

Marketing Strategy of Small Business Management in Improving Business Profit

Marketing Strategy of
MSMEs

Hesti Wasfika

Accounting, Faculty of Economics and Business, Universitas Tanjungpura; Pontianak,
Indonesia

E-Mail: b1031211207@student.untan.ac.id

1585

Ibnu Aswat

Accounting, Faculty of Economics and Business, Universitas Tanjungpura; Pontianak,
Indonesia

Angga Permadi Karpriana

Accounting, Faculty of Economics and Business, Universitas Tanjungpura; Pontianak,
Indonesia

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ABSTRACT

Marketing strategies such as price, location, and promotion are crucial in optimizing revenue. This research aims to identify effective marketing strategies to increase the profits of Lavender Laundry by using SWOT analysis. A qualitative research approach with a case study method is used, focusing on Lavender Laundry as a single research object. Data collection is carried out through interviews with the owner, observations of laundry operations, and secondary data from relevant documents. This approach provides insights into the challenges faced, such as competition from similar businesses, and the strategies employed to maximize opportunities. The business plans to expand by partnering with local accommodations and opening a new branch in a central location to improve accessibility. Despite the threat of competition, strategic collaborations and expansion plans show Lavender Laundry's efforts to maintain and grow its presence in the market. The business is profitable, with fluctuating but stable revenues, indicating effective marketing strategies and operational success.

Keywords: Marketing Strategy, MSMEs, SWOT, Revenue, Business Profit

ABSTRAK

Strategi pemasaran seperti price, location, dan promotion sangat penting dalam mengoptimalkan pendapatan. Penelitian ini bertujuan untuk mengidentifikasi strategi pemasaran yang efektif dalam meningkatkan laba Lavender Laundry dengan menggunakan analisis SWOT. Pendekatan penelitian kualitatif dengan metode studi kasus digunakan, dengan fokus pada Lavender Laundry sebagai satu objek penelitian. Pengumpulan data dilakukan melalui wawancara dengan pemilik, observasi terhadap operasional laundry, dan data sekunder dari dokumen-dokumen terkait. Pendekatan ini memberikan wawasan mengenai tantangan yang dihadapi, seperti persaingan dari usaha sejenis, dan strategi yang diterapkan untuk memaksimalkan peluang. Bisnis ini berencana untuk berkembang dengan bermitra dengan akomodasi lokal dan membuka cabang baru di lokasi pusat untuk meningkatkan aksesibilitas. Meskipun ada ancaman persaingan, kolaborasi strategis dan rencana ekspansi menunjukkan upaya Lavender Laundry untuk mempertahankan dan mengembangkan kehadirannya di pasar. Bisnis ini menguntungkan, dengan pendapatan yang berfluktuasi tetapi stabil, menunjukkan strategi pemasaran yang efektif dan keberhasilan operasional.

Kata kunci: Strategi Pemasaran, UMKM, SWOT, Pendapatan, Laba Usaha

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INTRODUCTION

Micro, small and medium enterprises (MSMEs) are the basis of economic activities that can restore economic conditions. Although MSMEs have great potential to be developed, there are still obstacles that are often faced by MSME actors. These obstacles include limited access to capital, low capacity and quality of resources, availability of information and technology, and high production costs (Hamid et al., 2024). These obstacles can hinder the development of MSMEs and have an impact on their performance. Poor performance indicates that the organization is not achieving its goals optimally and the production process is not running effectively and efficiently (Noviani et al., 2023). Small and Medium Enterprises (MSMEs) cannot escape market fragmentation because they already have many competitors (Nasution, 2021).

Basically, MSMEs are businesses that can improve the economy of the surrounding community because starting a home business allows lower-middle class people to participate in the business (Ilyasi, 2022). In addition, small businesses can help overcome the country's economic challenges by involving local communities and creating jobs (Harahap et al., 2023; Nurhidayanti et al., 2023). In its role, MSMEs play an important role in economic development, especially in Indonesia. This is because MSMEs can be independent in their economic activities as proof of being able to operate without the support of other parties. This is another company that is considered important because it allows economic actors to compete with other entrepreneurs in the market (Agustina et al., 2020; Hidayat et al., 2024). Lavender Laundry is a small entity engaged in the sale of laundry services located in Singkawang City, which has been running for approximately 9 months.

