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The Importance Of Understanding And Application Of Marketing Strategies For Household Micro, Small & Medium Enterprise (Msme) Products On Social Media Networks

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Abstract

With the development of increasingly sophisticated technology and communication, social media tends to be used as the main pillar in delivering information digitally, communicating in business, helping product marketing, communicating with customers and suppliers, and reducing costs that must be incurred conventionally. Social media that are usually used are those that are open and whose existence is recognized by the wider community and are made in various forms of platforms with a structured system or known as social media networks. One of the users of the social media network is household MSME actors, especially those affected by Covid-19 which has caused a decrease in the number of buyers in MSME businesses. With easy and fast access to social media networks, MSME actors are expected to be bolder in promoting their products because there is no time limit on their use and the wide range of product marketing areas to the global market, thus making social media networks an effective marketing medium. However, household MSME products still have obstacles in penetrating the export market, namely obstacles in quality standards. To overcome this, household MSME actors need to understand and apply marketing strategies that support efforts to increase competitiveness by using social media networks in the face of increasingly fierce business competition. MSME actors must also make extensive use of social media networks in developing their businesses so that they can progress quickly and be ready globally. In this article, the discussion focuses on the importance of understanding and applying marketing strategies for household MSME products on social media networks.

Keywords: Marketing, MSMEs

INTRODUCTION

A social media network is a structured system in which there is a site or application that everyone can easily access and share information with each other to communicate (Winarti, 2020). Some examples of social media networks commonly used by Indonesian people are Facebook, Instagram, Twitter, and others. This shows that the interest of the Indonesian people towards social media services has made many other social media networks on various platforms appear and people's tendencies have changed along with the development of communication media. Social media networks also have the advantage that users can easily modify a social media account of theirs so that the account can be used with the aim of attracting other users to visit and view the contents of the account. This advantage is an added value and broad potential, especially for business actors.

The business actors in question are MSME business actors. MSMEs usually start their business on a household scale that does not need to spend a lot of capital and there is no age limit. MSMEs, especially on a household scale, also have a strategic role in supporting the national economy in Indonesia, where MSMEs increase the percentage of labor absorption and the formation of new jobs. In addition, household MSMEs that are able to export their products to foreign customers can also increase the country's foreign exchange earnings (Amelia et al., 2017). On the other hand, if MSMEs only rely on an offline store, then the MSME products only have a limited marketing reach and it is not certain that the products offered will be sold in a short time. These household MSME products may be more needed in other areas than in

the areas where MSME business actors are located. MSME business actors are also required to understand the current product marketing situation with the aim that the products offered have a wider scope or trading area. MSME business actors must understand the market situation where people tend to reduce the desire to meet face to face in the process of buying and selling goods.

Supported by the development of extensive social media networks, the desire of the community will bring new potential for MSME actors so that they have to compete more tightly in marketing their products and make people interested in buying products. The use of social media networks by the public as consumers is used as a means to compare the quality of the products offered, including household MSME products, whether they are appropriate or are there other options that are more economical, but the quality of the products offered is the same. In addition, comments and feedback such as purchase and usage testimonials from customers will also affect people's interest in making transactions, becoming regular customers or not. Therefore, MSME business actors, especially households, must be careful in marketing their products on social media because these comments and feedback are important factors for a successful product to be marketed or not. Negative comments and feedback caused by buyer dissatisfaction in services and products will reduce public interest in the products offered or create a sense of lack of trust.

To prevent this from happening, household MSME business actors must implement a product marketing strategy that is in accordance with the product target so that MSME business actors do not lose their customers and can increase the potential for new users to become customers as well. The right marketing strategy for household MSME products will also increase rapid business growth. However, in practice, it is not easy to determine which product marketing strategy should be used. Household MSME entrepreneurs need to understand and know which product marketing strategies to apply in their products. Therefore, understanding and application of marketing strategies for household MSME products in good social media networks is an important thing to study further.

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RESEARCH METHODS

This study uses a phenomenon approach, trying to understand the importance of understanding and applying marketing strategies for household MSME products on social media networks. This approach to phenomena requires the existence of an assumption that is different from the way used to approach people's behavior with the aim of determining facts or causes. Data were collected and recorded in detail on matters relating to the problem under study. Each finding is analyzed with the wisdom of knowledge and experience to interpret it objectively.

In this study, the theory is used as a measure of knowledge that is adapted to the facts in the field and the social phenomena to be studied. The theoretical basis is used as a strategy in processing data, by providing a variety of conceptualizations in describing and providing explanations.

