

ANALYSIS OF UMKM MARKETING STRATEGIES IN THE SUB-DISTRICT OF BILAH HULU-AEK NABARA

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ABSTRACT

This study aims to analyze the marketing strategy of MSMEs in Aek Nabara, Labuhanbatu Regency. This type of quantitative research with a sample of 96 respondents through the media purposive sampling method. The data collection technique used a questionnaire. Validity and reliability tests and statistical tests were carried out using the PLS application-based method. The obtained research results show that what strategies can be carried out for marketing MSMEs in Aek Nabara, Labuhanbatu Regency.

Keywords: Entrepreneurial Literacy, Entrepreneurial Motivation, Entrepreneurial Interest, and Marketing Strategy.

INTRODUCTION

The growth of micro, small and medium enterprises throughout Indonesia is flourishing like mushrooms in the rainy season. The growth of this type of business is growing rapidly as people easily gain access to information, ideas and innovations in the business world through the internet so that it provides a lot of inspiration for anyone who wants to take part in this business. (Das et al., 2016). Besides the easy access to internet-based information obtained by the public, the penetration of smartphone use is also an important key for someone to gain access to information or the internet (Tsetsi & Rains, 2016). (Tsetsi & Rains, 2017).. The number of growth of micro, small and medium enterprises in Indonesia in 2023 according to the source of the Ministry of Cooperatives and Small and Medium Enterprises in 2021 noted that there were 64.2 million micro business units that had a maximum turnover of IDR 2 billion per year. From this data, the number of small businesses reached 193,959 units. (Muhammad, 2023). According to the same source, the distribution of micro, small and medium enterprises based on the province of North Sumatra is in fifth place with 595,779 units, while the first province is West Java as a province with micro, small and medium enterprises reaching 1,494,723 units. (Aulia Mutiara Hatia Putri, 2023)..

Looking at data sources on the growth and development of micro, small and medium enterprises further shows that Indonesia as a producer of creative industries is actually a potential consumer in this business. Thus, the development of micro, small and medium enterprises does not only occur in cities and regencies. But the development of micro, small and medium enterprises also occurs at the Bilah Hulu-Aek Nabara sub-district level, Labuhanbatu Regency. A small town that is homogeneous and its people live side by

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side free from sara issues or social problems. This is what makes Aek Nabara a small town full of other unique stories, one of the stories is that business development in the city of Aek Nabara has increased and this can be seen from the increasingly crowded city of Aek Nabara because of the emergence of small-scale businesses to support the lives of local people. (Rakib, 2017). The presence of micro, small and medium enterprises so far is not only a new problem, the increasing population and the small number of jobs require people to think and act to develop businesses (Widyaningrum et al., 2017). (Widyaningrum et al., 2003)..

This research has several important objectives, one of which is to analyze the extent to which the concept of marketing science is applied by micro, small and medium enterprises in facing increasingly fierce business competition. In addition, another objective of this study is to determine the effect of marketing strategies in winning business competition. (Utami et al., 2023) (Awuk et al., 2022). According to (Jovanov & Stojanovski, 2012); (Suniya, Pristiyono, 2023) marketing practices in micro, small and medium enterprises are specific and varied, regarding the level of sophistication and effectiveness. The next goal is to find out the entrepreneurial literacy or also known as the skills that micro, small and medium enterprises must have in running their business to achieve success in the business they run through marketing strategies that are attractive to consumers to buy. (Nur Asni Aulia, M Hasan, M Dinar, M Ihsan Said Ad & Supatminingsih, 2020) There are several factors that influence a person's entrepreneurial literacy, namely basic entrepreneurial knowledge, knowledge of business ideas and opportunities, knowledge of business aspects. The last research objective is to analyze the extent to which entrepreneurial motivation can influence small and medium micro business actors in balancing it with the entrepreneurial interests that are being undertaken by these business actors. Marketing of micro, small and medium enterprises is based on the inherent characteristics of micro, small and medium enterprises, such as size, limited resources, muted influence of the founding entrepreneur, strong sales focus, strong awareness of some aspects of formal marketing, and personal contact networks. (Arobo, 2022). This study is expected to contribute information regarding the development of micro, small and medium enterprises in the city of Aek Nabara.

