



ANALYSIS OF BUSINESS DEVELOPMENT STRATEGIES OR MSMES PEMPEK UTI TO PRESERVE TRADITIONAL FOOD

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Abstract

This study aims to analyze a strategy in business development using qualitative methods. Qualitative method is a research procedure that can produce descriptive data in written or oral form from humans and observable behavior. Business development strategy is an action that requires management to be able to make decisions in developing the business to realize it. Micro, Small and Medium Enterprises (MSMEs) in Indonesia are priorities in Indonesia's economic growth and development. The object of this study is Pempek Uti MSMEs. Pempek uti UMKM is a home culinary business that sells traditional food typical of South Sumatra, namely pempek. The types of pempek offered are quite a lot and the price adjusts to the pockets of students and students. The data collection technique used in this study was to make an observation and questionnaire to the respondents. The results obtained in this study are that in their business development strategy, Pempek Uti MSMEs use digital marketing to build a brand image on these products. Digital marketing is through Whatsapp, Instagram, and Facebook. As for the survey results, the questionnaire data showed that most people are interested in pempek uti because it tastes good and the price is affordable.

Keywords: *Development Strategy, MSMEs*

INTRODUCTION

Micro, small and medium enterprises in Indonesia are one of the priorities for economic growth and development in Indonesia (Sukri & Arisandi, 2017). In addition, these companies can become the backbone of the national economy that aims to reduce inequality between income groups and economic actors or reduce poverty and employment. Most MSMEs in Indonesia are small sector businesses in the informal sector and most entrepreneurs use local raw materials as the primary material of their products. Therefore, it will not directly affect the global crisis. MSMEs are individually owned companies or individual business units that meet the criteria for micro enterprises as explained in Law No. 20 of 2008 concerning MSMEs (Sukri & Arisandi, 2017).

The cooking business is a type of business that never dies from time to time. The reason is that food is a basic need. According to the World Health Organization, food is the most basic human need. With this in mind, the opportunity and key to open a cooking business with a reasonably broad target market that offers delicious and healthy flavors at affordable prices for anyone.

Building a business in today's growing era requires entrepreneurs to use their creativity and innovative abilities to produce quality products and play an active role. Several new supporting facilities have been prepared to support and facilitate the work process of small craft businesses in the production process. Home business is one of the many home businesses that can be a promising business opportunity.

Pempek is a traditional food from Palembang, South Sumatra, and comes in several types and forms. Types of pempek include large long ringeran, small short ringeran, adan, submarine, geeky geeky, pastel and curly shapes. Pengbaek is a high-protein food and is a favorite food of the people in the Bangka area, and pengbaek sellers are easily found everywhere. However, this is not the same as ease of manufacture. The texture is sticky and complicated, especially if cutting/slicing is done by hand, which is impractical and takes a long time by hand or using a hand knife, and the thickness of the slice is ± 35 seconds to prepare the slice. 12 ± 2 cm. It does not work.

To overcome this, equipment is needed that can be used to help the process of cutting pen pegs. This makes cutting pen taps easier and faster, with consistent cutting results. For the desired cutting, use a string cutting system by placing the strings in a container and pressing the strings with a pressure system equipped with a pressure plate with a distance of 11 blades ± 2 cm. is far away.

Based on the above background, we can formulate a problem. So what is the right strategy to develop MSMEs Pempek Uti, how is the marketing development strategy, how is the strategy for developing the quality of MSME products. Pempek Uti. Based on the above problems, this study aims to find the right development strategy, analyze the marketing aspects of the development strategy, and analyze the product quality development strategy of Pempek Uti SMEs.

LITERATURE REVIEW

Development Strategy

Business strategy is a company's actions based on decisions to achieve its goals. The strategy is designed to be able to adapt to the internal environment of the company and the external environment of the company.

Business development strategy is an activity that requires management to make decisions about business development and allows them to implement them. Development strategy functions to formulate and consider internal and external factors the company faces (Afridhal, 2017). Therefore, a business development strategy is a strategy that can affect the factors of the company's life in the long run.

