

Sustainable Development of Micro, Small and Medium Enterprises (MSMEs) Through Marketing Mix and Digital Marketing

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui gambaran analisis swot dan Bauran Promosi pada UMKM di Desa Karang tengah Kecamatan Kadungora Kabupaten Garut. Objek penelitian ini adalah Pelaku UMKM Makanan Tradisional Kue Mayit yang beroperasi di Desa Karang tengah Kecamatan Kadungora Kabupaten Garut. Metode penelitian yang digunakan adalah Metode Penelitian Deskriptif Kualitatif yang bertujuan untuk menggambarkan keadaan yang ada pada objek penelitian pelaku UMKM. Bauran pemasaran yang terjadi di objek penelitian. Teknis analisis data yang digunakan pada penelitian Deskriptif kualitatif adalah metode wawancara, Observasi, Studi Literature dan *Focus Group Discussion*. Metode analisis SWOT mengidentifikasi bahwa faktor internal-eksternal sangat mempengaruhi strategi tujuan perusahaan. Hasil penelitian menggunakan metode analisis SWOT pada penelitian ini terdapat 4 pemaparan yaitu gambaran matriks IFAS yang menyatakan bahwa faktor Kekuatan memiliki nilai skor 3,65 sedangkan Kelemahan memiliki nilai skor 3,45. Sedangkan untuk matriks EFAS menyatakan bahwa faktor Peluang menghasilkan nilai dengan skor 3,70, sedangkan untuk Ancaman memiliki skor nilai 3,30. Dari kedua hasil analisis SWOT menunjukkan bahwa produk kue mayit berada pada kondisi kuadran I, hal ini dikarenakan perbedaan menghasilkan nilai yang positif dan memiliki bobot nilai yang baik pada faktor kekuatan dan faktor peluang. Adapun hasil analisis matrik IE, produk kue mayit berada pada sel I dimana memiliki kondisi perusahaan yang dinilai Grow and Build. Terdapat berbagai bentuk strategi dalam meningkatkan penjualan produk kue mayit, Sehingga dapat disimpulkan bahwa bisnis produk kue mayit perlu menggunakan atau menerapkan strategi *Strengths Opportunities* dimana strategi ini menggunakan kekuatan internal perusahaan untuk meraih peluang yang ada di luar perusahaan.

ABSTRACT

The purpose of this study was to describe the swot analysis and promotion mix for MSMEs in Karang Tengah Village, Kadungora District, Garut Regency. The object of this research is the Mayit Cake Traditional Food SMEs operating in Karang Tengah Village, Kadungora District, Garut Regency. The research method used is the Qualitative Descriptive Research Method which aims to describe the conditions that exist in the research object of MSME actors. The marketing mix that occurs in the research object. Data analysis techniques used in qualitative descriptive research are interviews, observations, literature studies and focus group discussions. The SWOT analysis method identifies that internal-external factors greatly influence the company's strategic objectives. The results of the research using the SWOT analysis method in this study there are 4 exposures, namely the IFAS matrix description which states that the Strength factor has a score of 3.65 while the Weaknesses have a score of 3.45. Whereas the EFAS matrix states that the Opportunity factor produces a value with a score of 3.70, while for Threats it has a score of 3.30. From the two results of the SWOT analysis, it shows that the kue mayit product is in quadrant I, this is because the difference produces a positive value and has a good weight on the strength factor and the opportunity factor. As for the results of the IE matrix analysis, the cake mayit product is in cell I which has a company condition that is assessed as Grow and Build. There are various forms of strategy in increasing sales of kue mayit products. So it can be concluded that the kue mayit product business needs to use or implement a Strengths Opportunities strategy where this strategy uses the company's internal strengths to seize opportunities that exist outside the company.

