



Marketing Strategy In Developing Smes Products Through Social Media (Case Study Of Smes At Sumsel – Babel, Indonesia)

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ABSTRACT

This study aims to develop social media-based SME products in the South Sumatra-Babel region. This type of research is descriptive with a qualitative approach to objectively analyze the situation regarding strategies in developing SMEs products in South Sumatra - Babel, Indonesia. The informants of this study were SME business owners and their employees, accompanied by direct observation in the field. Based on the results of the SWOT analysis of marketing strategies that can be seen in table 4.2, internal conditions have a total strength with a total score of 12 which shows greater strength than weakness with a total score of 0. While external has a total opportunity with a total score of 7 where the opportunity is greater than the threat which has a total score of 4. This shows that SMEs in South Sumatra - Babel have strong internal conditions and external opportunities.

INTRODUCTION

The advancement of telecommunications and information technologies will facilitate business owners' operations. The internet is one of the information and communications technologies that helps to meet these demands. The internet is currently developing extremely quickly, and based on a variety of facts regarding the internet's development in Indonesia, it is possible to draw the conclusion that the country's online market is beginning to increase quickly every year. This presents a favorable prospect for entrepreneurs seeking to get into the digital marketplace. Because of the indirect link that exists between buyers and sellers, service is essential when selling things online. When it comes to online product sales, the quality of service is determined by factors like delivery, guarantees and warranties, prompt customer support, and honesty.

Marketing strategy is one way to introduce a product to customers. According to (Islami, 2017), A marketing strategy is a plan that outlines the expectations of the company for how

different marketing initiatives would affect the demand for its product lines or items in a certain target market. Price adjustments, ad campaign alterations, original promotion designs, and channel selections are a few instances of marketing actions. The marketing mix, sometimes referred to as one of the marketing techniques, is crucial in persuading customers to purchase a good or service that the business is offering. Marlius (2016) the marketing mix is a marketing tool made up of different program components that must be taken into account in order for the marketing strategy and positioning to be implemented successfully. The four components of the product marketing mix are product, price, place or distribution channel, and promotion. These are often referred to as the 4ps. Competitive pricing will influence consumers' decisions to acquire marketed goods, and marketing is a service that businesses offer to customers who purchase their goods. Nurzam, Wijaya, & Finthariasari (2020) stated that a marketing strategy is a plan that a marketing manager wants to follow. This action plan is based on an analysis of the situation and the company's goals and is a way to achieve those goals. In the sense of strategy, planning is often contained as a process that takes place continuously in a company. Therefore, the marketing strategy of each company is a comprehensive plan where the company hopes to achieve the predetermined goals, which ultimately realizes the goals of the company concerned.

Marketing Strategy Indicators according to (Arini, 2017) include:

1. Number of sales
2. Number of customers
3. Sales Growth
4. Business Development

According Ilhami et al., (2022) social media is a group of internet-based applications built on the ideological and technological framework of Web 2.0, and allows the creation of information exchange content from internet users. Web 2.0 is the basis for the formation of social media. Examples of social media that are currently developing are Facebook and Instagram. One of the most interesting factors about online shopping is that it can avoid queues when making purchases. For customers, using online stores will shorten shopping time. Customers do not need to come directly to various stores to get the desired goods, and in online stores, the prices offered are usually cheaper than those sold in regular stores because the distribution costs from the manufacturer to the customer will be shorter. The many choices of online shopping websites are a separate consideration for customers. Each customer has different expectations about what products to buy, where they will buy and through what kind of service process they will get. In addition, the many online shopping websites today make companies have to do various ways to attract visitors' attention so that visitors enter the website and make purchase transactions. This is inseparable from customer behavior which is part of human activities that reveal the reasons why someone buys certain goods or services. Understanding customer behavior is very important for companies to know the changes that occur in customers. Customer behavior will also determine the purchasing decision-making process. The decision-making process is an approach to solving problems in human activities to buy goods or services to meet their needs.