Strategy development is developing long-term plans to effectively manage environmental opportunities and threats, specifically in terms of the company's strengths and advantages (Afridhal, 2017). Strategy formulation involves developing the vision and mission of the business, identifying opportunities and threats external to the organization, identifying the internal strengths and weaknesses of the organization, setting long-term goals of the organization, creating a set of strategies, etc. including activities—alternative organizational strategies and choosing specific strategies to use (Afridhal, 2017).

Business development strategies can be classified into several types, which are as follows:

1. Management Strategy
2. Investment Strategy
3. Business Strategy

Of course, business development strategy has advantages: the opportunity to expand the business, maintain focus on the main goal, evaluate new product lines, and so on. Meanwhile, the goal of a business development strategy is based on maximizing revenue and long-term success.

Judging from development factors, many factors affect business development, namely opportunity factors, human resources, finance and management,

organization, planning, corporate governance, marketing and sales, and government support.

The impact of social media on business development is enormous, namely increasing the commercialization of small and medium enterprises (SMEs) and increasing the productivity of small and medium enterprises. Social media can facilitate interactive communication between entrepreneurs and anyone, including consumers, and various other interested parties, whenever and wherever they are (Purwidiatoro et al., 2016). Social media is beneficial as a liaison of information and communication from producers to consumers, wherever and whenever. Social media is a potential medium for finding consumers and building product brand image (Purwidiatoro et al., 2016).

The use of social media can help SMEs to develop their products and is very helpful in business decision making (Purwidiatoro et al., 2016).

METHOD

This research uses written or qualitative methods. According to Bogdan and Taylor, they propose qualitative methods as a research technique that produces descriptive data in the form of written or oral from humans and observable behavior. This type of research uses qualitative descriptive. The research approach is explanatory or descriptive.

According to Muhyiddin (2017: 10-11), the descriptive approach method is research to describe facts, population characteristics, or specific fields systematically. Then it is systematically compiled, then analyzed to create conclusions, to answer the formulation of problems about development strategies for Pempek Uti MSMEs. The source of this study is the subject from whom the data is derived. The primary data sources in qualitative research are respondents' words or statements and behaviors shown directly.

To obtain valid or defensible data the following data used in this study:

1. Observation. This research is achieved through hands-on study and understanding of behavior.
2. Questionnaire. Kuesioner in the form of a handout questionnaire given to respondents in the study. Questionnaires are distributed electronically, facilitating evaluation and making it easier for respondents to answer statements faster.

Analysis is the grouping, description, manipulation, and condensation of data so that it is easy to read. Data analysis aims to simplify it so that it is easy to interpret. This study uses non-statistical analysis techniques, this analysis activity is carried out by reading data that has been processed because this analysis is not based on statistical calculations.

This this observation takes the form of words, sentences or paragraphs expressed in narrative descriptive form using words. This analysis aims to describe factual and accurate events related to problems encountered during research in business development or small businesses of traditional food preservation.