Over time, Lavender Laundry began to grow little by little followed by various challenges. By starting to collaborate with another business as support. In this MSME, a marketing strategy is also needed in introducing its business activities (Estefany & Latifah, 2022; Sholicha & Oktafia, 2024). Marketing strategy is a way created through managerial and social processes carried out by individuals and groups to achieve desired goals, so that products and services created by individuals and groups can achieve optimal product marketing strategies (Rihayana et al., 2022; 2019; Iwan & Arisman, 2023). A good marketing strategy has a positive impact on the income you expect (Utami & Janah, 2022). The purpose of this study is to determine the right marketing strategy or that is applied in the management of Lavender Laundry business in order to increase business profits. With SWOT analysis can help to determine how the marketing strategy is appropriate or right on target. The application of marketing strategies in this business are; price, place, and promotion.

LITERATURE REVIEW

Suryani (2021) MSMEs are independent productive businesses, carried out by individuals or business entities in all economic sectors. According to Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises, Micro businesses are productive businesses owned by individuals and/or single entities that meet the micro business standards stipulated in this Law. A small business is a business or economic entity that is owned, controlled directly or indirectly by, or is not a subsidiary or branch of a stand-alone productive economic company and run by a partnership, with the criteria for small and medium businesses as referred to in this law (Hasanah et al., 2019). Medium businesses are small businesses whose annual turnover has a total net worth that is regulated, or a subsidiary or branch of a company that is directly or indirectly owned or controlled by a large company, by an individual or economic entity that is managed independently and productively by this law. According to Anggreani (2021), SWOT Analysis is an analysis tool used to describe the situation that an organization is or may face. This analysis is based on maximizing strengths and opportunities and minimizing weaknesses and threats. According to Astika & Suharyo (2020); Firmansyah et al. (2023), SWOT is an analysis method that measures and analyzes various internal and external

environmental factors, such as strengths, weaknesses, opportunities, and threats that a company may face.

Rambe & Aslami (2022), Marketing is a way to determine marketing costs from the marketing budget, taking into account environmental conditions and expected competition. According to Kumar & Rajan (2020); Windi & Mursid (2021), Marketing is an activity carried out by individuals or groups to meet consumer needs and generate profits. Marketing activities essentially mean all activities aimed at facilitating the flow of goods and services to consumers. Profit is the amount obtained by subtracting expenses from income. Net profit is the remaining profit of a company that is distributed as dividends (Wahjudi, 2020; Ugwu et al., 2020; Ningsih & Epi, 2021). Net income is one of the main components shown in the company's income statement. This value is obtained by subtracting total expenses from total income during a certain period. This income statement provides an overview of the company's financial performance, which helps in determining profitability (Putra et al., 2021; Fadila & Siskawati, 2023). Thus, net income is an important indicator for stakeholders to assess the financial health of a company. A company's net profit is determined by the income it generates plus its obligation to pay all costs summarized in the income statement for a period (Jayathilaka, 2020; Hasanah & Sulistiyo, 2021). According to Al Falih et al. (2019), Revenue is the amount of input received by a company for the services it provides. This includes the sale of products or services obtained during the company's operations, which aims to increase the value of assets and reduce liabilities related to the provision of goods or services to customers. This income reflects the contribution of operational activities in achieving the Company's financial goals (Jalaliah et al., 2022; Mulyana 2023). According to Abiyani (2022), Revenue is the maximum amount that a person can spend in a period with the hope that at the end of the period it will reach the same state as the original state.

METHODS

The researcher applied a qualitative research method with a case study approach to understand the marketing strategies used by Lavender Laundry MSMEs in Singkawang City. The qualitative method was chosen because business conditions are uncertain or tend to change, so this study is more flexible in exploring the dynamics that occur. This case study focuses on one research object, namely Lavender Laundry MSMEs, to gain an in-depth understanding of the marketing strategies implemented to increase business profits. The researcher collected data through primary and secondary sources. Primary data was obtained through direct interviews with the owner of Lavender Laundry. This interview allowed the researcher to explore more deeply about business developments, challenges faced, and strategies implemented by this MSME. In addition to interviews, the researcher also used secondary data obtained from various relevant documents to enrich information and analysis. The data collection process was carried out through three main techniques: observation, interviews, and documentation. Observations were made by directly observing the various stages in the laundry process, from washing, grinding, drying, to packaging and delivery to customers. This aims to understand the existing operational flow and how each stage contributes to customer satisfaction and operational efficiency. Interviews were conducted face-to-face with business owners to obtain accurate and detailed data on marketing strategies, including how they face market challenges and optimize business opportunities. Photo documentation was used as visual support in this study, which recorded various operational activities at Lavender Laundry. The location of this study was Lavender Laundry MSMEs in Singkawang City, West Kalimantan, which was chosen as a case study because it represents a small business with unique challenges in the area.

