

## ***Analysis of UMKM Promotion Strategy to Increase Sales at Sibolga Square Culinary Center Sibolga City***

**Sri Masyuli Manullang<sup>1</sup>, Rahmadani<sup>2</sup>, Putri Hasanah Pulungan<sup>3</sup>, Abdul Nasser Hasibuan<sup>4</sup>**

<sup>1,3,4</sup> Universitas Islam Negeri Syekh Ali Hasan Ahmad Addary Padangsidimpuan, Indonesia

<sup>2</sup> Universitas Islam Negeri Sumatera Utara, Indonesia

srimasyuli2807@gmail.com<sup>1</sup>, rahmadani@gmail.com<sup>2</sup>, putry.hasanah@gmail.com<sup>3</sup>,  
hasibuanabdul@uinsyahada.ac.id<sup>4</sup>

*Correspondence Email: srimasyuli2807@gmail.com*

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### **Abstract**

*This research was conducted on micro, small and medium enterprises at the Sibolga Square Culinary Center, Sibolga City, the purpose of the research was to find out the promotion strategy of micro, small and medium enterprises at the Sibolga Square Culinary Center, Sibolga City. The research carried out is a descriptive qualitative approach with explanations and information that will be associated with theories that will be discussed in qualitative research and provide conclusions from this research. The subjects of this study were UMKM at the Sibolga Square Culinary Center, Sibolga City. The data collection techniques used are literature study, observation, interviews and documentation, the data sources used are primary and secondary data, and data analysis consists of inductive techniques, deductive techniques and drawing conclusions. The results obtained regarding the promotion strategy of micro, small and medium enterprises at the Sibolga Square Culinary Center, Sibolga City using the concept of a promotional mix including the application of personal selling strategies (Personal Selling).*

### **Abstrak**

Penelitian ini dilakukan terhadap usaha mikro kecil menengah di Pusat Kuliner Sibolga Square Kota Sibolga, tujuan penelitian adalah untuk mengetahui strategi promosi usaha mikro kecil menengah di Pusat Kuliner Sibolga Square Kota Sibolga. Penelitian yang dilakukan adalah pendekatan kualitatif deskriptif dengan penjelasan dan informasi yang akan dikaitkan dengan teori-teori yang akan dibahas dalam penelitian kualitatif serta memberikan simpulan dari penelitian ini. Subjek penelitian ini adalah UMKM di Pusat Kuliner Sibolga Square Kota Sibolga. Teknik pengumpulan data yang digunakan adalah studi pustaka, observasi, wawancara dan dokumentasi, sumber data yang digunakan adalah data primer dan sekunder, dan analisis data terdiri dari teknik induktif, teknik deduktif dan penarikan simpulan. Hasil yang diperoleh mengenai strategi promosi usaha mikro, kecil dan menengah di Pusat Kuliner Sibolga Square Kota Sibolga dengan menggunakan konsep bauran promosi meliputi penerapan strategi penjualan personal (Personal Selling), promosi periklanan (Advertising).

### **Corresponding Author:**

Nama Penulis : Sri Masyuli Manullang

Nama Fakultas : Ekonomi dan Bisnis Islam

Nama Perguruan Tinggi : Universitas Islam Negeri Syekh Ali Hasan Ahmad Addary Padangsidimpuan

E-mail: srimasyuli2807@gmail.com

## 1. INTRODUCTION

The development of micro, small and medium enterprises is currently marked by the increasingly sharp world of competition. This is marked by the emergence of many types of quality products with competitive prices in marketing.

Promotion strategy is one way to win sustainable competitive advantage for companies that produce goods or services. Promotion strategy can be seen as one of the bases used in preparing overall corporate planning. Judging from the breadth of problems in the company, comprehensive planning is needed to be used as a guideline for the company segment in carrying out its activities. Promotion strategy needs to get serious attention from MSMEs, especially in the process of determining the promotion strategy must be truly mature, so that the chosen promotion strategy will be able to penetrate the market. Strategy is the steps that must be taken by a company to achieve its goals. Each step must be carried out in a focused and careful manner in order to achieve the goals properly.