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1. Introduction

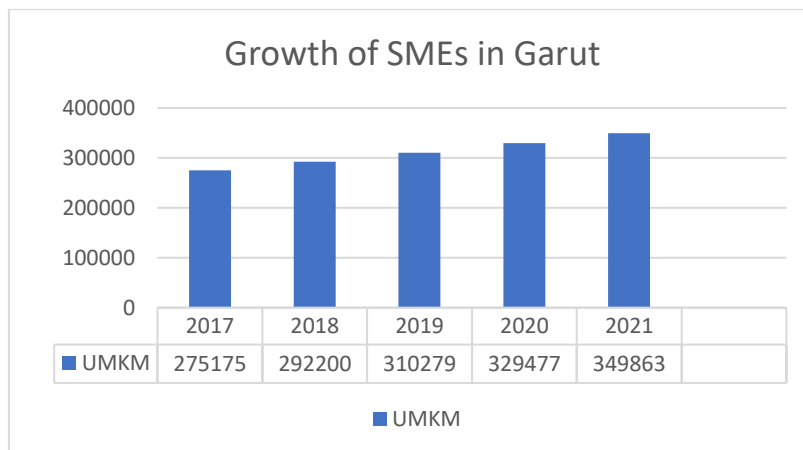
Small and Medium Enterprises MSMEs have an important role to improve the Indonesian economy. MSMEs assist the government in reducing the unemployment rate by creating new jobs for the community so that it can improve people's opinions and welfare. According to Law Number 20 of 2008. The definition of MSME is a productive business owned by an individual or individual business entity that meets the criteria for micro-enterprises. MSMEs are part of the creative industry because they require innovation and creativity. According to Wirawan (2012: 47) positing the creative industry can be interpreted as a collection of economic activities related to the creation or use of knowledge and information. Creative activities related to the creation of graphic design, interiors, products, industry, packaging, and corporate identity consulting. Meanwhile, according to Wahyudi (2010: 29) the creative industry can support creative clusters in bringing together public and private companies with corporate and social growth which has proven to be increasingly popular at the city level. The corona pandemic that occurred in Indonesia in 2020 greatly affected the growth and development of MSMEs. This decline in MSME growth has caused the Indonesian economy to decline. The decline in MSMEs can be understood because MSMEs have a very large contribution to the national economy. Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (KemenkopUKM) in March 2021, the number of MSMEs reached 64.2 million with a contribution to gross domestic product of 61.07 percent or IDR 8,573.89 trillion. MSMEs are able to absorb 97 percent of the total existing workforce, and can collect up to 60.42 percent of the total investment in Indonesia. This explains that the MSME sector has a very big influence on the Indonesian economy so it needs special attention. In accordance with Supriyanto's research (2006:1) concluded in his research that MSMEs are able to become a solution to poverty reduction in Indonesia. According to Barney (2009: 64) there are three aspects that affect the empowerment of micro, small and medium enterprises (MSMEs) in a creative manner that can have an impact on business performance, namely strong internal factors, the external environment, and the influence of the business itself through a competition approach from a process or behavioral perspective. Indonesia has a strong potential national economic base because the number of MSMEs, especially micro-enterprises, is very large and the absorption of labor is very large. The government and business actors must raise the 'class' of micro-enterprises to medium-sized enterprises.

So important is the role of MSMEs to improve the welfare of the community, MSMEs are required to be able to compete in the midst of increasingly fierce competition conditions. This happens because of technological changes that are increasingly developing rapidly. The condition of very rapid technological development causes MSME players to compete with each other not only between MSME players but also with large companies. MSME players will be required to create a competitive advantage where with the conditions of intense competition in the current modern era can indirectly affect profits and have an impact on the growth and sustainability of MSMEs. MSME players need to implement effective strategies to be able to compete, grow and develop. According to the Chairman of the MSME Association, Ikhsan Ingratubun, some of the classic problems that are still a problem for MSME actors in Indonesia include: 1. Human Resources. Human resources are still a challenge for MSME players to develop their business and business performance. MSME players need creative and innovative human resources to be able to survive in the midst of fierce competition. 2. Technology Access. Limited ability and knowledge of MSME actors in using and utilizing technology and other digital platforms. A very large opportunity if MSME players can make good use of digital platforms seeing from the consumer market share obtained will be very large through digital. 3. Marketing Strategy, MSME actors must be able to develop effective marketing strategies to increase sales and consumer satisfaction which in turn will have an impact on company performance. MSME players must be able to create products that have differences and advantages compared to other competitors. The problem that exists is that MSME actors do not have the knowledge and ability to compile a marketing program to improve the performance of their companies. 4. Capital, Capital is a common problem in MSME actors in Indonesia. Capital has a very large role in carrying out and developing work activities and activities. Furthermore, according to Aisyah (2015: 26) there are also inhibiting factors that are considered to be in running the micro, small and medium enterprises (MSMEs) sector such as capital problems, lack of quality raw materials, and marketing infrastructure.