According to Nasrullah (2015), social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users to form virtual social bonds. In social media, there are three forms that refer to the meaning of social, namely recognition (cognition), communication (communication), and cooperation (cooperation). Social media is a new way for people to communicate. This has an impact on various aspects of people's lives.

According to Howard and Parks (2012), social media is a medium that consists of three parts, namely the information infrastructure, the tools used to produce and distribute media

content. Media content can be in the form of personal messages, news, ideas, and cultural products in digital form. Then, those who produce and consume media content in digital form are individuals, organizations, and industries.

According to Cross (2013), social media is a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. This makes social media more hypernym than a specific reference to various uses or de

ns. According to Zarella (2010), social media is also argued as the right medium for marketing because of the ease of access. By using social media either through blogs, social networking, Facebook, and Instagram is a strategic step in marketing the product. Besides being able to reduce promotional costs, social media also has a wider reach and is easily accessible in promoting its products compared to conventional marketing (Ahmed and Zahid, 2014:54; Pane 2014:13). Constraints faced by business actors in utilizing social media are limited human resources (HR) who understand the field of information and communication technology (Berthon et al., 2012: 264; Michaelidou, Siamagka, and Christodoulides, 2011:1155; Lu, Yao, and Yu, 2005: 247). This of course must get the attention of business people so that the products they produce can be seen and in demand by consumers around the world.

According to Puntoadi (2015), the functions of social media are as follows:

- a. The advantage of building personal branding through social media is that you don't know tricks or pseudo popularity, because it's the audience that decides. Various social media have become media for people to communicate, discuss and even give popularity on social media.
- b. Social media provides an opportunity that serves to interact more closely with consumers. Social media offers a more individualized communication content. Through social media, various marketers can find out the habits of their consumers and carry out a personal interaction, and can build a deep interest.

Through content sharing sites, people create various social media to share with others. Here are some examples of social media networks are:

1) Facebook

This social networking service, which was launched in February 2004 by Mark Zuckerberg, has more than one billion active users and more than half of them use a mobile phone to access it. Here users can create a personal profile, add friends, exchange messages and share information.

2) Whatsapp

A cross-platform messaging application since its emergence in 2009 until now, which allows us to exchange messages without SMS fees, because it uses internet data. Using Whatsapp we can easily interact via text and voice messages and until now it is equipped with a video call feature, which we can meet face to face when calling.

3) Twitter

An online social networking and microblog service similar to Facebook, which allows users to send and read text-based messages of up to 280 characters. Founded in March 2006 by Jack Dorsey.

4) Instagram

A social networking application platform that allows users to take photos, edit, apply digital filters, and upload them with various features, such as a comment field, and a DM or Direct Message feature that allows users to exchange messages.

According to Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), the definition of MSMEs is as follows: Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in the Law.

According to Hariyati (2015), Micro, Small and Medium Enterprises (MSMEs) are productive economic businesses that stand alone, which are carried out by individuals or business entities, which are not subsidiaries or branches of companies that are owned, controlled or become a part, either directly or indirectly, of a medium-sized business, or big business. The important role of the existence of MSMEs in Indonesia is increasingly felt in the process of economic development in Indonesia. Initially, the existence of MSMEs was considered an important source of job creation and as the main driver regional economic development in rural areas. However, in the current and future era of globalization, the role of the existence of MSMEs is increasingly important, namely as a source of income Indonesian economy.

According to Muliawan (2008), home industry or household MSMEs is a small-scale business unit engaged in a particular field. Most household MSMEs are located in rural areas and household MSME actors are usually family members or several people around them as employees. Even though on a not too large scale, household MSMEs indirectly create jobs in their hometowns. That way, household MSMEs can directly assist Government programs in an effort to reduce unemployment (Zuliana, 2018).

According to Kotler (2001), marketing is a social and managerial process by which individuals and groups obtain their needs by creating product offerings of value each. The essence of marketing activities is to develop a product, distribution, communication, pricing and service. Then, Kotler (2005) states that marketing strategy is a marketing mindset that will be used to achieve marketing goals, in which there is a detailed strategy regarding the target market, positioning, marketing mix and budget for marketing. Kotler (2008) defines marketing tools into 7Ps or often called the marketing mix, namely: product, place, price, promotion, people, physical evidence and process.

