

## **E-COMMERCE STRATEGY TO INCREASE SALES TURNOVER (STUDY ON SMEs MASABIL MALANG)**

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### **Abstrak (indonesia)**

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**Latar Belakang:** Kabupaten Malang merupakan sebuah kabupaten di provinsi Jawa Timur dengan luas wilayah terluas kedua dan kabupaten dengan jumlah penduduk terbesar di Jawa Timur (Wikipedia.com).

**Tujuan:** Untuk menganalisis kemampuan UKM Masabil Malang dalam hal teknologi khususnya e-commerce

**Metode:** Yang membedakan bentuk bisnis ini dengan bentuk iklan baris adalah selain menawarkan tempat sebagai media untuk mempromosikan barang dagangannya, E-commerce juga menyediakan layanan metode pembayaran untuk transaksi online.

**Hasil:** Hasil penelitian berupa jawaban wawancara dengan informan mengenai faktor-faktor yang menjadi strategi pemasaran produk untuk meningkatkan omzet penjualan. Dari hasil wawancara dengan 4 subjek diketahui bahwa faktor produk menjadi faktor pendorong peningkatan omzet penjualan.

**Kesimpulan:** Masabil adalah produsen makanan yang menjual produknya secara offline dan online. Untuk lokasi Masabil berada di Kecamatan Turen, Kabupaten Malang. Penelitian ini menemukan beberapa faktor dalam penerapan strategi pemasaran produk melalui e-commerce untuk meningkatkan omzet penjualan pada UKM Masabil Turen Malang. Strategi pemasarannya adalah Product, Price, Place, dan Promotion.

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**Kata kunci:** *e-commerce; peningkatan omzet;*

*strategi pasar UMKM*

**Abstract (English)**

**Background:** Malang Regency is a district in East Java province with the second largest area and the district with the largest population in East Java (Wikipedia.com).

**Objective:** To analyze the ability of UKM Masabil Malang in terms of technology, especially e-commerce

**Methods:** What distinguishes this form of business from classified advertising is that apart from offering a place as a medium to promote its wares, E-commerce also provides payment method services for online transactions.

**Results:** The results of the research are in the form of answers to interviews with informants regarding the factors that become product marketing strategies to increase sales turnover. From the results of interviews with 4 subjects, it is known that the product factor is the driving factor for increasing sales turnover.

**Conclusion:** Masabil is a food manufacturer that sells its products offline and online. The Masabil location is in Turen District, Malang Regency. This study found several factors in the application of product marketing strategies through e-commerce to increase sales turnover in Masabil Turen Malang SMEs. The marketing strategy is Product, Price, Place, and Promotion.

**Keywords:** e-commerce; increasing turnover; MSME market strategy

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## **BACKGROUND**

The use of information and communication technology in the field of commerce has grown very rapidly through a number of very significant changes in the form of digitalization, capital mobility and liberalization (Alhempri & Harianto, 2013). All business transaction mechanisms and processes can take place online, making it easier to process payment transactions both domestically and abroad. Business expansion becomes more flexible, reaches a wider target market, cheaper and interactive promotional media, clear transparency of operational costs, digitizes products/services, streamlines distribution systems, provides convenience for commercial transactions across cultural and national boundaries at a relatively more effective cost, E-Commerce is an important means of disseminating information about various unique products and expanding the market share area with the aim of achieving more competitive and global profits and competitiveness. E-Commerce is one of the industries that is currently being discussed. The growth of e-commerce is considered quite good and can help MSMEs to increase their turnover and sales. Especially during a pandemic like this where many people don't travel to buy goods but only buy via online (Reddy et al., 2013).

Malang Regency is a district in East Java province with the second largest area and the district with the largest population in East Java (Wikipedia.com). Malang Regency is also famous for education, tourism, and MSMEs. Therefore, the existence of MSMEs is growing rapidly, there are a lot of MSME activities, one of which is MSME Masabil which is located in Sananrejo village, Turen sub-district, Malang Regency, which processes sweet potatoes into carang mas snacks. These efforts have the potential for development in terms of quality, quantity, packaging and marketing.