There are several things that are considered profitable, especially with the help of Social Media which makes all business matters like just turning the palm of your hand.

1. The capital required is not too high
2. Profits can be greater than offline business profits
3. Does not require a lot of effort in its operation
4. The target market can be bigger
5. Not tied to place and time
6. Sales transactions can be monitored well

Apart from the good things, there are also disadvantages when opening a shop or online business on social media, including:

1. Running it is easy, but online shop promotion must be more intensive and greater effort at the beginning
2. Indonesian online shops may spread and mushroom, but require proper and good shop management skills
3. Because there are so many online shops in the country, don't be surprised if products that are the same as those that already exist will certainly be difficult to compete. If coupled with expensive prices, it will be difficult to get many customers

There are several indicators of social media according to (Ekasari, 2014) including the following:

1. Relationship
2. Communication
3. Post-purchase interaction
4. Information format

According to Freddy (2013) SWOT analysis is an analysis based on logic that can maximize strengths and opportunities, but at the same time can minimize weaknesses and threats. According to Ekowati et al., (2023) SWOT is an acronym for strengths, weaknesses, opportunities and threats, where SWOT is used as a model in analyzing an organization that is oriented towards profit and non-profit with the main aim of knowing the condition of the organization in a more comprehensive manner. According to Rais (2009), the SWOT analysis method is considered the most basic analysis method, useful for viewing a topic or problem from 4 (four) different sides. The results of the analysis are usually directions or recommendations to maintain strengths and increase profits from existing opportunities, while reducing weaknesses and avoiding threats. If used correctly, SWOT analysis will help us to see the sides that have been forgotten or invisible so far. This analysis is divided into four basic components, namely (Pratiwi & Finthariasari, 2019) :

The main factors that will affect the four basic components in the SWOT analysis are:

1. Internal Factors (Strength and Weakness)

For internal factors or factors originating from within, there are two points, namely strengths and weaknesses. Both will have a better impact on a study when strengths are greater than weaknesses. Thus, maximum internal strength will clearly provide much better research results. The parts of the internal factors themselves are the resources owned, finances, internal strengths or weaknesses of the organization, previous experiences of the organization (both successful and failed).

2. External Factors (Opportunities and Threats)

These are factors from outside the entity, where these factors are not directly involved in what is being studied and consist of 2 points, namely threats and opportunities. The existence of these opportunities and threats will of course provide data that must be included in the research journal so as to produce a strategy to deal with it. Some points included in external factors are trends, culture, socio-politics, ideology, economy, sources of capital, government regulations, technological developments, events that occur, the environment.

The South Sumatra-Babel region is an area that is currently focusing on developing the tourism sector. While tourism development is expected to also develop MSMEs in the South Sumatra-Babel region. This research was conducted with the aim of being able to help MSMEs in developing their products and marketing them through existing social media.

LITERATURE REVIEW

Marketing strategy is a broad concept that involves planning and executing actions designed to achieve a company's marketing objectives. It draws on multiple theoretical

frameworks, models, and approaches to align an organization's offerings with customer needs and market opportunities. Developing SME (Small and Medium Enterprises) products through social media involves crafting an effective marketing strategy that leverages the power of digital platforms to boost brand visibility, engage with customers, and drive sales.

Online shopping websites are a separate consideration for customers. Each customer has different expectations about what products to buy, where they will buy and through what kind of service process they will get. In addition, the many online shopping websites today make companies have to do various ways to attract visitors' attention so that visitors enter the website and make purchase transactions. This is inseparable from customer behavior which is part of human activities that reveal the reasons why someone buys certain goods or services. Understanding customer behavior is very important for companies to know the changes that occur in customers. Customer behavior will also determine the purchasing decision-making process. The decision-making process is an approach to solving problems in human activities to buy goods or services to meet their needs. There are several things that are considered profitable, especially with the help of Social Media which makes all business matters like just turning the palm of your hand.

