



KARANGGENENG MAKMUR MICRO, SMALL, AND MEDIUM ENTERPRISES (MSME) SERVICES MARKETING STRATEGY TO IMPROVE THE ECONOMY OF VILLAGE COMMUNITIES

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ABSTRACT

To develop a marketing strategy for Micro, Small, and Medium Enterprises (MSMEs) in Karanggeneng Makmur Village, Sendangadi, Mlati, Sleman, and Yogyakarta using the SWOT analysis method. The village has great MSME potential but still faces various challenges in marketing its products and services, which have an impact on the economic growth of the village community as a whole. The SWOT method is used to identify the strengths, weaknesses, opportunities, and threats faced by MSMEs in the village in terms of marketing their services. Analysis results shows that MSMEs have a unique diversity of products and services, but face limited market access and a lack of knowledge about effective marketing strategies. However, there are opportunities to exploit potential markets around the village and support from local governments and non-governmental organizations. Based on the results of the analysis, an innovative and sustainable marketing strategy was developed to increase market access and income for MSMEs, which is expected to contribute to improving the economy of the village community as a whole. It is hoped that the results of this research can provide useful insights for the development of MSMEs and local economic development in rural areas.

Keywords: *MSMEs, marketing strategy, SWOT analysis, village community economy*

INTRODUCTION

In many countries, Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the economy, especially in rural areas. Karanggeneng Village, which is located in the Sendangadi, Mlati, Sleman, Yogyakarta area, also has great potential for MSMEs as the main contributor to income and job creation for its community. Even though they have great potential, MSMEs in Karanggeneng Village often face challenges in marketing their products and services. One of the main challenges faced is a lack of understanding of effective marketing strategies. Limited access to markets, lack of knowledge about branding, and the inability to reach potential consumers effectively often become obstacles for MSMEs to grow and develop.

Therefore, it is important to develop appropriate marketing strategies for MSMEs in Karanggeneng Village so that they can compete in an increasingly competitive market and

improve the economy of the local community. This community service research aims to provide concrete and in-depth solutions to overcome these challenges through the development of appropriate and measurable service marketing strategies. By understanding the challenges and potential of MSMEs in Karanggeneng Village, and by designing marketing strategies that are appropriate to the local context, it is hoped that they can make a significant contribution to improving the economy of village communities and improving their overall welfare. This community service journal aims to identify the potential and challenges faced by MSMEs in Karanggeneng Makmur Village, Sendangadi, Mlati, Sleman, and Yogyakarta in terms of marketing their products and services. Apart from that, this journal also aims to develop innovative and effective marketing strategies for MSMEs to increase market access and economic income for village communities.

METHOD

The method used in providing solutions to strategic problems that must be carried out by MSMEs Karanggeneng Makmur is SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by these MSMEs in terms of marketing.

RESULTS AND DISCUSSION

The following is a description of the results and discussion regarding the use of the SWOT analysis method in a community service journal entitled "Marketing Strategy for MSME Services Karanggeneng Makmur, Sendangadi, Mlati, Sleman, Yogyakarta in Efforts to Improve the Economy of Village Communities":

1. SWOT Analysis Results

a. Strengths

- Superior Product and Service Quality: MSMEs in Karanggeneng Makmur Village have products and services of good quality and are superior compared to competitors.
- Strong Local Partnerships: MSMEs have strong relationships with local communities and local government institutions, thus supporting them in marketing their products and services.
- Product and Service Innovation: MSMEs can innovate their products and services, making them relevant to evolving market needs.

b. Weaknesses

- Limited Market Access: MSMEs experience limitations in accessing wider markets, especially markets outside the region.
- Lack of Knowledge about Marketing: Some MSMEs lack knowledge and skills about effective marketing strategies.
- Limited Resources: MSMEs often face limited resources, both in terms of finance, labor, and infrastructure.

c. Opportunities

- Increased Market Demand: Demand for MSME products and services in local and regional markets continues to increase in line with regional economic growth.
- Government Support: There are support programs from the government in developing MSMEs, such as training and business assistance.
- Use of Technology: The use of information and communication technology can open up new opportunities in marketing MSME products and services online.

d. Threats

- Tight Competition: Competition from other MSMEs and similar products from large companies can be a threat to the survival of MSMEs in Karanggeneng Makmur Village.
- Regulatory Changes: Changes in government policies and regulations related to taxation, business licensing, and employment may result in additional burdens for MSMEs.
- Economic Crisis: The potential for an economic crisis or fluctuations in raw material prices could hurt the operations and sustainability of MSMEs.