Micro, small and medium enterprises are an integral part of the business world and people's economic activities that have the potential, position and important role that are strategic enough to form and realize an economic structure that is able to provide economic services and implement economic equality and make Aek Nabara as one of the destinations for the people of Labuhanbatu Regency to do consumptive business. (Sri Lestari Triyaningsih, 2020). From this description, the author finds doubts about the concept of marketing science applied by micro, small and medium enterprises in Aek Nabara and at the same time a real phenomenon that the emergence of these micro, small and medium enterprises they do only to meet their needs or just follow the trends that occur. The phenomenon that supports this research is that community literacy about a business and marketing is low or only relies on capital and then the business does not go through the process.

Based on the phenomena found in the field, the author is interested in developing this study empirically through quantitative research. Quantitative research is research that uses primary data media (Hasanah & Setiaji, 2019) and secondary data in solving problems in

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research as well as using a representative sample in supporting the sources of information that will be used in analyzing. Therefore, the variables used in this study are entrepreneurial literacy and entrepreneurial motivation as independent variables and entrepreneurial interest and marketing concepts as dependent variables. The title of this article is the analysis of entrepreneurial literacy and entrepreneurial motivation on entrepreneurial interest and marketing strategies for MSMEs in Aek Nabara city.

LITERATURE REVIEW**Entrepreneurial Literacy**

Entrepreneurial literacy or commonly known as entrepreneurial skills is an external factor that has an important role in the success of a business. The higher the entrepreneurial skills possessed, the easier it will be to achieve the success of a business. (Yani et al., 2020). According to the previous author, entrepreneurial literacy is knowledge that must be understood by prospective new entrepreneurs including inventiveness, social expertise, specialized ability, administration ability, leadership expertise, and conceptual expertise. Some dimensions of entrepreneurial aptitude that can be studied comprehensively include budgetary expertise, administration ability, start-up trade abilities, operational abilities, promoting expertise, communication, and administration data abilities. (Putri et al., 2021). Entrepreneurial literacy is defined as the ability to write, read, speak, and count in creating products. In addition, the concept of literacy is not only limited to these four abilities, but can be interpreted as the ability, knowledge and understanding of something that can change a person's behavior and decisions in the future in creating, making and developing products that will be produced. (Hasanah & Setiaji, 2019). Entrepreneurial literacy is a person's understanding of entrepreneurs with various positive, creative, and innovative characters in developing business opportunities into business opportunities that benefit themselves and their communities or consumers. Entrepreneurial knowledge is the basis of entrepreneurial resources contained within the individual. (Rijal et al., 2021). In this study, entrepreneurial literacy is a variable in which the entrepreneurial literacy indicators in question are: 1. have an understanding of starting a culinary business. 2. analyzing the opportunities and risks of the culinary business. 3. understand managing a culinary business.

Entrepreneurial Motivation

Motivation to become an entrepreneur is something that motivates or encourages someone to carry out activities and energize which leads to achieving needs, providing satisfaction or reducing imbalances by opening a business or business. (Alnopri & Harini, 2016). Entrepreneurial motivation is the driving force to take action or activities that are closely related to entrepreneurship. Entrepreneurial motivation is used as a force to drive a person to behave, think and feel the activities he does. (Kaol, 2017). Entrepreneurial motivation is the drive or strength within the individual to maintain the entrepreneurial spirit in all his actions. Individuals with high entrepreneurial motivation are more likely to become entrepreneurs (Megracia, 2021). (Megracia, 2021). Great motivation will increase a person's interest in creating, achieving, or producing something that is nothing but based on his business capabilities. Business capability is the ability of a company is one of the important factors in increasing productivity, in the sense that the extent to which a company can achieve maximum results depends on its capabilities (Baihaqi et al., 2021).

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(Baihaqi et al., 2023).. Entrepreneurial Motivation A person can act like entrepreneurial characteristics including self-confidence, task and result orientation, risk taking, leadership in originality, and future orientation, but only people who are entrepreneurial are able to act using these characteristics in their work, about a person's character, we can only judge that someone has a strong or weak character. (Suyaman et al., 2022).. (Motivation & Dan, 2021) Motivation is the energy that drives and directs a person's activities in order to achieve a goal. In entrepreneurship, the role of motivation, especially the motivation to succeed, is very important. The indicators that underlie a person's motivation in entrepreneurship include: 1. Financial reasons, 2. Social reasons, 3. Service reasons and 4. Needs fulfillment reasons.