Figure 1. Map of Garut District

One of the regencies in West Java Province that has a large number of MSMEs is Garut Regency. Garut Regency has a strategic location as a buffer for the capital of West Java Province, with a distance of 61.5 km from the West Java Provincial Government Center in Bandung and about 216 km from the Government Center of the Republic of Indonesia in Jakarta. In general, Garut Regency is a dynamic area, various development dynamics continue to take place both in the political, economic, social and cultural fields, so that various developments occur in almost all sectors. Garut Regency is famous for its tourism potential and diverse traditional food and is one of the flagships, traditional food that is characteristic of dodol garut, skin crackers and sweet orange peel. In terms of economic growth, Garut Regency during the period 2017 - 2019 tends to stagnate which grew above 4 percent, namely 4.91 percent; 4.96 percent; and 5.02 percent. In 2020 due to the Covid-19 pandemic, the economic growth of Garut Regency has decreased.



Source <https://opendata.jabarprov.go.id>

Graph 1. MSME Growth in Garut Regency

Based on Chart 1.1 In 2017, it reached 215175 msme players in 2018 rose to 292200 then in 2019 it rose to 310279 then in 2021 it rose to 349863 or an increase of 62% compared to 2017. This explains that the growth of MSMEs in Garut Regency experiences growth every year. One of the villages in Kadungora District, Garut Regency, which has traditional food products, is Karang tengah Village with its superior product, Mayit Cake. Mayit cake is a superior product typical of Karangt tengah Village which began to disappear Rosi Rosmayanti, (2019). Mayit cake consists of 2 components, namely skin filling and enten. The enten component is made from grated coconut and brown sugar while the skin filling is made from raw materials, namely white glutinous rice flour then mashed using traditional methods. The advantage of this traditional food product is its shape that resembles mayite and has white content. Mayit cakes are often served at weddings and circumcisions. Mayit cake is a superior product and characteristic of the central Karang Village da\ri, Kadungora Garut district. Based on the pre-survey interview, it can be explained that MSME actors in traditional mayit cake food have problems, namely the lack of optimal

promotional programs carried out to sell mayit cake products, this is a concern for researchers to be the focus of research.

Table 1. Typical Garut MSME Products

| <i>No</i> | <i>Typical Garut MSME Products</i> |
|-----------|------------------------------------|
| 1 | <i>Dodol</i> |
| 2 | <i>Chocodot</i> |
| 3 | <i>Citrus Fruits</i> |
| 4 | <i>Burayot</i> |
| 5 | <i>Skin Crackers</i> |
| 6 | <i>Leather Jacket</i> |

Based on research from (Kamila: 2013) there are several typical MSME products from Garut, namely Dodol, peel crackers and citrus fruits. Dodol Garut is better known as a trademark of traditional food and also typical Garut souvenirs. This can explain that Mayit Cake needs to be developed and promoted to the public, especially for consumers of tourism actors as a product that can be another choice apart from other traditional food products. To achieve the development of Mayit Cake as a sustainable traditional food product typical of the central coral village in terms of sales and increasing consumer satisfaction, marketing concepts and strategies have an important role in the sustainability and sustainability of MSMEs so that MSME actors must continue to improve to be creative and innovative in promoting their products. According to Kotler & Armstrong (2017:3) explains that marketing is a social and managerial process by which individuals and groups meet their needs and wants by creating, offering, and exchanging something of value with others. Konsep pemaadvice should be oriented to the needs of the consumer. Thus, consumers have a very important role for the success of the marketing concept. According to Assauri (2017: 81) that the concept of marketing is a management philosophy in the field of marketing that is oriented towards the needs and desires of consumers supported by integrated marketing activities directed at providing consumer satisfaction as the key to the success of the organization in its efforts to achieve the goals set earlier. Marketing strategies must be carried out effectively in order to be in accordance with the targeted market for MSME players in traditional mayit cake food. Furthermore, with the marketing strategy, it can find out the needs and desires of consumers so that the right marketing program can be carried out, maintain the market share owned and expand the reach of consumers, know which direction the business is running and the actions that must be taken to increase strength and seize existing opportunities. Today digital marketing is the most effective marketing strategy because it can reach many consumers. Based on research from Zafar et al., (2018), online marketing can increase sales by creating content and can facilitate the way of interaction between business people and customers remotely, can be done easily and also quickly. Furthermore, according to Wood et al., (2018). A company can run because of human resources. Without human assistance, technology alone cannot work well. Every human resource in a business certainly has its own responsibilities in accordance with their position.