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METHODS

The strategy used in this study is descriptive. According to Arikunto (2013), descriptive techniques are designed to collect data on the current state of an existing symptom, namely the condition of the symptom at the time the study was conducted. This study will use a qualitative approach analysis using postpositivism as a philosophical framework to explore the state of nature. The informants in the study were SMEs in the tourism area of South Sumatra and Babel which were selected randomly with a minimum business capital of 10 million to 200 million. The researcher acts as the main instrument in this study. The data collection methods used in this study are: 1. observation; 2. interviews; and 3. documentation.

Data Analysis Techniques

According to Sugiyono (2012) data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes and other materials to draw conclusions so that they are easy to understand and the findings can be communicated to others.

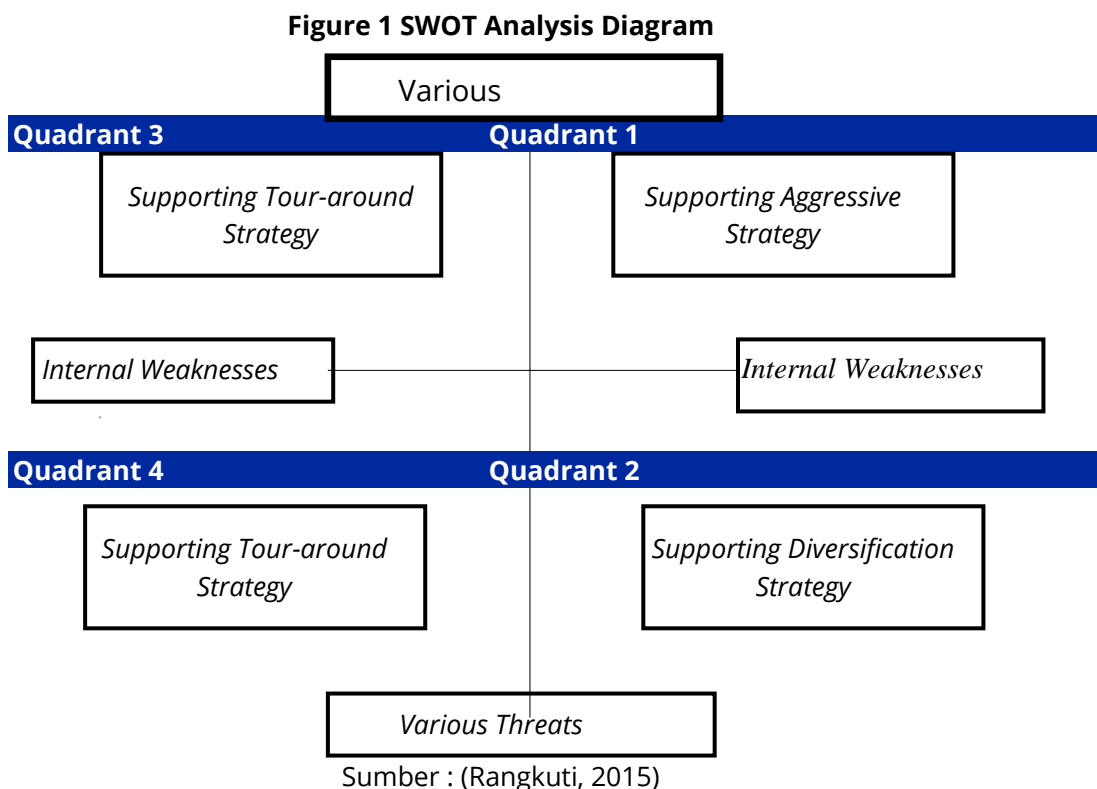
Qualitative Descriptive Analysis

To analyze the data in this study, qualitative descriptive analysis was used, namely by using information or descriptions, which are intended to describe the actual facts of an event by collecting information or data in the field.