Entrepreneurial Interest

Entrepreneurial interest is a person's interest in creating a business by seeing the opportunities that exist around and daring to take the risks that might occur in running a business (Harie and Andayanti 2020). Nagel (2006) defines entrepreneurship as the spirit, ability, attitude, and behavior of individuals in handling businesses or activities that lead to efforts to seek, create, implement new ways of working, technology, and products by increasing efficiency in order to provide better services to obtain greater profits. According to Purnomo in Pratiwi (2021) entrepreneurial interest is a condition that occurs when someone sees the characteristics or temporary meaning of the situation that is associated with their own wants or needs. So it can be interpreted that entrepreneurial interest is a strong desire of a person towards entrepreneurial activity, whether realized or not that is satisfied through certain behaviors. Indicators of entrepreneurial interest according to Purnomo 1) strong will to achieve life goals and needs. 2) strong belief in one's own strength. 3) honest and responsible attitude . 4) honest and responsible attitude. 5) creative and constructive thinking. 6) future-oriented, and dare to take risks. Entrepreneurial interest is the ability to be brave in fulfilling life and solving life problems, advancing business or creating new businesses with the strength that exists in oneself. willingness to work hard and diligently to achieve business goals, willingness to bear various kinds of risks associated with entrepreneurial and strong-willed actions. (Viera Valencia & Garcia Giraldo, 2019). Based on some of these opinions, it can be concluded that entrepreneurial interest is a person's willingness to work hard and diligently to achieve his business goals accompanied by a sense of joy and pleasure in order to achieve the goals he wants.

Marketing Strategy

Marketing strategy will involve two important things, first is what kind of consumers the company will serve, in this case the company must determine the market segmentation and target market to be served, then the second is how the company creates esteem for the target market, in this case the company must be able to determine their differentiation and situating for consumers. Strategy is defined as a process of determining top leaders' plans that focus on the long-term goals of the organization, accompanied by the preparation of a way or effort how these goals can be achieved. In particular, strategy is defined as an action that is incremental (always increasing) and continuous, and is carried out based on the perspective of what customers expect in the future. (Agustian et al., 2020). (Mashuri, 2019) states that a marketing strategy is a marketing attitude that will be used to achieve marketing objectives, in which there is a detailed strategy regarding target markets, positioning, marketing mix and budget for marketing. Strategy is defined as a process of determining the

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plans of top leaders who focus on the long-term goals of the organization, accompanied by the preparation of a way or effort how these goals can be achieved. Strategy is specifically defined as an action that is incremental (always increasing) and continuous, and is carried out based on the perspective of what customers expect in the future. Marketing strategy is to select and analyze a target market which is a group of people that a company wants to reach and create a marketing mix that is suitable and that can satisfy that target market. According to (Wibowo et al., 2015) marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets. Marketing programs include marketing actions that can affect demand for products, including changing prices, modifying advertising campaigns, designing special promotions, determining the choice of distribution channels, and so on. In addition, several things must be considered in developing a marketing strategy for small businesses, namely as follows: 1. Consistency, 2. Planning, 3. Strategy, 4. Target Market.

FRAME OF MIND

Marketing strategy as a fundamental tool planned to achieve company goals by developing a sustainable competitive advantage through the markets entered and marketing programs used to serve these target markets.

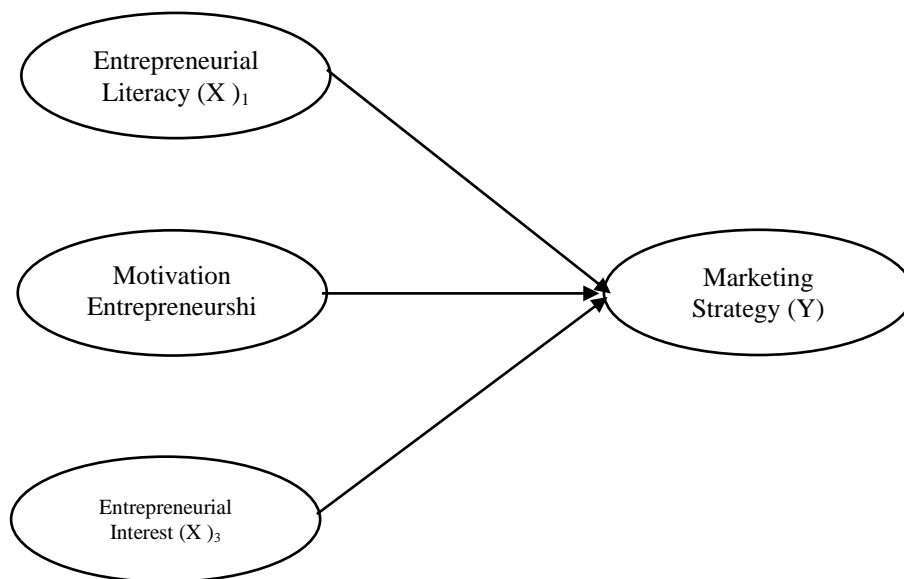


Figure 1. Framework of Thought

Hypothesis

H₁ : Entrepreneurial literacy has a positive significant effect on entrepreneurial interest.

