

## ANALYSIS OF MARKETING STRATEGIES TO IMPROVE STRENGTHENING THE COMPETITION FOR UMKM

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### ABSTRACT

*Marketing strategy is a measurable approach aimed at making the company's products known to the general public. Marketing strategy is one way to gain a sustainable competitive advantage either for the company that produces goods or services. Marketing strategies can be used as the basis for preparing the company's planning. Seeing the problems in the company. So it needs a comprehensive plan that will be used as a guideline for segment companies in conducting their activities, another reason that shows the importance of marketing strategies is the increasingly tight competition of companies in general. The marketing strategy is not only to attract consumers to put the product in the basket, the marketing strategy also ensures that the buyer knows the product offered, verifies and repeats the purchase of the product.*

*Keywords: marketing strategy, competitiveness*

### I. INTRODUCTION

The UMKM industry in the homeland today faces such a difficult situation amid an increasingly complex changing business environment. Competition has become harsh along with the widespread flow of free trade that automatically makes competition come from every corner, both domestic, regional and global. Small and medium-sized enterprises (SMEs) are an important part of the economy of a country or a region, not excluding Indonesia. The development of small and medium-sized enterprises (SMEs) sector gives its own meaning to the efforts to increase economic growth as well as in the effort to suppress the poverty figure of a country. Growth and development of the UMKM sector is often interpreted as one of the indicators of successful development, especially for countries with low per capita income. The great role of UMKM gives a sign that UMKM should be improved even better. UMKM will be able to survive and compete if it is able to implement the management management properly. Management management generally covers the fields of marketing, production, human resources (HRM), and finance. Specific concepts and planning at the strategy level are key success factors. Analysis of markets, customers and products is very important in a complex world. According to Purwanto (2008), strategic analysis includes a "triangle of strategies", namely: Customers, Competitors and Companies.

Many businesses/units of business only focus on product development and operations until they reach a critical mass. This includes small and large businesses. Businesses must also consider their business strategies in order to strengthen and expand their existing businesses.

Marketing strategy is one way to win a sustainable competitive advantage, be it for a company that manufactures goods or provides services. Marketing strategy can be considered as one of the bases used in preparing the company's current global plans. As a result of the numerous problems that exist within the company, it is necessary to develop a plan that is comprehensive in order for the company's executives to carry out their responsibilities. Other factors that point to the need for strategic planning are the increasingly erratic nature of business transactions. There are no other options for businesses in this situation.

According to Bestari, the most effective way for a company to improve its efficiency and customer satisfaction is to continue to innovate (continuous innovation). The company is now working to improve its competitive efficiency and market share. Marketing must get serious consideration from MSMEs. Specifically, the process of developing a marketing strategy must be as smooth as possible, so that the marketing strategy chosen will be successful. Aside from the current state of affairs, the ability to trade in the market will have a negative impact on the MSME's quality of life. This situation will not be resolved unless Batik Djajeng intervenes. To face competition in an effort to develop the market, a managerial contained in it requires the formulation of an appropriate marketing strategy as a top priority. Thesis is based on the background above.

## **II. LITERATURE REVIEW**

### **A. Marketing strategy**

Marketing strategy there are various kinds of understanding of strategy from experts. According to Marrus in his book Umar, strategy is defined as a process of planning for leaders that focuses on the long-term goals of the organization, such as developing a strategy for achieving those goals. Strategy is specifically defined as actions that are incremental (always increasing) and continuous, and are carried out based on the point of view of what these customers expect.

The marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on its products and product lines in the target market. Marketing actions that can affect the demand for products, including changing prices, modifying advertising campaigns, designing special promotions, determining the choice of distribution channels, and others. Marketing Strategy Formulation Formulating a marketing strategy is carrying out three steps systematically, starting from the market segmentation strategy, the strategy for determining the target market, and the strategy for determining market positioning.

The third strategy is a command in project management: 1. Market Segmentation Strategy Market segmentation is the process of dividing the market into different groups of buyers based on needs, characteristics, or behaviors that require different product mixes and separate marketing mixes. In other words, market segmentation is a way of understanding that each market is made up of several distinct segments. Market segmentation is the process of placing consumers into subgroups in the product market, such that buyers have a response that is nearly identical to the company's growth strategy. 2. Determination of Strategic Target Markets. It is the selection of a large or small segment based on the capabilities of a certain company to move the segment. Most companies enter a new market by serving a single segment, and when

successful, they continue with the and segments Then, either vertically or horizontally, expand. When evaluating a stock market, three factors must be considered: Segment improvement and expansion b. Structural modification c. Objective and Resource 3. Positioning is a strategy to seize consumer position, so this strategy concerns how to build customer trust, confidence, and competence.

### **III. RESEARCH AND METHODOLOGY**

#### **A. forms of research**

The research uses a qualitative method with a phenomenological research design to analyze the meaning of the Marketing Strategies To Improve Strengthening The Competition For UMKM in Medan Denai Tegal sari 1.

Qualitative research seeks to understand and interpret a meaning to a particular event in a particular situation. In qualitative research, the researcher is a key instrument, so in collecting data must jump directly into the field. Qualitative research considers an object as something dynamic, the result of the construction of thought and interpretation of the observed symptoms, as well as holistic because each aspect of the object has an inseparable unity. by Sugiyono, 2013 Qualitative research aims to explain reality and develop an understanding of one or more of the phenomena faced. Research that uses qualitative research aims to understand the object studied in depth.

#### **B. data collection**

Data collection techniques used in this study include field work, techniques that may be used among other things:

- a. interview.
- b. observe

Library research (library research), collections of data that are assessed by reading, studying and quoting from the book literature, magazines, and other sources that are closely associated with this writing, such as:

- a. documentation
- b. bibliography

#### **C. data analysis technique**

In qualitative research, more data analysis is done in conjunction with data collection. The stage in qualitative research is the entry-entry stage with the grand tour and the question monitor, the data analysis with domain analysis. The second stage is to establish focus, the data collection technique with the question monitor, the data analysis is done with a taxonomi analysis. Moving forward at the selection stage, the question used is the selection question, the data analysis with the component analysis. After analysis of the exponential continues the theme analysis. (Sugiyono, 2008:294).

#### IV. RESULT AND DISCUSSION

Marketing carried out by MSMEs in marketing their products is in the form of marketing formulations that start from the strategy of market segmentation (segmentation), the strategy of determining the target market (targeting), and the strategy of market positioning (positioning). Aside from that, it also involves improving the marketing mix, which is comprised of four components: product, pricing, location, and promotion. This article contains information on the UMKM's marketing strategy. The strategy of market segmentation (Segmentation) is carried out by segmenting the market. Market segmentation focuses on consumers from any organization, institution or community. There are several criteria that must be met in order to segment a market, including, but not limited to: a. Geographic segmentation: there is no such thing as geographic segmentation. b. Demographic segmentation: in demographics, the segmentation of the market is made up of ordinary consumers (16- 30 years). UMKM business is a solution for those who want to turn their ideas into products that can be sold.

#### V. CONCLUSION

In order to increase production efficiency, use the following production strategy: a. Segmentation, where the product has specific segmentation that aims to develop the competitiveness of MSMEs, namely consumers from the outside community and schools. b. Product marketing strategy of the marketing mix is to make products according to the wishes and needs of consumers. The pricing strategy used is relatively lower and may be applied to all people. 2. a marketing strategy that has been quite effective in marketing its products, and continues to develop products with various strategies to market them.

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