Marketing strategy is a plan that lays out the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets. Two or more marketing programs can be used simultaneously because each type of program such as advertising, sales promotion, personal selling, customer service, or product development has a different impact on demand. Therefore, a mechanism is needed that can coordinate marketing programs so that the programs are in line and synergistically integrated. This mechanism is referred to as a marketing strategy. Generally, the best marketing opportunities come from expanding primary demand, while the best growth opportunities come from expanding selective demand. (Kotler and Armstrong, 2012). The marketing strategy that is set and executed has several functions, namely:

- a. Determine the customer base strategically, rationally and complete with information.
- b. Identify current and future needs of consumers and potential customers.
- c. Creating products that can meet consumer needs appropriately and profitably, as well as being able to differentiate the company from competitors.
- d. Communicating and delivering the product to the target market.
- e. Leading all marketing staff to become a disciplined, potential, experienced and dedicated workforce to the company.

To market the products that have been produced, various methods or strategies are needed so that the products produced can be known, tried, understood, trusted and subsequently become customers of consumers who need it, even as if consumers do not want to

replace the product with another product or there is a dependence on the product. the product. In general, there are three important strategies in marketing, namely:

1. Market Modification

It is an attempt to find new buyers for business actors. This method can be done in several ways including: finding new markets and market segmentation; improve its brand position to achieve greater sales.

2. Product Modification

Implemented by changing product characteristics that can attract new buyers. Possible ways to do this include:

- Improvement of product quality in terms of durability, purity, strength and other advantages. This effort will be successful if the product quality can really be improved, consumers know and believe in the quality improvement and consumers are interested in the improvements made.
- Side repair. This is done by adding the capability and security of a product.
- Pattern improvement. Improve the appearance or style of the goods or products produced.

3. Marketing Mix Modification

Change an element to drive sales. The ways that can be taken include:

- Lower prices to attract new segments.
- Conduct more attractive advertising and promotions.
- Switch to a more profitable distribution channel or one that generates greater volume.

A good marketing strategy is not a coincidence, but rather from careful planning and implementation. Marketing practices must be continuously improved and updated following the changing environment in order to increase the chances of success. According to Cravens (2010), marketing strategy has important implications in the interaction between business actors and consumers to identify goals, satisfaction, and customer needs. Marketing strategy is a managerial process in the field of marketing to develop and maintain goals, skills, knowledge, and resources in accordance with opportunities and threats in an ever-changing market and aim to improve business and products so as to meet profit targets and sales growth.

According to Widiaworo (2017), understanding is the ability to connect or associate the information learned into a complete "image" in the brain. It can also be said that understanding is the ability to connect or associate other information that has been stored in the database in the brain before. Basically, understanding is a form of learning outcomes. This understanding is formed as a result of the learning process. Because the process to understand knowledge needs to be followed by learning and also thinking. According to Sudjana (2016), the category of understanding refers to Bloom's taxonomy, namely:

- a. The lowest level is the understanding of the translation, starting from the translation in the true sense
- b. The second level is interpretive understanding, which is connecting the previous parts with what is known next, or connecting some parts of the graph to events, distinguishing the main from the non-essential.

The third or highest level is extrapolated understanding. With extrapolation, it is hoped that someone will be able to see behind what is written, be able to make predictions about the consequences that are written or expand perceptions in terms of time, dimensions, cases, or problems.

RESULTS AND DISCUSSION

Business actors in marketing their products are not only limited to large industrial business actors. With the emergence of social media networks on various platforms that are growing rapidly at this time and do not require large costs to use, business actors such as MSMEs, especially household MSMEs, can participate in building their businesses. Moreover, MSMEs in Indonesia have become the main pillar in supporting the national economy. In addition, face-to-face restrictions and social distancing that must always be applied during the Covid-19 pandemic also increasingly support the change in the direction of the conventional market into a digital market and public interest as consumers is no longer through word of mouth, but more on comments and feedback given. after people use the products that have been purchased.

In a product marketing strategy using social media as a product marketing tool, according to Pranashakti (2009), household MSME actors need to prepare several things related to the use of social media networks that will be used to market products, namely:

1. Human Resources

The human resources needed are competent human resources in the field of marketing strategy. These human resources must have criteria that are able to face dynamic online marketing cycles, high sensitivity to changes in buyer interest, and multi-talented. HR of a household MSME in the field of product marketing must also apply standard procedures in running a business on social media platforms. Correct work procedures and work instructions will help in securing the business of household MSME actors, for example social media admins inputting product price data, weight, discount vouchers or promos and attractive product descriptions correctly (Pranashakti, 2009). On the other hand, if an admin makes mistakes such as typing the wrong price of goods, weight of goods, and wrong access to payment, the household MSME business actor can suffer losses. This can be prevented by training admins and other MSME members.

