



BUSINESS STRATEGY ASSISTANCE AND TRAINING FOR MICRO, SMALL, AND MEDIUM ENTERPRISES

By

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Abstract: The purpose of this community service activity is to socialize business strategy assistance and training for micro, small, and medium enterprises. Based on the problems found and formulated, the problem-solving framework carried out through this community service activity is to socialize digital marketing business strategies in order to help increase sales to micro, small, and medium enterprises. The implementation of this community service activity is carried out using lecture, tutorial, and discussion methods. This socialization activity is very beneficial for micro, small, and medium enterprises who have businesses. Through this outreach activity, it is hoped that it can increase awareness of micro, small, and medium enterprises actors in East Medan District, Medan City, North Sumatra Province to start practicing using Facebook or Instagram for product promotion.

INTRODUCTION

In the context of general discussion, business cannot be separated from the activities of production, buying, selling, or exchanging goods and services involving people or companies. Activities in business generally have the aim of generating profits for survival and collecting sufficient funds for carrying out the activities of the business person or businessman himself (Fuad et al., 2000).

In economics, a business is an organization that sells goods or services to consumers or other businesses, to make a profit. Historically, the word business comes from English, business, from the basic word busy which means "busy" in the context of an individual, community, or society. In other words, busy doing activities and work that brings profit. Business in the broadest sense is all activity by a community of suppliers of goods and services.

In a capitalist economy, where most businesses are privately owned, businesses are



formed to make a profit and increase the prosperity of their owners. Owners and operators of a business are rewarded according to the time, effort, or capital they provide. However, not all businesses pursue profits like this, for example cooperative businesses which aim to improve the welfare of all their members or government institutions which aim to improve people's welfare. This business model contrasts with socialistic systems, where big businesses are mostly owned by the government, the general public, or labor unions.

In simple terms, business is all organized activities carried out by one or more people in seeking profit through providing products needed by society (Tantri, 2009).

Since the spread of coronavirus disease 2019 (COVID-19) broke out in 2020, the business sector has experienced very drastic changes. Some countries have implemented lockdowns, social restrictions, and so on on community life activities to reduce the space for spread. Therefore, in business a business strategy is needed so that the goal of business people, namely making profits, can be achieved. Business strategy to increase business value and marketing strategy is a form of functional strategy oriented towards creating customer value (Tjiptono and Chandra, 2017). A strategy at the business level that has the main focus on creating competitive advantages for products or services. The time span is also shorter.

Business activities can be disrupted if business actors still rely on face-to-face transactions with consumers, so a business strategy is needed. Business strategies that previously used traditional methods must move online. With the help of this technology, online systems can help business actors to expand networks between businesses that are no longer limited by barriers of time and space.

Apart from the overall business strategy carried out online, another strategy in the micro, small, and medium enterprises sector is to create innovation in marketing, not only to be able to survive in the pandemic situation, but also to enable micro, small, and medium enterprises players to promote products and maintain profits even without making direct transactions with consumers. This marketing is through digital marketing. According to Chaakti (2019), digital marketing is a form of effort made in terms of marketing using devices connected to the internet with several strategies and digital media which aims to communicate with potential consumers through online communication channels.

Digital marketing techniques have been discovered since the 1990s, starting with the use of e-mail and websites then moving to the internet era which uses search engines such as Google, Yahoo, Lycos, and Alexa. This development is then supported by the use of smartphones which provide more intense communication facilities in cyberspace such as social media (Twitter, Facebook, and Instagram), WhatsApp, Line, and others. The use of computer and smartphone technology can now be enjoyed and affordable by various groups. Plus, access to internet facilities is easy to get in public places such as cafes, libraries, restaurants, stations, airports, etc., or by purchasing a cellular card. With all these conveniences, communication between cellphone and computer users is increasingly open.

To date, internet users have reached 197.2 million people (Asosiasi Penyelenggara Jasa Internet Indonesia, 2020). This figure is relatively high, indicating that almost all Indonesian people understand how to operate internet technology. However, its use is still not on target. The underlying reason why micro, small, and medium enterprises have not been able to utilize technology to support their businesses is that the use of the internet is still limited to entertainment or information exchange but has not yet focused on its use for digital marketing. Apart from that, understanding of the use of social media, websites, and



other platforms is still very minimal. So there is a need for guidance and guidance to increase knowledge of the use of digital marketing for micro, small, and medium enterprises so that sales can survive and it is hoped that there will be an increase. In this way, the Indonesian economy can continue to grow and compete in the global market.

Some solutions that can be implemented in utilizing digital marketing that micro, small, and medium enterprises need to know are determining the target market, using digital advertising, using social media, utilizing market places, carrying out regular online promotions. In determining the target market, micro, small, and medium enterprises must consider and adapt the type of consumer to the products they sell. This can be done by segmenting the market through groupings of age, gender, characteristics, and so on. Apart from that, micro, small, and medium enterprises can also use digital advertising as an effort to increase brand awareness among predetermined target consumers. This method is profitable because it can reach a wider consumer network at a relatively low cost and in a short time. The features developed so far in the form of Youtube Ads, Facebook Ads, Instagram Ads and Google Ads can organize their display based on target audience, time, location and media.

