of solid enough and should not melt too much because this one material is no less important than the Main one. The second reason why they are still standing is in terms of taking the place they are standing it is very good and suitable, why? The reason is the place that they use this is a place that tends to be close to the direction of the railway track and also in their business place, also provides a large vacant space that can be used by the people who want to stop from the bus after a distance of travel or just curiosity, and the other thing is the Place that they have now also sometimes provide for anyone who wants to go outside the city to arrive at the Dodol Khairati Business Place because of providing the services of Travel Agent who wants go and reach the arena thanks that is why so far there are still many people who are still buying their business even though among the other UMKMs is not or less running smoothly. Next, the researcher interviewed the Perindustrian Service and the Trade of Armageddon that is found in the Market of C. Perbaungan Kab. Serdang Bedagai Workshops. In an interview with Mrs. Eni Derlina, the Department of Management for Industry argued that Dinas industrialization and trade played a role as a supporter in trying to advance the UMKM that exists in the Serdang Bedagai area as its special workshop market. There are many programs that have been conducted by the service and one of them is to introduce the products and specialty foods of the warriors at an exhibition that is being held in the town of North Sumatra. (PRSU). In the event

each district introduced each of its parts and from the event the income from the sale of food and promote to the community ranged less than Rs. From this Peneliti concluded that it is still very effective in how to market the UMKM products that are in the workshop market depends on how it can do the way done by Dodol Khairati that utilizes raw materials and conditions of place and situation or can also use the way as done by the Department of Industry and Trade.

CONCLUSION

Every effort has its risks and every risk will have its benefits in the future. It has become an important part of any Trader. Trader must always be ready to think about the latest marketing steps what can be done to keep their business stable and from this marketing steps that the Researchers summarize are:

1. Each UMKM Officer who is in the workshop market if they want to know more about its products then they can do the way like the program carried out by the Department of Industry and Trade, where they take advantage of the festival or other important celebrations in order to advance the business of the region and proved they can reap the benefits of the event food sales only that in the number of less than Rs. 3,000,000 Millions in two days.
2. The UMKM offenders can also rearrange the composition of the materials used normally or pay attention to the quality of the raw materials so that the results of the product is better than before. 3) UMKM Officer can do cooperation with several parties bus or make approaches such as establishing close relationships so that later both sides mutually benefit especially for the offender of dodol enterprises in workshop market.

REFERENCE

- Ady Inrawan, H. P. (2022). Analisis SWOT sebagai Dasar Pelacakan Peluang Bisnis di Kota Pematangsiantar. Konferensi Internasional ke-3 tentang Kemajuan & Inovasi Ilmiah (ICASI).
- Ahmad Fauzi, Y. J. (n.d.). FAKTOR-FAKTOR YANG MEMPENGARUHI KEBERLANJUTAN USAHA MIKRO PUSAT SNACK DODOL PASAR BENGKEL DAN HUBUNGANNYA DENGAN PERSPEKTIF EKONOMI ISLAM. *Jurnal Interdisipliner Ekonomi Syariah Indonesia (IJSE)*.
- Amar Adly, A. S. (2022). Analisis Strategi Pemasaran Dalam Meningkatkan Penjualan Dodol Piaraja (Studi Kasus Desa Marjanjdi Aceh). *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*.
- Annisa Qurrota A'yun, e. a. (2020). PEMBERDAYAAN Digital Marketing Tourism Karang Taruna Desa Kemuning pada , 3.
- Chen, K.-J. (2000). Strategi Penjualan Dealer Mobil Selama Krisis Mata Uang di Filipina. *Asia Pacific Journal of Marketing and Logistics*.
- Chuzaimah Batubara, I. H. (2022). HALAL INDUSTRY DEVELOPMENT STRATEGIES: Muslimsâ€™ Responses and Sharia Compliance In Indonesia. *Journal of Indonesian Islam*.
- Erika Anjani Widianti, A. I. (2023). Pengembangan Strategi Pemasaran Produk Unggulan Desa Laweyan Melalui Kegiatan Branding UMKM Dodol Pisang. *Jurnal Malikussaleh Mengabdi*, 1-4.
- Ida Anggriani, G. R. (2022). Pemasaran UMKM Dodol Ketan Di Kecamatan Kampung Melayu Kota Bengkulu. *Jurnal Dehasen Mengabdi*.
- Irma Anita Dinita, S. L. (2021). PEMBERDAYAAN USAHA MIKRO KECIL DAN MENENGAH DODOL KENTANG DALAM MENINGKATKAN PENDAPATAN MASYARAKAT DESA LUBUKNAGODANG KABUPATEN KERINCI PROVINSI JAMBI. *Jurnal Permintaan Daerah di Indonesia* , 4-5.
- Jaewook Kim, J. K. (2021). Risiko ketidakpastian dan reaksi strategis perusahaan restoran di tengah COVID-19: Bukti dari Tiongkok. *Jurnal Internasional Manajemen Perhotelan*.
- Jamiat, T. N. (2023). PENGARUH KUALITAS PELAYANAN DAN KEPUASAN PELANGGAN , 4.
- Januardin Manullang, H. S. (2019). *JURNAL BISNIS TERAPAN*, 2-3.
- Januardin Manullang, H. S. (2019). PENGARUH PEMBANGUNAN JALAN TOL MEDAN-TEBING TINGGI TERHADAP USAHA