In addition to conducting training on applicable SOPs, an online store product marketing admin is also expected to master copywriting skills. Copywriting is the marketing ability to create and distribute relevant content related to household MSME products to attract and acquire clear customers to encourage profitable customer behavior (Pulizzi, 2009). According to Kotler et al., (2011), the admin as a copywriter has a role in creating advertisements and product promotions including:

- a. Creating a marketing strategy with interesting sentences. Advertising or promotional messages are written in a language that increases the interest of potential customers to buy these MSME products
- b. Reaching out to the feelings of potential customers by creating advertising or promotional sentences that are not only attractive, but also able to answer the needs of potential customers so that they feel valued and still prioritize polite and good language.
- c. Creating visuals in advertising sentences or promoting household MSME products. Visual advertising sentences in question are sentences that are imaginative, contain elements of art, and attractive advertising or promotion layouts.

2. Real Time Communication and System Resources

Household MSME entrepreneurs must prepare a system that facilitates access to products that are marketed in the long term. This means that MSMEs must always be ready for 24 hours in response to chats or direct messages sent by customers and potential customers. MSMEs are advised to have a special admin who is ready to serve requests so that product transactions can be carried out faster and increase buyer satisfaction because they feel appreciated by providing a fast response. In addition, household MSMEs must also have

human resources who have the ability in the field of information technology to minimize errors and losses if one day there are unwanted things such as loss of recorded data, proof of transactions, missing product lists and other matters related to online transactions.

In addition, household MSME actors need to prepare a communication access room in real time as a solution in the event of problems such as products that have not been purchased, defective products, lost products in shipping, and others. This will increase the level of trust of customers and potential customers to buy these MSME products again.

Communication to customers and potential customers can be in the form of comments and feedback on social media networks such as Facebook, Whatsapp, Twitter, Instagram, and others. This has led to a significant change in the understanding and application of strategies used by household MSMEs to communicate with customers and foster long-term relationships between the two. Positive comments and feedback will have an impact on increasing capacity and demand in selling household MSME products. On the other hand, negative comments and feedback that can be seen freely by the public will reduce interest in purchasing these household MSME products so that household MSME actors must understand in detail the various types of social media platforms before using them as a tool in marketing products.

3. Online Payment Traffic Resources

In the use of social media as a place for marketing products online or so-called online stores, Household MSMEs must have agility in confirming product receipts and payments. However, it is not possible to use conventional means of payment. The product payment system will be better if it can facilitate cross-border payments, not only domestically. Examples of payment systems that can be applied globally are Paypal, Google Checkout, Auto Debit, Western Union, and others. A payment system that makes it easy for buyers to make transactions will have a positive impact on the development of MSME businesses and a wider range of businesses than only domestically because the products offered by MSMEs are more needed in other countries.

4. Hardware Resources (Server, Internet Network, and PC/Laptop)

To facilitate access to marketing for household MSME products, hardware resources are an important requirement in starting an online business. The server that is the center of the online store account must have strong resilience in accommodating online visitors with a large capacity so that errors will not occur when vouchers or discounts are applied and a large number of buyers surges. Errors that occur will disrupt the smooth process of product purchase and marketing transactions using product discounts so that visitors are reluctant to reopen the server. Then, a stable internet network is needed for smooth communication between household MSME business actors and their customers so that there are no misunderstandings in the communication carried out and the products purchased are according to demand. Furthermore, the PC/laptop is used by household MSME actors to monitor transactions that occur and confirm these transactions. The use of a PC/laptop will also facilitate the process of printing proof of transactions that have been made.

5. Setting Product Goals

According to Ramadhani (2019), household MSME actors know for sure the target of their products by adopting the SMART philosophy (Specific, Measurable, Achievable, Realistic, and Time Bound) where:

a. Specific

Household MSME actors must have specific targets or plans. The target or plan must be detailed, clear, and well explained. This means that the product being marketed must have a specific target, not a general target. An example is a facial whitening soap product. The specific target of this product is adolescent and adult women. The target in general can be teenage or adult men who buy it.

b. Measurable

If the household MSME actors have determined specific goals, then the next step is to measure the progress that has been made. From progress, household MSME actors can find out whether they have approached their goal or not. For example, facial whitening soap products have a target to be sold globally. The thing that needs to be done is to facilitate access to payments globally and have received certification regarding the safety of using the product.