2. Literatur Review

Marketing Strategy, Kotler and Armstrong (2017:72) explain that it is a marketing logic where a business unit hopes to create value and profit from its relationship with consumers. Furthermore, according to Assauri (2017) Marketing Strategy is a set of goals and objectives of policies and rules that give direction to the company's marketing efforts from time to time at each level and its reference and allocation especially as a response to the company in the face of an ever-changing environment and state of competition. From some of the explanations above, it can be concluded that marketing strategy is a program and tool used by an organization in order to achieve the company's vision and mission, one of which is sales targets and providing value to consumers

Promotion Mix

The definition of Promotion Mix is one of the variables in the *marketing mix* which is very important to be implemented by companies in product or service marketing. Furthermore, according to Assauri (2017: 267) explained that the promotion mix is a combination of promotional elements or equipment consisting of *advertising, personal selling, sales promotion, and publicity*. Personal Selling is a direct communication (face-to-face) between sellers and potential customers to introduce a product to potential customers and form a customer's understanding of the product so that they will then try and buy it

Mass Selling (Mass media advertising) Mass selling is an approach that uses communication media to convey information to the general public at one time. This method is not as flexible as personal selling but is a cheaper alternative to convey information to a very large and widespread audience (target market). The two main forms of mass selling are advertising and publicity. **Sales promotion** is a form of direct persuasion through the use of various incentives that can be arranged to stimulate the immediate purchase of products and or increase the number of goods that customers buy. Through sales promotion, companies can attract new customers, influence their customers to try new products, increase purchases without a previous plan (impulse buying), or seek closer cooperation with retailers. Public relations is an effort to communicate with a company to influence the perceptions, opinions, beliefs, and attitudes of various groups towards the company. What is meant by these groups are those who are involved, have interests, and can influence the company's ability to achieve its goals. Direct marketing is an interactive marketing system, which utilizes one or several advertising media to elicit a measurable response and or transactions in any location. In direct marketing, promotional communications are aimed at individual consumers, with the aim that these messages are responded to by the consumer concerned, either by phone, post or by coming directly to the marketer's place. SWOT analysis is a systematic way. This analysis is very helpful in strategizing and the basis of the information that has been collected, the information includes *strengths, weaknesses, opportunities, and overall threats* of the company. 1. Strengths include internal capabilities, resources, and positive situational factors that can help a company serve its customers and achieve its goals. 2. Weaknesses include internal limitations and negative situational factors that can hinder the company's performance. 3. Opportunities (Opportunities) are favorable factors or trends in the external environment that companies can use to make a profit. 4. Threats are factors in the unfavorable external environment that present challenges to the company's performance. Strategy. Furthermore According to Rizal (2020:30) the overall evaluation of strengths, weaknesses, opportunities and threats is called a SWOT Analysis. SWOT analysis is a way to observe the internal and external marketing environment. Analysis of the external environment (opportunities and threats) is that the business unit must observe the main strengths of the macroenvironment and significant microenvironment factors affecting its ability to make a profit. Internal environment analysis (strengths and weaknesses) is the ability to find interesting opportunities and the ability to take advantage of g-strengths.

2. Methods

The research conducted with the title Designing a Promotion Mix of Traditional Mayit Cake Food which is a Superior Product typical of Karang tengah Village, Kadungora District, Garut Regency is a descriptive research with a qualitative approach. According to Sugiyono (2018:9) the qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects where the researcher is a key instrument of data collection techniques carried out by trigulation (combined), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization. Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the problem to be studied by studying as much as possible an individual, a group or an event. In qualitative research, humans are research instruments and the results of their writing in this study, a qualitative descriptive method was used to find out how the Promotion Mix picture on mayit cake products in Kadungora District, Garut Regency and to answer problem formulations number 1 and 2. The sample in this study were 3 units of UMKM in Mayit Cake, where the urgency of the research was to strive for the development of UMKM in Mayit Cake to be more developed and advanced in line with souvenir products from other Garut districts.