- MIKRO KECIL DAN MENENGAH. Jurnal Ilmiah Akuntansi dan Finansial Indonesia.
- Jarungjung Hutagaol, N. S. (2023). Pengaruh Jalan TOL terhadap Perkembangan Pedagang Oleh-Oleh Khas Bengkel-Perbaungan Sumatera Utara. *AFoS J-LAS (All Fields of Science Journal Liaison Academia and Society)*, 2.
- Khoiruddin, M. (2023). *Jurnal Mutiara Ilmu Akuntansi (JUMIA)*, 2.
- Moh. Qadril Lasaib, e. a. (2023). *Jurnal Publikasi Sistem Informasi dan Manajemen Bisnis (JUPSIM)*, 2.
- Mohsin Syafiy, J. L. (2020). Dampak pandemi COVID-19 terhadap usaha mikro, kecil, dan menengah Perusahaan yang beroperasi di Pakistan. *Penelitian dalam Globalisasi*.
- Muhammad Syukri Albani Nasution, R. H. (2022). *Filsafat Hukum Islam & Maqashid Syariah Edisi Kedua*. Medan: KENCANA.
- Nawir Yuslem, Z. M. (2023). Strategy For Strengthening Business Incubators As Establishment Of Entrepreneurship Using The Anp Model In Private Higher Education In North Sumatera. *Edukasi Islami: Jurnal Pendidikan Islam*, 4.
- Rahayu, H. W. (2023). Dampak Sosial Dan Ekonomi Pembangunan Jalan Tol Mktk Terhadap Umkm, 4.
- Retnawati Siregar, P. R. (2022). Professional Ethics and Responsibilities for Business Valuation, Business Ownership Interest, Security, or Intangible Assets in Pharmaceutical Companies. *JOURNAL OF PHARMACEUTICAL NEGATIVE RESULTS*.
- Rusmewahni, R. S. (2022). Strategi Integrasi Pembangunan Infrastruktur pada UMKM Sistem Pemasaran Produk di Kabupaten Serdang Bedagai Sumatera Utara. *International Journal of Economics (IJEK)*, 1-5.
- SARI, R. A. (2020). Analisis strategi pemasaran pada usaha kecil menengah Makanan ringan (Studi kasus Dodol Mangrove di Desa Jangkang Kecamatan Bantan Kabupaten Bengkalis). *Relawan Jurnal Indonesia*.
- Soemitra, A. (2021). The Relevance of Islamic Economics and Finance Fundamentals to the Contemporary Economy: Islamic Economist Perceptions. *Share: Jurnal Ekonomi dan Keuangan Islam*.
- Sunarsi, D., Hastono, H., Yuangga, K. D., Haryadi, R. N., & Teriyan, A. (2022). Literasi Pemasaran Digital Untuk Mengenalkan Batik Pandeglang di Masa Pandemi pada Desa Wisata Sukarame Banten. *Jurnal PADMA: Pengabdian Masyarakat*, 2(2).
- Syahwildan, M. (2020). Pengembangan Kualitas Manajemen UKM Dodol Dalam Upaya Peningkatan Kuliner Tradisional Khas Kabupaten Bekasi. *Jurnal Abdimas Kartika Wijayakusuma*, 1-2.