SWOT Analysis

The data analysis technique used in this study is the SWOT analysis technique. Data obtained from the research results will be analyzed for strengths, weaknesses, opportunities, and threats, SWOT analysis as the basis for implementing marketing strategies in developing SMEs products. SWOT analysis compares external factors of opportunities and threats with internal factors of strengths and weaknesses. As a general method, this SWOT analysis can only help analyze the situation being faced by a company or organization and this method is not a definite answer that can provide solutions to every problem being faced, but at least it will break down existing problems by breaking them down into small parts that will appear simpler. To be

able to see the internal and external factors of a marketing strategy, the following SWOT analysis diagram can be seen:



Based on the SWOT analysis diagram above, it shows that the company's performance is determined by a combination of internal and external factors. These factors must be considered in the SWOT analysis. SWOT analysis compares external factors of opportunities (Opportunities) and threats (Threats) with internal factors of strengths (Strengths) and strengths (Weaknesses). In Sanjaya (2020) the tool used to compile the company's strategic factors is the SWOT matrix. This matrix can clearly describe how external opportunities and threats faced by the company can be adjusted to its strengths and weaknesses. This matrix can produce four sets of possible strategic alternatives. At this stage, analysis and decision-making are carried out by placing the SWOT matrix approach to produce 4 series of strategic alternatives and can be seen in the following table:

Table 1 SWOT Matrix

IFAS EFAS	STRENGGHT (S) Determining internal strength factors	STRENGGHT (S) Determining internal strength factors
OPPORTUNITIES (O) Determining external opportunity factors	STRATEGI SO Create a strategy that uses strengths to make the most of opportunities.	STRATEGI WO Create strategies that minimize weaknesses to make the most of opportunities.
TREATHS (T) Determining external threat factors	STRATEGI ST Create strategies that use strengths to overcome threats.	STRATEGI WO Create strategies that minimize weaknesses and avoid threats.

RESULTS

Based on the SWOT analysis conducted by researchers on South Sumatra and Babel SME businesses, the following information was obtained:

1. Strengths

Strength is an internal variable so that SMEs have certain advantages compared to other businesses.

a. The types of products offered are diverse.

In an effort to meet consumer demand, SMEs must provide various products that consumers are interested in, such as:

Table 2

No	Product Name
1	Tops
2	Gamis
3	Trousers
4	Skirts
5	Headscarves
6	Watches
7	Bracelets
8	Bags
9	Shoes

a) Affordable or economical prices

The prices offered are very affordable, making it difficult for consumers to establish cooperation in promoting their business.

b) Strategic business distribution channels

c) Quality products attract consumers

d) Promotion through social media

e) Satisfactory service

2. Weaknesses

The weaknesses of SMEs are as follows:

a. Models do not follow market trends

b. Promotions carried out are still lacking

c. The capital invested is quite high

3. Opportunities

Opportunities are external variables, the following opportunities can be done by SMEs in Sumsel and Babel that have experienced a decline:

a. Good relationship with consumers

A good relationship with consumers can increase consumer confidence in the business owned.

b. High market demand

The number of orders from consumers creates high market demand and increases the number of orders.

c. The price offered is affordable

The price offered is affordable so that consumers do not mind buying it.

d. The product offered feels comfortable

The product offered feels comfortable when used so that consumers are interested in buying.

e. The number of residents continues to increase

With the increasing population, consumers also experience an increase.

4. Threats

Threats are also external variables, among these threats are as follows:

- a. The level of competition in the same type of business is increasing.
The emergence of new competitors will result in a threat to SMEs who must maintain their consumers amidst the onslaught of other businesses.
- b. The existence of bad issues regarding products
The existence of bad issues regarding SME businesses causes a decline in consumer confidence.
- c. Lack of public trust
The decline in public trust is a major threat because it can reduce the number of consumers.