3. Results and Discussion

Internal external factors

Table 2. External Internal Factors of Mayit Cake

| <i>Strength(S)</i> | <i>Weakness (W)</i> |
|--|---|
| <ol style="list-style-type: none"> 1. Unique food forms 2. Have an attractive product name 3. Easily obtainable raw materials 4. Affordable price 5. Traditional Food Typical of Garut 6. Easy to carry and practical | <ol style="list-style-type: none"> 1. Products Not durable 2. The taste of mayit cakes is less varied 3. Product marketing has not been carried out optimally 4. Lack of knowledge of MSME actors to carry out effective marketing 5. Kebersihan in the manufacturing process |
| <i>Opportunities (O)</i> | <i>Threats (T)</i> |
| <ol style="list-style-type: none"> 1. On the eve of religious holidays, the ordering of mayit cakes will increase drastically. 2. The types of cakes marketed are rare So buyers will tend to buy because they can't make and can't be found in other pastry shops. 3. Making food souvenirs 4. Opportunities from Huge online Sales 5. Village Featured Products | <ol style="list-style-type: none"> 1. Fluctuations in raw material prices 2. Unable to compete with other types of garut souvenir food because they lose prestige 3. The emergence of new modern food competitors offering product innovation 4. Many people do not know about mayit cake products 5. Buyers begin to saturate due to the absence of flavor variants 6. A number of products on the market use preservatives. |

Based on the table, it is known that the data on internal-external factors of sales of mayit cake products. The strength factor in this study shows the potential of these MSMEs to increase sales in the coming period. Meanwhile, the weakness factor in this study is the emergence of obstacles in the process of increasing sales of the mayit cake business. As for the opportunity factor (*Opportunities*) in this study, it is a situation where it is an opportunity outside as the course of the business and has a positive impact on the development of mayit cake products for the next period. Meanwhile, the threat factor (*Threats*) in this study is in the form of emerging challenges that must be faced and are detrimental in nature which can make these business obstacles in increasing sales of mayit cake products in the future. After the internal and external conditions in the mayit cake have been identified, the next step is the preparation of the IFAS & EFAS matrix to formulate internal-external strategic factors in the form of calculation of weight values, *ratings* and scores. The weighting and *rating* values on the IFAS & EFAS matrix are obtained by means of the average interview results of MSME actors that have been predetermined by the author. While the score results are obtained by multiplying between the weight value and the factor *rating*. The assessment of factor weights starts from the number 0.0 to the number 1.0 and the total number of factor weights is equal to one. While filling in the factor *rating*, namely for values 1 (insignificant), 2 (less significant), 3 (significant) and 4 (very significant) As for the calculations for the IFAS matrix, it can be seen in the following table.

Table 3. Internal Factors Analysis Summary (IFAS)

| No | Internal Strategy Factors | Weight | Rating | Score |
|---------------------|---|-------------|-----------|-------------|
| Strength(S) | | | | |
| 1 | Unique food forms | 0,25 | 4 | 1,00 |
| 2 | Have an attractive product name | 0,25 | 4 | 1,00 |
| 3 | Easily obtainable raw materials | 0,10 | 3 | 0,30 |
| 4 | Traditional Food Typical of Garut | 0,15 | 4 | 0,60 |
| 5 | Affordable price | 0,10 | 3 | 0,30 |
| 6 | Easy to carry and practical | 0,15 | 4 | 0,45 |
| Sub Total | | 1,00 | 21 | 3,65 |
| Weakness (W) | | | | |
| 1 | Product marketing has not been carried out optimally | 0,25 | 4 | 1,00 |
| 2 | Lack of knowledge of MSME actors to carry out effective marketing | 0,25 | 3 | 0,75 |
| 3 | Not durable | 0,15 | 3 | 0,45 |
| 4 | Cleanliness in the manufacturing process | 0,20 | 4 | 0,80 |
| 5 | The taste of mayit cakes is less varied | 0,15 | 3 | 0,45 |
| Sub Total | | 1,00 | 17 | 3,45 |

The External Factors Analysis Summary (EFAS) Table shows the results of the assessment of internal factors in the process of selling mayit cakes. From the results of the analysis of the internal factor strategy (IFAS) shows that the *Strength* factor has a total score value of 3.50 while *Weakness* has a total score value of 3.60. The calculations for the EFAS matrix can be seen in the following table:

Table 4 Eksternal Factors Analysis Summary (EFAS)

| No | Internal Strategy Factors | Weight | Rating | Score |
|--------------------------|---|-------------|-----------|-------------|
| Opportunities (O) | | | | |
| 1 | On the eve of religious holidays, the ordering of mayit cakes will increase drastically. | 0,25 | 4 | 1,00 |
| 2 | Types of cakes marketed include rare | 0,25 | 4 | 1,00 |
| 3 | Opportunities from Huge online Sales | 0,15 | 3 | 0,45 |
| 4 | Village Featured Products | 0,15 | 3 | 0,45 |
| 5 | Making food souvenirs | 0,20 | 4 | 0,80 |
| Sub Total | | 1,00 | 17 | 3,70 |
| Threats (T) | | | | |
| 1 | The emergence of new modern food competitors offering product innovation | 0,10 | 2 | 0,20 |
| 2 | Fluctuations in raw material prices | 0,15 | 3 | 0,45 |
| 3 | Unable to compete with other types of garut souvenir food because they lose prestige | 0,25 | 3 | 0,75 |
| 4 | Many people do not know about mayit cake products | 0,25 | 4 | 1,00 |
| 5 | Buyers begin to saturate due to the absence of flavor variants | 0,15 | 4 | 0,60 |
| 6 | A number of products on the market use preservatives, so buyers choose cakes that are durable | 0,10 | 3 | 0,30 |
| Sub Total | | 1,00 | 19 | 3,30 |

The data in the table shows the results of the assessment of external factors in the process of selling Mayit Cake. From the results of the analysis related to the weight of the EFAS strategy, the Opportunity factor with a total score of 3.70, while for Threat with a total score of 3.75. Then the total score value of the four factors is described as follows: *Strength* 3.50, *Weakness* 3.60, *Opportunity* 3.70 and *Threat* 3.7

Swot Analysis

The SWOT matrix in this study was carried out by combining the internal-external conditions in this mayit cake to increase product sales volume. The results of the SWOT matrix obtained four main strategies that will be used to increase sales of mayit cakes. The description of the SWOT matrix is outlined in Table 5

Tabel 5. Matrik SWOT

| Internal Environment | Strength | Weakness |
|---|---|--|
| | 1. Unique food forms 2. Have an attractive product name 3. Easily obtainable raw materials 4. Easy to carry and practical 5. Affordable price 6. Traditional Food Typical of Garut | 1. Product marketing has not been carried out optimally 2. Lack of knowledge of MSME actors to carry out effective marketing 3. Not durable 4. Kebersihan in the manufacturing process 5. The taste of mayit cakes is less varied |
| Environment External | SO Strategy | WO Strategy |
| Opportunities 1. On the eve of religious holidays, the ordering of mayit cakes will increase drastically. 2. Types of cakes marketed include rare 3. Public awareness and trust have been formed 4. Low level of competition 5. Making food souvenirs | 1. Utilizing unique, attractive, affordable products to increase consumer interest 2. Increase market share so that it can become a souvenir food enjoyed during holidays or on weekdays 3. Maintain and improve service to maintain customer loyalty. 4. Improving quality, quantity, economic stability and increasing the amount of production. | 1. Improving the quality of mayit cake production 2. Promoting products through online media 3. Conducting training programs for HR 4. Utilizing gift shops to expand marketing reach |
| Threats | ST Strategy | WT Strategy |
| 1. The emergence of new modern food competitors offering product innovation 2. Fluctuations in raw material prices 3. Unable to compete with other types of garut souvenir food because they lose prestige 4. Many people do not know about mayit cake products 5. Buyers begin to saturate due to the absence of flavor variants 6. A number of products on the market use preservatives. | 1. Providing quality and fast service 2. Establish cooperation with agents and players 3. Improving product quality by innovating and creating products. 4. Improving the marketing process | 1. Improving the quality of human resources and improving good relations between all elements in the business. 2. Promoting optimally and attractively. 3. Improving the ability of company management to increase competitiveness. 4. Diversify products (sizes) with the taste and quality of raw materials maintained at affordable selling prices |