H₂ : Entrepreneurial motivation has a positive significant effect on entrepreneurial interest.

H₃ : Entrepreneurial interest has a positive significant effect on marketing strategy.

RESEARCH METHODS

This type of research method uses quantitative methods because the results of observations are converted into numbers that are analyzed using statistics. (Anggraini, 2022) Quantitative research requires researchers to explain how variables affect other variables. The criteria used in sampling are Micro, Small and Medium Enterprises located in Aek Nabara and still running their business today. Because the population of members is not known with certainty, the sample size is calculated using the Cochran formula:

$$n = \frac{z^2 pq}{e^2} \quad n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96.04 \text{ (96 people)}$$

Description:

n= sample

z= the price on the normal curve for a 5% deviation, with a value of 1.96

p= 50% chance of being correct = 0.5

q= 50% chance of being wrong = 0.5

e= 10% margin of error.

From the results above 96.04 is a fraction and according to (Muzhiroh, 2020) in calculations that produce fractions (there are commas) should be rounded up. So that the number of samples in this study were 96 respondents. The techniques in collecting data in this study consisted of questionnaires, interviews and literature studies. Likert measurement scale, the variables to be measured are described as a starting point for compiling instrument items which can be in the form of statements or questions. (Muzhiroh, 2020). Technical data analysis using SmartPLS.

RESULTS

Based on the results of the test conducted, there were 96 respondents who filled out a questionnaire regarding the analysis of MSME marketing strategies in Aek Nabara. Among them are 65 men and 31 women with an age range between 20 and 60 years. Outer loadings is a table that contains loading factors to show latent variables. The loading factor value must be > 0.6 then it is said to be valid. Outer loadings output can be obtained from the PLS Algorithm Report SmartPLS.

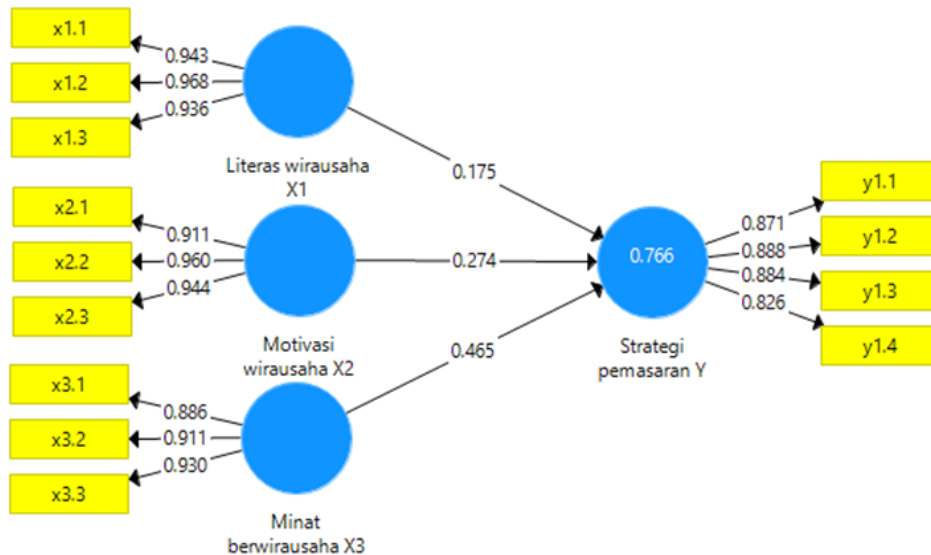
Outer Model

This measurement model is used to identify how each indicator related to other latent variables by looking at the factor loading value, Average Variance Extracted (AVE) value and composite reliability value.