After conducting the analysis, the strengths, weaknesses, opportunities and threats that exist in SMEs in South Sumatra and Babel can be identified. By knowing these conditions, new strategic changes can be made in order to develop products. The marketing strategy that is determined cannot be separated from the marketing mix or better known as 4P (Product, Price, Distribution and Promotion). An effective marketing strategy requires knowledge of overall market conditions, consumers and product demand. The marketing mix variables as a marketing strategy that must be considered are as follows:

1. Product

Marketing strategy in this case specifically discusses product issues. A company is established and managed to produce products in the form of goods or services. Because a product is something that can be offered to the market to get attention, be purchased and used or consumed that can fulfill a desire or need.

- a. Strengths
The product has a type of product that can be offered such as tops, pants, watches, bags and quality shoes to attract consumer buying interest.
- b. Weaknesses
The weakness of the SMEs product is the model that does not follow the market so that consumers feel less interested in buying.
- c. Opportunities
The products offered are unique when compared to other products. because with the increase in population, the opportunity to get a wider market is wide open.
- d. Threats
The threat to SMEs is the entry of new businesses with similar products, this will make consumers turn away from SMEs.

2. Price

SMEs set the selling price by considering the sales target. The pricing policy is identified and calculated regarding the amount of costs and profits or profits that are considered reasonable, as well as looking at the price level of competitors.

- a. Strengths
Having an affordable or economic price for the sale of its crackers is very affordable or economical so that it does not burden consumers in establishing cooperation in efforts to promote the product.
- b. Weaknesses
The capital is quite high so that the price of the product can change at any time.
- c. Opportunities
The price offered is affordable or economical so that consumers do not mind buying it.
- d. Threats
Increased capital can affect the price of the product.

3. Distribution (Place)

Place is an effort to ensure the availability of goods and services that are easily purchased by consumers wherever they are and is one of the objectives of the marketing policy that must be carried out through a system called a distribution channel.

a. Strengths

The strategic business location of SMEs is located in the tourism area in South Sumatra-Babel.

b. Weaknesses

This location or business location is one of the locations where many competitors have the same type of business.

c. Opportunities

Market demand is high, resulting in a high number of orders.

d. Threats

Similar to the weaknesses above, the threat from this business location is that many competitors have the same type of business.

4. Promotion

It is known that the purpose of holding a promotion is to inform or remind and attract consumers to buy the products offered. There are several activities in this promotion, namely through social media, and sales promotions.

a. Strengths

The promotion carried out by SMEs has used social media, namely through Instagram, Facebook, or WhatsApp to increase consumers and sales of its products.

b. Weaknesses

The promotion carried out by SMEs is still lacking, namely, it has not entered promotions through well-known e-marketing such as Shopee, Lazada, and the like.

c. Opportunities

Good relations with consumers aim for consumers to be able to promote products with their friends and family.

d. Threats

The number of promotions through social media and print media.

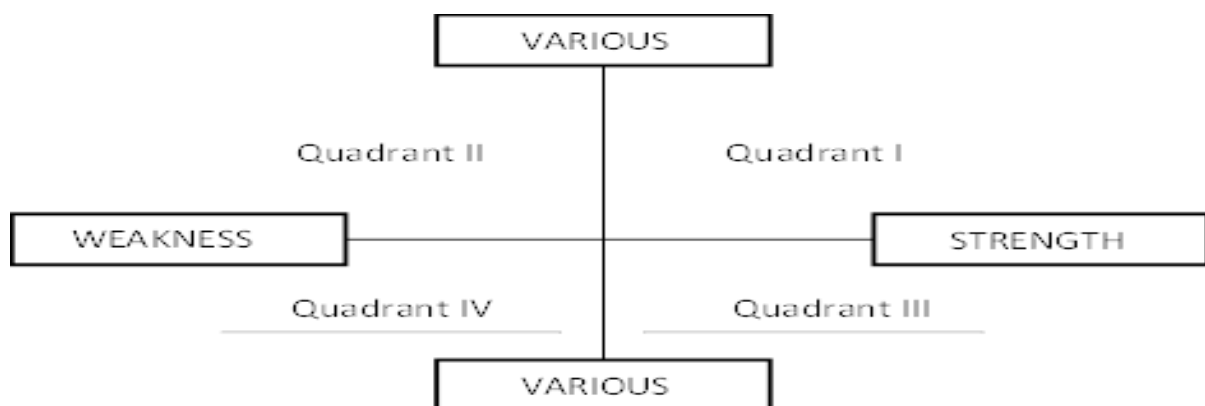
Table 3 SWOT Analysis Of Internal And External Factors Of Smes