c. Achievable

Household MSME actors must know whether the targets made can be achieved. This means that the target should not be too easy or too difficult. If the target cannot be achieved, then MSME actors must have other targets.

d. realistic

In making a target, the target is something that can be achieved and has a positive impact on increasing demand for purchasing products for household MSMEs. An example is the sales target per month is 15 million rupiah, so the product that must be sold is a product with a minimum equivalent of 500 thousand per day.

e. Time Bound

Household MSME actors must set a time limit related to when the target can be achieved. A realistic time limit is needed so that MSME actors can focus on preparing the necessary funds for product marketing. To optimize this, the things that must be considered are:

- Have a brave attitude
- Visualization of achieving the target
- Have big dreams
- Setting long term goals
- Taking small, sustainable steps
- Confident in your abilities

6. Define Content Strategy

Social media networks also serve as distribution media for business content experiences. Household MSME entrepreneurs need to create content that entertains, informs, engages, and persuades their readers who will later become customers or potential customers of the MSME products. The content strategy is based on the target market of the product. In content, household MSME entrepreneurs will try to identify the main challenges of the product target and find out how to solve them through content. If necessary, household MSME actors also formulate a content calendar to provide creative ideas so that the products marketed experience an increase in sales.

7. Solid Management

In formulating content on social media networks, household MSME entrepreneurs need to understand and find out how the social media algorithm works where each social media platform definitely prefers certain content formats over other content formats. An example is the sale of facial whitening products on Tiktok with video content that can attract the attention of new potential customers because there is no price competition on Tiktok.

Understanding and application of product marketing strategies related to the things that need to be considered in the use of social media networks above must be extrapolated by taking into account all possibilities that occur before actually marketing products on social media (Sudjana, 2016). Understanding is also able to see which direction the market is moving, broaden perceptions about products and public interest in products and make predictions about the consequences that will occur if applying certain product marketing strategies on social media networks. Understanding can also be related to market research conducted by household

MSME actors to find out which products tend to be needed by the community so that the time needed is not short (Istanto et al., 2020). This means that household MSME actors must monitor social media activities regularly and continuously.

According to Gie (2020), each social media platform has a different character from one another and that character will determine what product marketing strategy should be applied to the platform. Some of these social media platforms include:

1. Facebook

Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. Features that can be used for the purpose of marketing strategies for household MSME products are being able to post writings, photos, and videos; can like the post (like); can share posts; can see posts of friends or groups; can upload stories ; d can provide emoticons ; d can send messages; can add friends.

The age of its users is between 18 years and over 45 years with a total of 2.38 billion users as of March 31, 2019. Household MSME actors usually use Facebook in product marketing by using the COD system or assisted by Whatsapp users for personal communication. must be careful in choosing an online store on Facebook that is already trusted. On the other hand, household MSME actors must also be wary of fake buyers to avoid losses by checking the profile of the user.

2. Twitter

Twitter is an online social networking and microblogging service that allows its users to send and read text-based messages of up to 140 characters but on November 7, 2017 it increased to 280 characters known as tweets. The growth of shopping topics on Twitter can be used by household MSME actors to market their products by creating a thread about the products being sold and inserting photos or videos in it. Customers and potential customers on the Twitter platform will be more interested in buying household MSME products if the MSME has criteria such as free shipping, product discounts, positive buyer reviews, and easy refund rules.

3. Instagram

A photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services. In implementing a product marketing strategy, household MSME actors can create an Instagram account with a description of the MSME profile and aesthetic-looking guidelines that can attract the attention of potential customers (Qiscus, 2021). In addition, the use of instastory templates can also be used to promote products in a more friendly way. Household MSME actors can also look for potential customers if there are users who like the product on the MSME actor's account.

4. Tiktok

A Chinese social network and music video platform launched in September 2016 by Zhang Yiming, the founder of Toutiao. The app allows users to create their own short music videos. In using Tiktok as a place for product marketing, household MSME actors can use interesting content related to their products for a duration of 15 seconds and can be combined into 60 seconds. After that, household MSME actors must use hashtags that are relevant to the product and are consistent in posting product content. Another thing that can be done is to work with an influencer if the MSME is doing it with a mutually beneficial agreement. Household MSME actors must also respond to comments from potential customers and customers with polite language and according to existing business service SOPs.

With the consistent use of various social media platforms and the desire to improve in applying marketing strategies, household MSME actors will be able to understand what

prospective customers and customers want on these platforms and can follow the product model that social media users are interested in. Otherwise, it will be difficult for household MSMEs to develop and compete in the national and global markets.