1. SO Strategy This condition is a result of the thinking of the owner of Mayit Cake by utilizing the condition of strength to take market share and take advantage of existing opportunities. The SO strategy that can be used by Mayit Cake products is in the form of a strategy that can increase sales by utilizing the uniqueness and attractiveness of mayit cake products as traditional garut specialties through improving product quality by means of product innovation and creativity as well as utilizing the need for online sales and the potential for visiting tourists as tourist souvenirs of Garut Regency.
2. ST Strategy Is a condition of utilizing the power of the mayit cake business to control outside threats. The ST strategy that can be used by is to innovate the products produced so that they are more developed and better from various aspects. Implementing various ways to promote mayit cake products either directly or through the media so that the public knows about the existence of mayit cake products and is interested in buying them, and must collaborate with various parties so that the mayit cake products develop quickly. Then provide quality and fast service with the motto of the buyer is king so that consumers feel satisfied service.
3. WO Strategy As for this condition, it uses the opportunity on Mayit Cake to minimize existing weaknesses. The WO strategy that can be used is to promote the sale of mayit cake products through various media so that the sales share is wider. Trying to establish cooperation with souvenir shops so that mayit cake products are widely known to the public. By being widely promoted to various groups at affordable prices so that consumers are interested, as well as providing satisfactory service to consumers so that it provides more value and will affect a better image of mayit cake products. The addition of human resources as well as conducting training and improving good relations between all elements in the business.
4. WT Strategy This condition does something to reduce the weaknesses that exist in mayit cake products and eliminate external threats. WT strategy that can be used by mayit cake products by innovating and developing in the type of production and marketing so that consumers will not feel bored, doing promotions optimally and attractively, namely by providing discounts to consumers who buy many products, Maintaining stabilization of both raw materials, marketing to labor in this way the business can continue to exist and be able to compete more competitively with other competitors.

Internal external factors

The drawing of the SWOT matrix diagram aims to clearly explain the conditions of opportunity possessed by the Mayit Cake product. The SWOT matrix diagram produces four alternative strategies, where the coordinate values of the internal analysis are obtained by subtracting from the total values of the strength and weakness scores. As for the coordinate values of external analysis, they are obtained by subtracting from the total value of the opportunity and threat scores. From the calculation of two coordinates, namely internal and external, 2 coordinate points of the SWOT matrix diagram are obtained, namely (0.2, 0.4). For the depiction of the diagram is shown in Figure 1

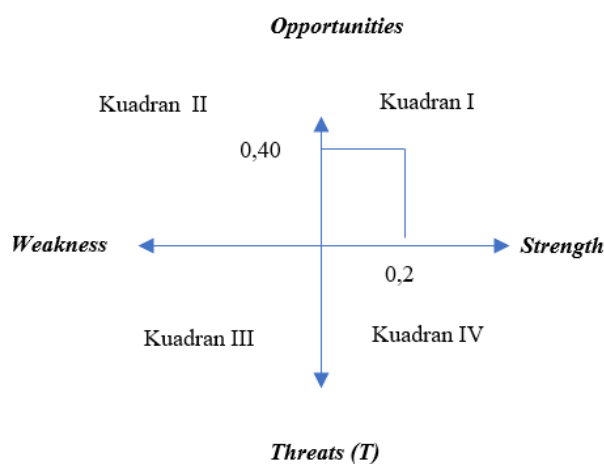


Figure 1 SWOT matrix diagram

Figure 2. describes that this mayit cake product is located in quadrant I due to the difference in positive values, namely (0.2, 0.4).

Matriks IE

The IE matrix is a description of the condition of various internal and external factors of the company to obtain an appropriate business strategy. The results of the drawing of the IE matrix are shown in Table 6

Table 6 IE Matrix

| | | IFAS Score | | |
|------------|------|------------|---------|------|
| | | Strong | Average | Weak |
| EFAS Score | Tall | I | Ii | Iii |
| | Keep | Iv | V | Vi |
| | Low | Vii | VIII | Ix |

The IE matrix analysis data in Table 6 explains that UD mayit cake products are in cell I, meaning that the company can be interpreted as a *grow* and *build* business, so that the business can use intensive strategies in carrying out market penetration, market development and product development) and integration (forward integration, backward integration and horizontal integration).