Internal Factors Strength (+) / Weakness (-)	(+) / (-)	Faktor Eksternal Opportunities (+) / Ancaman (-)	(+) / (-)
1. Product		Opportunities:	
a. Choice of types offered	(+)	1. Good relationship with consumers	(+)
b. Quality products	(+)	2. High market demand	(+)
c. Satisfactory service	(+)	3. Affordable prices	(+)
		4. Soft products	(+)
2. Price		5. Increasing population	(+)
a. Price level	(+)	6. Many people like the product	(+)
b. Discounts	(+)	7. Guaranteed product quality	(+)
c. Pricing according to quality	(+)		
3. Place		Threats:	
a. Easily accessible location	(+)	1. Increasing level of competition	
b. Adequate parking space	(+)	2. There are bad issues regarding the product	(-)
c. Strategic location	(+)	3. Entry of new competitors	(-)
		4. Product prices that sometimes change	(-)

4. Promotion			(-)
a. Good promotional facilities and infrastructure	(+)		
b. Promotion through social media	(+)		
c. Establishing good relationships with consumers to attract consumer promotions to friends and family	(+)		
Amount Strength (+) =	12	Amount Opportunities (+) =	7
Weakness (-) =	0	Threats (-) =	4

Based on the results of the SWOT analysis of SME marketing strategies, internal conditions have a total strength with a score of 12 which indicates that strengths are greater than weaknesses with a total score of 0. While external conditions have a total opportunity with a score of 7 where opportunities are greater than threats which have a total score of 4. This shows that SMEs have strong internal conditions and opportunities from strong external sources. From the results of the SWOT analysis above, the position of SME businesses can be known using the SWOT analysis diagram as follows:

Figure 2 SWOT Analysis Diagram at SMEs



Based on the SWOT analysis that explains the internal and external factors in the cell (quadrant I) which shows the SO strategy in the SWOT matrix, namely supporting an aggressive strategy because this strategy has opportunities and strengths in the progress of the SMEs Sumsel Babel. The strategies that must be carried out by SMEs Sumsel Babel are as follows:

1. Always maintain product quality by always innovating the model.
2. The price offered to consumers with an economical rate aims to establish cooperation in long-term business.
3. Provide the best possible service to consumers so that consumers are interested in subscribing.

Based on the SWOT analysis diagram, it is known that the point is in the cell (quadrant I) which shows that the SMEs Gallery business has very great opportunities and strengths so that it can take advantage of existing business opportunities by:

1. Offering products to consumers with the best quality.
2. Having good relations with consumers in marketing products or promotions using the media.
3. Expanding the marketing area so that SMEs become better known not only within the city but also outside the city of South Sumatra and Bangka Belitung so that they can increase the number of sales.

IFAS And EFAS Analysis

1. Internal Strategy Factor Matrix Analysis (IFAS)

Table 4 Internal Strategy Analysis Factors (IFAS)

Internal Factors	Weight	Rating	Score
Strength :			
1. The types of products offered are diverse	1,00	5	5
2. The prices offered are affordable	1,00	5	5
3. Strategic business distribution channels	1,00	5	5
4. Attractive quality products	1,00	5	5
5. Promotion through social media	0,72	4	4
6. Adequate facilities and infrastructure	1,00	5	5
7. Satisfactory service	1,00	5	5
Amount	6,72		32,88
Weaknesses:			
1. Models do not follow trends	0,72	4	2,88
2. Orders in a short time have not been fulfilled	0,50	3	1,5
3. Promotions are still lacking	0,50	3	1,5
4. Business capital is quite expensive	0,25	2	0,5
Amount	1,97		6,38
Total	8,69		39,26