From the description of understanding and product marketing strategies, especially household MSME products, there are several important reasons why a broad and detailed understanding is needed in the application of product marketing strategies, namely:

1. The marketing strategy is useful as a communication medium that provides information about the products offered by household MSME actors to potential customers. The product information is in the form of product advantages, product benefits, and detailed information about the MSME product. Prospective customers will certainly not dare to buy products whose origins and contents are not clear, such as fake beauty products.
2. Marketing strategy is useful as a tool in the face of very tight business competition. The marketing strategy in question is a price strategy by giving a discount or buy 1 get 1, a product strategy with a unique marketing method, and a promotion strategy by giving a fairly large product discount. For example, buying 1 facial beauty product will get a free mask or facial beauty product sold for half price on the opening day of the online store .
3. The marketing strategy is referred to as the blood of the company. A good marketing strategy for household MSME actors will be able to increase product sales with maximum results.
4. A good marketing strategy aims to build a brand from a product. In simple terms, potential customers will buy products from brands that are known by many people and have been trusted and have positive feedback.
5. Marketing strategy as a medium to connect household MSME actors with potential customers and customers. With the formation of this relationship, potential customers and customers can become loyal buyers and will not switch to competitors because they feel valued and comfortable.
6. Marketing strategy is useful for knowing what buyers want. The strategy is usually carried out by conducting market research to understand changes in consumer behavior from buyers. That way, household MSME actors will know what the market wants for these products really is.
7. Marketing strategy plays a role in maintaining business growth in the long term. Businesses that survive in the long term are very dependent on the strength of the product brand. Products that have guaranteed quality will result in sustainable marketing communications
8. Marketing strategies can be a new breakthrough created by household MSME actors. This breakthrough will shape the characteristics and uniqueness of the products sold so that in the future prospective customers and customers are interested in the products offered.

For further research and for stakeholders, the recommendations for this research are:

- a. In actualizing the product marketing strategy carried out by household MSMEs on social media networks, the MSME actors must really prepare carefully regarding the things that need to be considered in order to make a product marketing strategy that can function properly and can support efforts to increase business actors. household SMEs. The better the understanding and planning of a mature product marketing strategy, the maximum results will be obtained with an increase in business development.
- b. Household MSME actors must have dynamic thinking in order to be able to adapt their products to the wishes of the existing market. Therefore, market research must be carried out regularly and continuously so that the products offered by household MSME actors can last for a long time and have loyal customers.

To support household MSME products in the global market, a payment system is needed that facilitates the purchase of products between countries. The easier the payment system between countries is implemented, the local products produced by household MSMEs will be able to compete in the global market.

CONCLUSION

With the emergence of social media networks on various platforms that are growing rapidly at this time and do not require large costs to use, business actors such as MSMEs, especially household MSMEs, can participate in building their businesses. In a product marketing strategy using social media as a product marketing tool, household MSME actors need to prepare several things that are needed related to the use of social media networks that will be used to market products, namely competent human resources in the field of marketing strategy, household MSME business actors have a system that facilitates access to products that are marketed in the long term, household MSMEs who have human resources who have the ability in the field of information technology to minimize errors and losses if one day there are things that are not desired, household MSME actors need to prepare space access to communication in real time as a solution in case of problems, communication to customers and prospective customers can be in the form of comments and feedback on social media networks, household MSMEs have agility in confirming product receipts and payments, product payment systems that make it easy cross-border payments, household MSME actors have hardware resources is an important requirement in starting an online business, household MSME actors know for sure their product targets, household MSME business actors need to create content that entertains, informs, engages, and persuades its readers who will later become customers or potential customers of these MSME products, and household MSME business actors need to understand and find out how the social media algorithm works where each social media platform definitely prefers certain content formats over other content formats.

Each social media platform has a different character from each other and these characters will determine what product marketing strategy should be applied to the platform. However, social media platforms that are usually used more for purchasing MSME products are using the Instagram and Twitter platforms. From the description of understanding and marketing strategies for products, especially household MSME products, there are several important reasons why a broad and detailed understanding is needed in the application of product marketing strategies, namely marketing strategies are useful as a communication medium, as a tool in dealing with very tight business competition, as blood of company, aims to build a brand from a product, as a medium to connect household MSME actors with potential customers and customers, to find out what buyers want, to maintain business growth in the long term and become new breakthroughs created by the household SMEs. This has led to a significant change in the understanding and application of strategies used by household MSMEs.

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