RESULTS

Lavender Laundry MSMEs Marketing Strategy

Lavender Laundry MSMEs implements a marketing strategy model by analyzing the marketing situation and human needs by conducting an overall SWOT analysis. In this

business, it can predict strengths through the environment, such as the increasing number of consumers who always adopt a practical lifestyle by minimizing housework, and so laundry is needed to make it easier for them and in general, people choose to be busy working to make money rather than being busy doing less productive things (washing clothes). This laundry business is flexible and creates wider market opportunities. Every business certainly has weaknesses where the results of interviews with business actors stated that currently, the weaknesses of the laundry business being run can be seen from its location which is far from the city centre, so people have difficulty knowing the name of this business, and the number of machines is still limited, causing the estimated washing time to be quite long. This business has a weakness in an inadequate location, such as being far from the city center, making this business difficult to reach. Not only that, this business still has limited machines to do or maximize the laundry process. That way, this MSMEs must be able to find a gap to always rotate ideas so that this weakness can be overcome.



Figure 1. Lavender Laundry MSMEs Equipment (Machine)

Every opportunity must be predictable from the beginning of the establishment of the business in order to guarantee the prospects for its progress. The owner of the laundry said that he planned to cooperate or offer cooperation with several inns, hotels, and boarding houses and open branches and look for locations in the city center so that the business is easily accessible to the public. Business actors seek opportunities to maximize promotion and marketing by means of establishing cooperation offers with several inns, hotels, and boarding houses. And at this time Lavender Laundry has begun to collaborate with inns in Singkawang City. Not only that, this MSMEs already has plans to expand its business (open a branch) in the city center.



Figure 2. Cooperation Brochure

Threats in business need to be aware of in order to predict progress and efforts to be made. Laundry business owners say that the current threat is the proliferation of similar businesses and the business is easy to find. The threats felt by this business are such as the existence of similar businesses that have been established so that competitiveness is increasing. The emergence of competition does not make this MSME unrivaled, even in this business it will try to collaborate with other businesses.

Implementation of Marketing Strategy for Lavender Laundry MSME

The implementation of marketing strategies for Lavender Laundry MSMEs is related to price. Price is the amount paid by people to get a product or service. The price must be adjusted to the type of product or service. For small businesses, if the price is affordable by the general public, many consumers will buy it. Lavender Laundry MSMEs applies a standard price that is affordable among the surrounding community. This laundry applies prices starting from IDR 6,000 / kg. By applying affordable prices, people will prefer to use laundry services rather than washing their own clothes. Not only that, Lavender Laundry will also provide a guarantee claim to its consumers if the laundry results are not satisfactory without being charged, so that consumers will trust the quality provided.



Figure 3. Warranty Brochure

Location of Business Activities, location has a big influence on business activities and we can see that many of these micro businesses are located in different locations and have different types of businesses to offer, but these businesses still have healthy competition in them. Many economic entrepreneurs have difficulty finding land for their businesses, so they set up their businesses in areas near residential buildings, offices, schools, and markets. Even though it's only at home, it can be a good business base for local residents and first customers to interact with the surrounding community. Lavender Laundry's business location is still in a housing complex and still does not have a place like an outlet or outlet, the plan is that Lavender Laundry will try to open a branch in a place in the middle of the center with the hope of attracting more consumers.