2. External Strategy Factor Matrix Analysis (EFAS)

Table 5 External Strategy Analysis Factors (EFAS)

External Factors	Weight	Rating	Score
Opportunities:			
1. Good relationship with consumers	0,72	4	2,88
2. High market demand	0,50	3	1,5
3. Affordable prices	0,72	4	2,88
4. Comfortable products to wear	0,72	4	2,88
5. Good relationship with suppliers	0,72	4	2,88
6. Increasing population	0,72	4	2,88
Amount	4,1		15,9
Threats:			
1. Lots of business competition	0,50		1,5
2. Increasing capital	0,50		1,5
3. Less trendy models	0,50		1,5
4. There are bad issues about the product	0,25		0,5
5. Entry of new competitors with the same business	0,50		1,5
6. Slow market growth	0,50		1,5
Amount	2,75		8
Total	6,85		23,9

DISCUSSION

Based On The Results Of The Research Conducted Above, The Following Can Be Discussed:

Judging from the marketing strategy analysis carried out at the SMEs in Sumsel-Babel using SWOT analysis, the following information can be obtained:

1. Strengths

The strengths of the SMEs in Sumsel-Babel business are:

- a. The types of products offered are diverse, starting from tops, robes, pants, skirts, headscarves, watches, bracelets, bags and shoes.
- b. The prices offered are affordable or economical
- c. Strategic business distribution channels
- d. Quality products attract consumers
- e. Promotion through social media
- f. Satisfactory service

2. Weaknesses

The weaknesses of the SMEs in Sumsel-Babel are as follows:

- a. Models do not follow market trends
- b. Promotions carried out are still lacking
- c. The capital invested is quite high

3. Opportunities

Opportunities are external variables, here are the opportunities available at the SMEs in Sumsel-Babel:

- a. Good relationship with consumers
- b. High market demand
- c. Affordable prices offered
- d. The products offered feel comfortable
- e. The population continues to increase

4. Threats

Threats are also external variables, among these threats are the following:

- a. The level of competition in the same type of business is increasing
- b. There are bad issues with the product
- c. Lack of public trust

After conducting a marketing strategy analysis that can identify the strengths, weaknesses, opportunities, and threats that exist in *SMEs in Sumsel-Babel*, a new strategy change can be made to develop the product, namely the marketing mix or better known as 4P (Product, Price, Distribution, and Promotion) which will be discussed as follows:

1. Product

In the strategy to develop its business, *SMEs in Sumsel-Babel* analyzes its products before being offered to the market to get attention.

a. Strength

The product has a type of product that can be offered such as tops, pants, watches, bags and quality shoes to attract consumer buying interest.

b. Weaknesses

The weakness of products is the model that does not follow the market so consumers feel less interested in buying.

c. Opportunities

The products offered have a soft texture when used which aims to make consumers feel comfortable when wearing them. Not only that, the increasing population is an opportunity for SMEs to increase its consumers.

d. Threats

The threat to SMEs is the entry of new businesses with similar products, which will make consumers turn away from business.

2. Price

In the strategy to develop its business, SMEs in Sumsel-Babel analyze the price of its products before being offered to the market to get attention.

a. Strengths

Having affordable or economical prices for the sale of its crackers is very affordable or economical so that it does not burden consumers in establishing cooperation in efforts to promote products.

b. Weaknesses

The capital is quite high so that the price of the product can change at any time.

c. Opportunities

The price offered is affordable or economical so that consumers do not mind buying it.

d. Threats

Increased capital can affect the price of the product.

3. Distribution

In the strategy to develop its business, SMEs in Sumsel-Babel analyzes its business location so that it can compete with other businesses.

a. Strengths

The business location is located in tourism area at Sumsel-Babel, which is in the city center and easy to find.

b. Weaknesses

This location or business location is one of the business locations where there are many competitors with the same type of business.

c. Opportunities

Market demand is high, resulting in a high number of orders.

d. Threats

Similar to the weaknesses above, the threat from this business location is that there are many competitors with the same type of business.