Marketing mix

A marketing mix is a collection of tactical, controlled marketing tools (products, prices, places and promotions) that a company combines to produce the response it wants in the target market. Another definition of marketing mix is a combination strategy carried out by various companies in the field of marketing. **Advertising** The form of promotion that can be done in MSME actors Mayit Cake is *advertising*, the first way that can be done is to make this product into a superior product of the middle coral village because it is the only typical product of the village. Advertising through the manufacture of flyer brochures that are stored in strategic places, namely tourist areas and combined with providing testers for free - only to consumers. In addition, there are also several other things that are done in the context of promotion, namely participating in exhibitions in several places in the Garut Regency itself, as well as in the West Java area and its surroundings. In reality, the promotions carried out by these business actors have not been effective because each relies on word of mouth instead of promoting it through the media. Business actors should have the courage to promote mayit cake products to social media so that their market share is wider and must often participate in various events so that mayit cake products can be known to many people, and always provide attractive promos so that the public is interested in mayit cake products. **Personal Selling** Personal Selling is an effort to introduce a product through direct communication (face-to-face) so that consumers are interested in buying the product offered. The form of personal selling that has been carried out in this case is in the form of visiting and marketing directly by meeting consumers in tourist attractions and directly offering their products, this can increase interaction between sellers and buyers through *word of mouth* from there usually consumers convey about this mayit cake product to other people again as well so that some people know about this mayit cake product. However, the word of mouth promotion carried out by the business actor has not been maximized because the perpetrator is only limited to selling, there is no other interaction such as offering and explaining the advantages and uniqueness of this mayit cake to consumers, so that consumers are only limited to buying and do not want to tell the product to others. Business actors should maximize the way of promotion with *word of mouth*, namely they must prioritize good, friendly, and polite communication so that consumers are comfortable, and must interact well with consumers by explaining various things about the uniqueness of mayit cakes so that consumers are interested in spreading and conveying this mayit cake product to others. **Digital Marketing** The promotion carried out by mayit cake business actors is only through *word of mouth* and does not promote through social media so that the development of the business is slow even though it has great opportunities. Businessowners can use social media to sell and promote the mayit cake product. It can also be sold through market place services or promoting it using advertisements or other media that are disseminated through social media such as Instagram, TikTok, Facebook and others so that this mayit cake product is easily known to many people. **Sales Promotion** Some of the sales promotions that have been carried out by mayit cake business actors to attract the attention of buyers are by providing discounts, giving in the form of bonus mayit cake products to consumers, offering mayit cake samples so that consumers can taste the taste of the mayit cake before being purchased. In fact, promotion by using this method is quite efficient in building public trust in satisfactory service, so that people will be interested in buying directly to places other than getting promos but getting good and friendly service.

4. Conclusion

The SWOT analysis method identifies that internal-external factors greatly influence the company's goal strategy. The results of the SWOT analysis in this study have 4 presentations, namely the description of the IFAS matrix stating that the *Strength* factor has a score value of 3.65 while *Weakness* has a score value of 3.45. As for the matrix, EFAS states that the *Opportunity* factor produces a value with a score of 3.70, while for *Threat* it has a value score of 3.30. From the two SWOT analysis results, it shows that mayit cake products are in quadrant I conditions, this is because the difference produces positive values and has a good value weight in strength factors and opportunity factors. As for the results of the IE matrix analysis, the mayit cake product is in cell I where it has a company condition that is assessed as *Grow and Build*. There are various forms of strategies in increasing sales of mayit cake products, therefore it can be concluded that the mayit cake product business needs to use or apply the *Strengths Opportunities* strategy where this strategy uses the company's internal strengths to seize opportunities that exist outside the company. If the company still has weaknesses, therefore the company must overcome it so that it is stronger and its company goals can be achieved quickly and precisely. From the strengths that mayit cake products have with a high probability that they will be able to develop more and better. As for the condition of weakness that the mayit cake business has, improvements and evaluations must be made so that the business can continue to advance and develop even more in terms of production, service, and marketing. With the opportunities that this mayit cake has must be immediately utilized as well as possible so that sales increase and the threats that arise in the business can be solved by developing a good marketing strategy. The resulting effect of the right marketing mix will have an impact on the effectiveness of the entity and also the sustainability of the business in the future, while obtained from this aspect, MSME actors have not maximized the elements of; products, prices, places and promotions themselves. The advice that researchers can give is as follows: For MSME actors, they need to improve the way or method of marketing and selling them to consumers widely by using various social media *platforms*. In addition, MSME actors can redevelop mayit cake products with various flavors, then MSME actors can provide training and development to employees so that product quality can be maintained properly. Furthermore, MSME players can again improve the quality of service to consumers which aims to increase consumer satisfaction and loyalty. In addition, it is hoped that the regional village of Garut, Karang tengah village, will more often incubate mayit cake business actors, as a form of strengthening the internal aspects of MSME actors, preserving culture and prospering the local community in addition to expanding mayit cake opportunities with *branding* and production massively so that it can open up jobs to absorb the amount of energy in karang tengah village. For the next research, this research is expected to be a source of ideas for researchers who want to explore this problem next, such as how to change the appearance of MSME owners more attractively or in other cases.

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