Figure 4. The state of the laundry room

Promotional activities not only function as a means of communication between communication between companies and consumers but also as a tool to influence consumers in purchasing activities or using services according to their desires and needs. MSMEs are usually very focused on customers, because customers are also good advertisements for businesses. If you are a small business, you may not be able to offer discounts, but if you have a friendly attitude, customers will feel comfortable. The response from the owner of Lavender Laundry regarding how the promotion or marketing system is carried out to attract customers is by being active on social media, creating interesting content on social media, also conducting offline promotions such as distributing brochures in several places for example in the ATM machine area, on motorbikes or vehicles that are parking, and also in the market. Promotional activities at Lavender Laundry MSMEs are online and offline, where online is through social media such as Instagram, Facebook, or via WhatsApp and offline through word-of-mouth promotion, distributing brochures, and installing banners on the side of the road. Therefore, Lavender Laundry offers free laundry pick-up and delivery services with a minimum laundry weight of 5 kg.



Figure 5. Lodging Pick-up and Cooperation (Support) Process

Capital and Income

Lavender Laundry MSMEs is a small business that has only been established for 9 months and is located in Singkawang City. Initially, the owner's reason for opening this business was because of his experience where most people who work, especially husband and wife, feel they don't have time or find it difficult to divide their time in doing household activities, causing housework to pile up. Therefore, the owner tried to open his small business in the service sector with an initial capital of IDR 16.000.000 with the initial stage of purchasing supporting equipment.

Table 1. Revenue data for the period August (2023) - April (2024)

NO	MONTH (YEAR)	GROSS PROFIT	NET PROFIT
1	August (2023)	Rp. 2.819.375	Rp. 1.598.375
2	September (2023)	Rp. 4.117.077	Rp. 1.607.405
3	October (2023)	Rp. 6.857.250	Rp. 2.055.250
4	November (2023)	Rp. 10.650.140	Rp. 4.857.160
5	December (2023)	Rp. 12.458.065	Rp. 3.398.765
6	January (2024)	Rp. 12.781.860	Rp. 4.018.575
7	February (2024)	Rp. 10.999.473	Rp. 738.475
8	March (2024)	Rp. 14.431.473	Rp. 2.149.353
9	April (2024)	Rp. 14.679.996	Rp. 4.706.649
TOTAL		Rp. 89.794.709	Rp. 25.130.007

Provides information that Lavender Laundry's income or net profit every month does not experience a loss (-) only that the income sometimes decreases and sometimes increases erratically such as the highest net profit in November of IDR 4,857,160 and the lowest in February of IDR 738,475, and this can be said to be still stable. So, it can be seen that the strategy that has been set by this business is right on target and is running effectively. With an initial capital of IDR 16,000,000, it can be turned around with a business profit that has been running for 9 months exceeding the initial capital, namely a net profit of IDR 25,130,007, and profit outside of capital getting IDR 9,130,007. And this is supported by the results of the interview where the owner of Lavender Laundry himself said that this business has returned its capital and every month experiences progress and an increase in income.

CONCLUSION

The strategy carried out by this small business is based on a SWOT analysis with a more in-depth explanation. From its own strengths, this business is confident in establishing its business and dares to open cooperation with other partners/other businesses, while from its own weaknesses, this business has a location that is a little far from the city center and this laundry still has limited machines to maximize its work. For the opportunities, this business actor is looking for opportunities to maximize promotion and marketing by establishing offers to work together with several inns, hotels, and boarding houses, so that other partners will better know this business. While in general, the threat is the increasing number of new businesses of the same type and increasing the level of competition. Then for the implementation of the marketing strategy starting from a price that is affordable for the surrounding community at a price of IDR 6,000/kg. After that, it can be seen from the place that the location of this business can be said to be less strategic because it is far from the city center but this laundry opens a business in a fairly densely populated residential area. And the last one is promotion, promotional activities at Lavender Laundry MSMEs online and offline, where online through social media such as Instagram, Facebook, or via WhatsApp and offline through word-of-mouth promotion, distribution of brochures, and installation of banners on the side off the road. And Lavender Laundry offers free laundry pick-up and delivery services with a minimum

laundry weight requirement of 5 kg. For the income and profit of the business itself, business actors have re-invested capital with profits equivalent to or even exceeding their capital for 9 months this business has been running even though the net profit is not fixed or has fluctuated but has not experienced losses. From the results of the research and the description of the conclusions above, it can be seen that this laundry business is able to survive and compete with similar businesses, with the level of strategy that has been owned or implemented by this business so that the strategy remains in accordance with their marketing, then this business actor always tries to develop his business and always tries to attract consumers with their promotions.

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