4. Promotion

In the strategy to develop its business, to analyzes business promotion so that it can attract consumer interest.

a. Strengths

Gallery RJ's promotions have used social media, for example, Instagram, Facebook, or Whatsapp to increase consumers and product sales.

b. Weaknesses

The promotion carried out by SMEs is still lacking, namely it has not entered promotions through well-known e-marketing such as Shopee, Lazadan and the like.

c. Opportunities

Good relations with consumers aim for consumers to be able to promote products with their friends and family.

d. Threats

The number of promotions through social media and print media.

Based on the results of the SWOT analysis of the marketing strategy of *SMEs in Sumsel-Babel* can be seen in table 4.2 above. Internal condition has a total strength with a score of 12 which shows that the strength is greater than the weakness with a total score of 0. While the external has a total opportunity with a score of 7 where the opportunity is greater than the threat which has a total score of 4. This indicates that SMEsTurun Kota Bengkulu has strong internal conditions and opportunities from external sources.

From the results of the SWOT analysis above, we can find out the position of the business using the SWOT analysis diagram in Figure 4.3 which explains that internal and external factors are in cells (quadrant I) which show the SO strategy in the SWOT matrix, namely supporting an aggressive strategy because this strategy has opportunities and strengths in the progress of SMEs in Sumsel-Babel.

It is known that the point is in cell (quadrant I) which shows that this business has very great opportunities and strengths so that it can take advantage of existing business opportunities by:

- a. Offering products to consumers with the best quality.
- b. Having good relations with consumers in marketing products or promotions using the media.
- c. Expanding the marketing area so that the SMEs in Sumsel-Babel is even more famous, not only in the area Sumsel-Babel but also outside of the area so that it can increase the number of sales.

Based on the internal strategy analysis factor (IFAS) in table 4.3 and the external strategy analysis factor (EFAS) in table 4.4 above, the strength of this business gets a weight of 6.7 and a score of 32.88. For weaknesses, the weight of 1.97 and a score of 6.38. it have opportunities owned by the business, the weight is 4.1 and a score of 15.9. For weaknesses, the weight is 2.75 and a score of 23.9.

CONCLUSION

Based on the results of the research conducted, it turns out that the marketing strategy carried out by SMEs Sumsel-Babel can increase product development, so several conclusions can be drawn as follows:

1. Marketing Mix Strategy

The marketing strategy in product development efforts is the type of product offered is diverse and quality products. From the price by providing affordable or economical prices, discounts and bonuses to consumers. From the distribution of the marketing strategy of SMEs is with a strategic business location that is easy for consumers to reach. From the promotion of the marketing strategy of SMEs is social media.

2. SWOT Analysis

a. Strengths

Strengths of the products offered, affordable or economical prices, easy to reach distribution, and social media promotion.

b. Weaknesses

Weaknesses Model does not follow market trends, raw materials are unstable, lack of promotion through print media and electronic media, distribution is less strategic.

c. Opportunities

Good relationship with consumers, the crackers offered are crispy and delicious, the price offered is affordable or economical, the distribution of market demand is large in Sumsel-Babel and promotion through print media needs to be done.

d. Threats

The level of competition of SMEs and increasing capital, many competitors in the area with similar businesses.

SUGGESTION

Based on the results of research on marketing strategies, the researcher provides several suggestions that can be considered in relation to the results of the study, namely:

1. For SMEs always maintain good relations with consumers, maintain product quality, improve cooperation and network expansion and promotion, continue to provide the best service so that consumers continue to subscribe for a long period of time.
2. Maintain the quality of superior products, namely products made of soft materials so that they are comfortable to wear.
3. For other parties or for further SWOT analysis, this is very helpful for SMEs Turun Kota Bengkulu in deciding what strategies can be used in facing existing competition so that it can develop its products and increase its sales.

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