Internet technology can be used as an effective marketing medium, with a very wide reach that is not limited by space and time. Therefore, small and medium business actors must use it as a means to increase market reach, both nationally and internationally (Djamaludin, et al, 2016). Meanwhile, according to Nuryati (2013) in the era of globalization information moves very quickly and becomes a business actor to win the competition. The internet through e-commerce opens up opportunities for micro, small and medium enterprises (MSMEs) to market and grow business networks in all parts of the business world. For this reason, MSME actors are required to be part of the global community by utilizing information technology through E-commerce, otherwise they will be left behind and lost in trade competition. In line with the results of research by Mujiyana (2012) marketing through the internet has a positive effect on information processing. This indicates that promotional activities for a product will be more optimal if the advertising program carried out on internet media is

also accompanied by high marketing through e-mail, then the processing of consumer information will be better (Dwivedi, 2004).

Based on the above background, the title is taken "E-commerce strategy to increase sales turnover (study on MSME Masabil Malang)" Based on the above phenomenon, it has the following objectives: To analyze the ability of Masabil Malang SMEs in terms of technology, especially e-commerce, To analyze the innovations and sales strategies carried out by Masabil Malang SMEs, To analyze the increase in sales turnover with e-commerce.

## **RESEARCH METHODS**

In this study, it is a qualitative descriptive approach which according to Leksono (2013:14) qualitative economic research is an effort to identify an economic phenomenon, not just a set of statement descriptions of notations, connotations and descriptive denotations. But cognitively, affectively and psychomotor much deeper than that. According to Bogdan and Taylor (in Leksono, 2013) qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from the observed behavior. The researcher uses a qualitative descriptive method because the researcher wants to describe the object under study in accordance with the actual situation at the time the research took place (Leksono, 2013).

There are two sources of data in this study, namely primary and secondary, where the primary is obtained from observations, interviews, documentation and field notes. While secondary data were obtained from books and journals that were relevant to this research. In this study there were also two informants, namely key informants consisting of the owner of the business and supporting informants, namely employees, suppliers and consumers.

## **RESULTS AND DISCUSSION**

The results of the research are in the form of answers to interviews with informants regarding the factors that become product marketing strategies to increase sales turnover. From the results of interviews with 4 subjects it was found that the product factor was a driving factor for increasing sales turnover. Masabil is a food manufacturer that sells its products offline and online. For the location of Masabil, it is in the Turen sub-district, Malang Regency. This study found several factors in implementing product marketing strategies through e-commerce to increase sales turnover at Masabil Turen Malang SMEs. The marketing strategies are Product, price, place, and Promotion.

*Product* In the strategy implemented by Masabil, there are two factors, namely product quality and product type. The product quality applied has its own advantages, namely by providing goods facilities that are in accordance with good

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and selected raw materials. With this, it is hoped that consumers will not be disappointed when the product has been received by consumers. So what is expected is consumer satisfaction and loyalty from consumers which will increase sales from Masabil SMEs. Meanwhile, another factor of the product is the variety of product types, including the size of the product and the taste of the product. At MSME Masabil, there are superior products that can increase consumer buying interest, namely processed products from sweet potatoes.

*Price*(price) in the marketing strategy applied by Masabil SMEs, there are factors that influence, namely price determination. Consumers will be given lower prices when making purchases in large quantities, this is related to wholesale pricing. With this, most consumers choose to buy in large quantities to get the wholesale price. This turned out to be able to increase the number or sales turnover of Masabil SMEs. *Promotion*(Promotion) in the marketing strategy implemented by Masabil MSMEs, namely marketing by utilizing social media (WA, Instagram, Facebook, etc.) and joining market places (Shopee, Tokopedia, etc.). By doing promotions by utilizing social media, UMKM Masabil

## CONCLUSION

Based on research conducted at Masabil SMEs, the following conclusions can be drawn. The product in the strategy implemented by Masabil has two factors, namely product quality and product type. The product quality applied has its own advantages, namely by providing goods facilities that are in accordance with good and selected raw materials. With this, it is hoped that consumers will not be disappointed when the product has been received by consumers. So what is expected is consumer satisfaction and loyalty from consumers which will increase sales from Masabil SMEs.

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