Additionally, using social media as a business platform is one way to reduce capital for product promotion because micro, small, and medium enterprises only need internet quota costs to make posts. One of the most popular social media now is Facebook, Twitter, Whatsapp, Line, Tiktok, and others. Utilizing the market place is also an opportunity for micro, small, and medium enterprises to maintain consumer trust because the system built is safe from fraud such as Lazada, Bukalapak, Shopee, Tokopedia, and others. The final step is to carry out regular online promotions. This online promotion aims to make the product more known and purchase transactions increase because this method shows the seriousness of micro, small, and medium enterprises in selling products. This can be done by building business-specific social media, posting attractive product photos, creating post hashtags, setting a regular posting schedule and choosing interesting content. In this way, product posts will help attract consumers' attention and loyal visitors to the product's business account page (Sidiq, 2020; Ariyanto, et al., 2021).

The purpose of this community service activity is to socialize business strategy assistance and training for micro, small, and medium enterprises.

The benefits of this community service activity are:

1. Business actors gain knowledge about the importance of using digital marketing.
2. Business people know how to use social media, digital advertising and websites for online marketing.
3. The public and business actors can prepare the right strategy to shift on-site sales to online.

METHODS

The problem-solving framework is a series of procedures and steps in research which aims to obtain systematically structured stages, so that research can be carried out effectively and efficiently (Kurdhi et al., 2023; Pandiangan et al., 2023). Based on the problems found and formulated, the problem-solving framework carried out through this community service activity is to socialize digital marketing business strategies in order to help increase sales to micro, small, and medium enterprises. The stages that will be carried out are as follows:



1. Lecture and question and answer about the importance of knowing how to use digital marketing and the benefits gained from digital marketing.
2. Provide examples of media that can be used to prepare the products being sold.
3. Assistance in taking steps to use Facebook or Instagram as online promotional media.

In this outreach, we are targeting micro, small, and medium enterprises to learn digital marketing. This target is set as an effort to increase understanding of the importance of digital marketing in helping to increase sales of the business being run. Through this outreach activity, it is hoped that micro, small, and medium enterprises will gain knowledge and share this knowledge with other communities.

The implementation of this community service activity is carried out using lecture, tutorial, and discussion methods. A method is a procedure, technique, or step for doing something, especially to achieve a certain goal. Methods are scientific procedures which include the formation of concepts, prepositions, models, hypotheses and theories, including the method itself (Ratnawita et al., 2023; Yoppy et al., 2023). The methods used in this socialization activity are described as follows:

1. Micro, small, and medium enterprises are given a general overview of the meaning of digital marketing and the benefits obtained by conducting digital marketing for product promotion. Next, micro, small, and medium enterprises explained several examples of the use of social media, websites, digital advertising as media that help promote products. The lecture session is held for 1 hour.
2. Micro, small, and medium enterprises are given an explanation of examples of steps to use Facebook or Instagram for online promotion. The tutorial session lasts 1 hour.
3. Micro, small, and medium enterprises are then asked to ask questions related to the use of digital marketing and then given further explanation by the resource person concerned. This discussion session is held for 1 hour.

RESULT

The results of the socialization activity entitled "Business Strategy Assistance and Training for Micro, Small, and Medium Enterprises" to help improve performance and provide a general overview of micro, small, and medium enterprises in East Medan District, Medan City, North Sumatra Province is held on June 5, 2023. This lecture activity is attended by micro, small, and medium enterprises actors.

The event ran in an orderly manner during the socialization activities. The event opened with remarks from the Chairman of the Politeknik Unggulan Cipta Mandiri Foundation. Next, the service team as the organizing committee and resource person presented the material. The material focuses on the understanding, benefits, and profits obtained from digital marketing business strategies. Next, the resource person explained examples of using social media, websites, and digital advertising to carry out online promotions. The next discussion session is held by micro, small, and medium enterprises actors to hold a question and answer discussion with the resource person.

Throughout the discussion results, micro, small, and medium enterprises actors seemed enthusiastic in asking questions. This is reflected in several questions about how to create image or content designs that attract customers' interest in buying the products being sold and what delivery systems can be trusted at this time. At the end of the session, micro, small, and medium enterprises actors provided feedback that generally they understood the



material presented and were able to increase their knowledge and practice of steps to use Facebook or Instagram for product promotion.

CONCLUSION

This socialization activity is very beneficial for micro, small, and medium enterprises who have businesses. The material provided can also increase understanding of knowledge and practice of steps to use Facebook or Instagram for product promotion.

Through this outreach activity, it is hoped that it can increase awareness of micro, small, and medium enterprises actors in East Medan District, Medan City, North Sumatra Province to start practicing using Facebook or Instagram for product promotion. It is hoped that micro, small, and medium enterprises actors can share knowledge about using Facebook or Instagram for product promotion with other micro, small, and medium enterprises actors. It is also hoped that the organizing committee will be able to organize socialization activities with topics related to other micro, small, and medium enterprises so that they can be studied and put into practice in the world of micro, small, and medium enterprises actors.

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