The results of this SWOT analysis provide a comprehensive picture of the internal and external conditions of MSMEs in Karanggeneng Makmur Village, as well as the factors that can influence the success of their marketing strategy. By understanding internal strengths and weaknesses, as well as external opportunities and threats, MSMEs can develop more effective and sustainable marketing strategies. The application of SWOT analysis helps MSMEs to identify potential areas that can be optimized, as well as risks that need to be aware of in developing their marketing strategies. This allows them to make more informed decisions and direct their resources more efficiently.



Figure 1. Atmosphere of MSMEs at the Varian Tea Shop



Figure 2. Atmosphere of MSMEs at The Varian Tea Shop

2. SWOT Analysis Process Table

Aspect	Strengths	Weaknesses	Opportunities	Threats
1. Products and Services	Diversity of products and services	Limited market access	Potential markets around the village	Tight competition
2. Community Involvement	Community involvement in producing and marketing	Lack of marketing knowledge.	Government and NGO support.	Changes in consumer behavior.
3. Product creativity	Creativity in designing unique products and services	Limited infrastructure and technology.	Improved marketing skills.	Regulatory changes.

	Internal Factors	External Factors
Positive (Strong Internal Factors)	Superior Product and Service Quality, Strong Local Partnerships, Product and Service	Innovation Increased Market Demand, Government Support, Use of Technology
Negative (Weak Internal Factors)	Limited Market Access, Lack of Knowledge about Marketing,	Limited Resources Tight Competition, Regulatory Changes, Economic Crisis

Impact and Benefits of Activities

The impact and benefits of activities from MSMEs Karanggeneng Makmur, Sendangadi, Mlati, Sleman, Yogyakarta in efforts to improve the economy of village communities can be very significant. The following are some of the possible impacts and benefits.

Impact:

a. Increased revenue

MSMEs that are successful in improving the marketing of their products and services can have a direct impact in increasing income for business actors and the village community as a whole.

b. Job Creation

The success of MSMEs in improving the economy of village communities can create new opportunities for local job creation, both in product production and marketing.

c. Local Economic Empowerment

By strengthening MSMEs, village communities can be more economically

independent, not only as consumers but also as producers and entrepreneurs.

d. Increased Welfare

Increasing income and employment will have a direct impact on improving the welfare of village communities, both from an economic and social perspective.

e. Infrastructure Development

The success of MSMEs in improving the economy of village communities can also encourage the development of infrastructure and other supporting facilities in villages.

Benefits:

a. Increasing Economic Sustainability

Successful MSMEs will become a sustainable source of income for village communities, helping to reduce dependence on certain economic sectors.

b. Preserving Culture and Traditions

MSMEs are often closely linked to local culture and traditions. By supporting MSMEs, village communities can also help in preserving their cultural and traditional heritage.

c. Increasing Food Independence

Some MSMEs may be related to local food production and agriculture. By increasing marketing of these products, village communities can also increase their food independence.

d. Encouraging Innovation and Creativity

Successful MSMEs will encourage innovation and creativity at the local level, creating new opportunities for the development of unique and quality products and services.

e. Building Togetherness and Solidarity

The success of MSMEs can strengthen a sense of togetherness and solidarity among village communities, because they work together to achieve the same economic goals.

Thus, MSMEs that are successful in improving the economy of village communities can have a positive impact and significant benefits for the welfare and development of the village as a whole.



Figure 3. Karanggeneng Prosperous MSMEs



Figure 4. Karanggeneng Prosperous MSMEs



Figure 5. Karanggeneng Prosperous MSMEs



Figure 6. Karanggeneng Prosperous MSMEs

CONCLUSION

It is hoped that this journal can provide a better understanding of the challenges and potential faced by MSMEs in Karanggeneng Makmur Village in terms of marketing. Apart from that, this journal is also expected to produce strategic recommendations that can help MSMEs develop effective and sustainable marketing strategies to improve the economy of village communities as a whole. Thus, it is hoped that this journal can make a significant contribution to efforts to improve the economic welfare of village communities through the development of MSMEs and appropriate marketing strategies.

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