Factor Loading

Testing the validity of a model is determined from the requirements that factor loading must meet

conditions above 0.60, the indicator is considered valid. The factor loading value can be seen in the figure below:


Figure 3. Output Model

Source: SmartPLS Output, 2024

Average Variance Extracted (AVE)

The following output of the Average Variance Extracted (AVE) value can be seen in the table:

Table 1. Average Variance Extracted (AVE) Output

No.	Variables	Average Variance Extracted (AVE)
1	Entrepreneurial Literacy (X) ₁	0,901
2	Entrepreneurial Motivation (X) ₂	0,827
3	Entrepreneurial Interest (X) ₃	0,881
4	Marketing Strategy (Y)	0,753

Source: SmartPLS output, 2024

Composite Reliability

Composite reliability aims to show how well a group of indicators measures a variable. The composite reliability output, among others, can be seen below:

Table 2. Composite Reliability and Cronbach Alpha Output

Variables	Cronbach's Alpha	Composite Reliability
Entrepreneurial Literacy (X) ₁	0,946	0,965

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Entrepreneurial Motivation (X) ₂	0,897	0,935
Entrepreneurial Interest (X) ₃	0,935	0,957
Marketing Strategy (Y)	0,897	0,924

Source: SmartPLS output, 2024

Inner Model

Testing the inner model using the coefficient of determination approach (R^2) as the final requirement of the model determined between others:

Table 3. Bootstrapping Model Output

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Tstatistics (O/STDEV)	P Value
Entrepreneurial Literacy (X ₁) → Marketing Strategy (Y)	0,175	0,190	0,169	1,035	0,301
Entrepreneurial Motivation (X ₂) → Marketing Strategy (Y)	0,465	0,475	0,123	3,791	0,000
Entrepreneurial Interest (X ₃) → Marketing Strategy (Y)	0,274	0,249	0,213	1,286	0,199

Source: SmartPLS output, 2024

Based on Table 3, the hypothesis testing output that has been obtained will then be discussed by testing the hypothesis by comparing the t-statistic value > 1.960 with a p-value of 0.05 (constant).

Discussion

1. Hypothesis 1: Entrepreneurial literacy has a positive and significant effect on marketing strategy.

From the results of hypothesis testing in Table 3. It is known that the t-statistic value between Entrepreneurial Literacy (X₁) → Marketing Strategy (Y) is 1.035 and the p-value is 0.301. When a comparison is made between the t-statistic value obtained, the value of 1.035 < the value of 1.960 and the p-value of 0.301 > the value of 0.05. So, it can be concluded that the hypothesis is rejected. This means that the hypothesis in this study shows that the entrepreneurial literacy variable has no positive effect on marketing strategy. The results of the study contradict research (Yunita & Iskandar AA, 2023) entrepreneurial behavior affects income so it can be concluded that even though entrepreneurial literacy is good it is not necessarily related to marketing strategy.

2. Hypothesis 2: Entrepreneurial motivation has a positive and significant effect on marketing strategy.

From the results of hypothesis testing in Table 3. It is known that the t-statistic value between Entrepreneurial Motivation (X₂) → Marketing Strategy (Y) is 3.791 and the p-value is 0.000. When a comparison is made between the t-statistic value obtained, the

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value of 3.791 > the value of 1.960 and the p-value of 0.000 < the value of 0.05. So, it can be concluded that the hypothesis is accepted. This means that the hypothesis in this study shows that the entrepreneurial motivation variable has a positive effect on marketing strategy. The results of this study are in line with (Rahmawati & Setiawan, 2024) the importance of entrepreneurial motivation as a catalyst for the development of MSMEs and as an effective strategy in supporting local and national economic growth.

3. Hypothesis 3: Entrepreneurial interest has a positive and significant effect on marketing strategy.

From the results of hypothesis testing in Table 3. It is known that the t-statistic value between Entrepreneurial Interest (X_3) → Marketing Strategy (Y) is 1.286 and the p-value is 0.199. When a comparison is made between the t-statistic value obtained, the value of 1.286 < the value of 1.960 and the p-value of 0.199 > from the value of 0.05. So, it can be concluded that the hypothesis is rejected. This means that the hypothesis in this study shows that the entrepreneurial interest variable does not have a positive effect on marketing strategy. The results of this study are in line with research (Afrilia Tina Nur Anisa & Nur Huri Mustofa, 2021) that innovation does not mediate business capital with the development of MSMEs.

CONCLUSIONS

Based on the results of the tests that have been carried out above, it can be concluded that the effect of entrepreneurial literacy and entrepreneurial interest does not have a positive and significant effect on marketing strategies in MSMEs in Aeknabara, Labuhanbatu Regency. While the entrepreneurial motivation variable affects the marketing strategy of MSMEs that are run will be better.

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