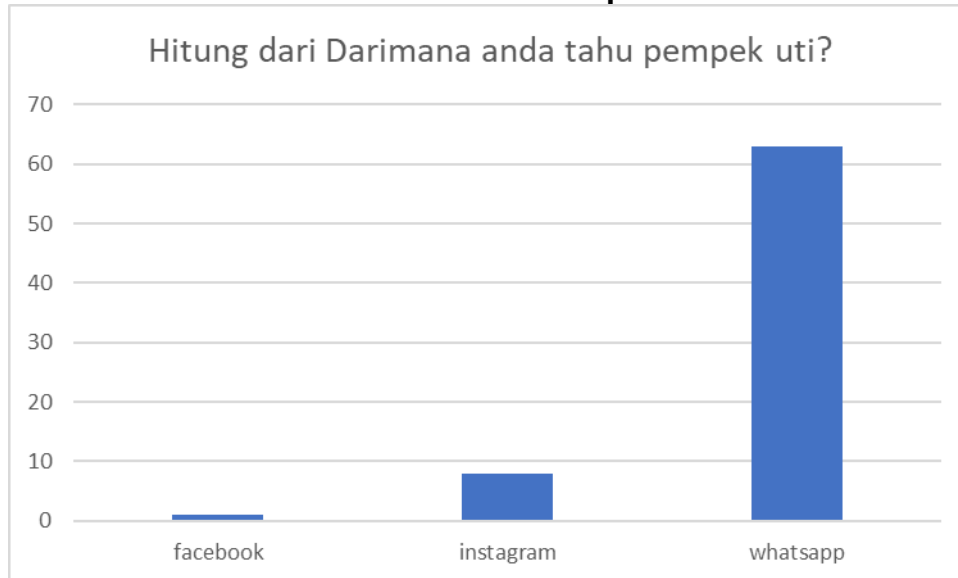
RESULTS AND DISCUSSION

Pempek uti UMKM is a home culinary business that sells traditional food typical of South Sumatra, namely pempek. The types of pempek offered are quite a lot and the price adjusts to the pockets of students and students. For now, pempek uti does

not have an outlet, and the manufacture of pempeknya is still at home by relying on limited home appliances.

This business was first carried out by marketing to neighbors and campus friends through social media such as Whatsapp, Instagram, and Facebook. For the MSME ordering system, pempek uti is first done with the Purchase Order (PO) system where the pempek will be delivered to the customers' homes.

Table 1. Results of the questionnaire



Source: Results of the Questionnaire

Table 2.

No	Where do you know pempek uti	Percentage
1.	Whatsapp	63
2.	Instagram	8
3.	Facebook	0

How to build a brand image in digital marketing is to use social media. Social media plays a vital role in brand building in the digital marketing process because social media is an effective communication tool. Social media can be used to promote Pempek Uti SMEs.

Marketing strategy is a plan that outlines the company's expectations for the impact of various marketing activities or programs on the demand for its products or product lines in specific markets (Pradana et al., 2019).

Based on the results of a survey of data from 71 respondents who filled out, Pempek Uti MSMEs are more dominant in bringing consumers through Whatsapp. Very few consumers come through Instagram, whereas Facebook does not bring in consumers at all.

To be able to attract and increase consumer interest in the product, several ways can be done as follows:

1. It is building a more creative marketing strategy for Pempek Uti MSMEs such as uploading photo and video content that attracts more consumers.
2. Use Instagram Ads and Facebook Ads features.

Instagram Ads is one of the features on Instagram that can help business people to promote or market their products on Instagram social media. On the other hand, Facebook ads are a feature that allows your business profile to appear on other users' account pages. If you use this feature, the chances of getting customers are even more significant because many Facebook users are reachable with this.

By using the Ads feature in business, of course, there are advantages and disadvantages. The following are the advantages of Ads features: Implementation of an increase in Brand Awareness, There is an increase in profits and sales opportunities, Specifications that are formed quite well, Business website traffic can increase, Increased interest. Meanwhile, the shortcomings of the Ads feature as follows the costs incurred for an ad are pretty significant, prone to technical errors, changes in online commerce, and so on.

Many people are using social media today. Social media also generally combines audio with visuals for its users, making it easier to build a brand image when launching a new product in one company because social media supports audio and visuals simultaneously.

Table 3.



Data sources of questionnaire results

Table 4.

No	Surveys that interest pempek uti	Percentage
1	Because it tastes good	56%
2	The price is affordable	14%
3	Option 3	2%

Product quality development is a process and strategy that needs to be done by a company or entrepreneur in developing a product. Product development includes an innovation in the process of changes made to a pre-existing product in order to increase the value of the product.

Based on the survey data obtained that, most people are interested in pempek uti because it tastes good and the price is affordable. From the survey results, the

questionnaire data is quite good, it is a motivation to develop Pempek Uti MSMEs in a better direction.

Our efforts are to maintain the quality of the products produced, starting from the establishment of quality standards and the process of procurement of raw materials to be used, the production process is carried out to the process of selling products to consumers (Safitri et al., 2018).

We are very thorough in obtaining raw materials for study flour and sago flour. The flour and sago flour we use are quality flour. Similarly, the fish we get is also fresh and fresh fish in the process of making pempek.

CONCLUSION

Pempek Uti MSMEs use digital marketing to build a brand image on these products in its business development. Digital marketing is through Whatsapp, Instagram, and Facebook. We also hope that in the future the business of What we operate can run smoothly and by the goals we operate. Pempek U ti MSMEs have successfully presented their business products to become a plus value for MSMEs and are seen as the best products.

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