Strategy according to the big dictionary of the Indonesian language is "way/strategy". Conceptually, strategy can be understood as an outline of the course of action to achieve predetermined goals. Strategy can also be understood as all the ways and power to face certain goals in certain conditions in order to obtain the expected results to the maximum.

According to Kenneth R. Andrews Buchar, strategy is a pattern of decisions in a company that determines and reveals goals. The intent or purpose that produces policies, main and plans for achieving goals and details the scope of the business to be pursued by the company (Kenneth R. Andrews Buchar, 2014).

According to Chandler Kuncoro (2013), strategy is the determination of a company's long-term goals and objectives, the implementation of actions and allocation of resources needed to achieve the goals that have been set (Chandler Kuncoro, 2013).

Based on several sources above, the author can conclude that strategy is a means used to achieve the final goal (target). However, strategy is not just a plan, but a primary, integrated, comprehensive plan that connects the company with its environment. In addition, effectiveness and efficiency in running the company's operations also play an important role. The efficiency in question is a marketing strategy that is carried out with precise calculations and considerations so that there is no waste of costs, either in operations or in promotion or advertising costs, and the effectiveness in question is the selection of the right marketing strategy and in accordance with the market served by the company so that the targets set can be achieved.

Promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade and/or increase the target market for a company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

According to Aris Jatmika Diyatma, promotion is a means to inform, persuade and remind about a company's products (Aris Jatmika Diyatma, 2017).

According to Tjiptono, promotion is an element of the marketing mix that focuses on efforts to inform, persuade and remind consumers of the company's brands and products (Tjiptono, 2015).

Micro, Small and Medium Enterprises (MSMEs) are trading businesses managed by individuals or business entities and in accordance with the criteria of small-scale or micro-scale businesses. The criteria for MSMEs can be distinguished, including micro-scale, small-scale and medium-scale businesses.

In Law No. 20 of 2008 it is stated that micro, small, and medium enterprises are business activities that are able to expand employment opportunities and provide economic services widely to the community, and can play a role as a process of equalizing and increasing community income, encouraging economic growth and playing a role in realizing national stability. In addition, micro, small and medium enterprises are one of the pillars of the national economy that must receive the main

opportunity, support, protection and development as widely as possible as a form of firm support for the people's economic business group, without ignoring the role of large businesses and state-owned enterprises.

According to Bank Indonesia, MSMEs are productive businesses owned by Indonesian citizens, in the form of individual business entities, non-legal entities that have a maximum net worth of IDR 200,000,000 excluding land and buildings or have a maximum sales result of IDR 200,000,000 per year, while medium-sized businesses are businesses that have fixed asset criteria with amounts that are differentiated between the manufacturing industry (IDR 200,000,000 to IDR 500,000,000) and non-manufacturing (IDR 200,000,000 to IDR 600,000,000).

Based on the definition above, it can be concluded that MSMEs are businesses owned by individuals or business entities that are not subsidiaries or branches of other companies with the criteria of having business capital that has certain limitations.

Micro, small and medium enterprises (MSMEs) in the Sibolga Square Culinary Center, Sibolga City use online and offline media as a means to promote their businesses, considering that business competition is currently getting tighter. Therefore, micro, small and medium enterprises (MSMEs) in the Sibolga Square Culinary Center, Sibolga City must be able to formulate the right promotional strategy to attract consumer interest so that they can increase sales. This study is intended to determine "Analysis of MSME Promotion Strategies to increase sales at the Sibolga Square Culinary Center, Sibolga City".

## 2. RESEARCH METHODS

The research design used in this study is by conducting a qualitative research approach. Generally, focus group interview techniques, projective techniques and in-depth interviews. Qualitative research is the collection of data in a natural setting with the intention of interpreting the phenomena that occur where the researcher is the key instrument, sampling of data sources is done purposively & snowball, collection techniques with triangulation (combined), data analysis is inductive / qualitative and the results of qualitative research emphasize the meaning of generalization. This study is expected to be able to provide a picture through data obtained after being analyzed, made and arranged systematically (comprehensively) and systematically in the form of written or spoken words from people who can be observed that have good validity and are carried out with in-depth descriptions and analysis of data obtained from the field.

The data sources used in this study are divided into 2 types, namely (1) Primary Data, raw data taken by the researcher himself (not by others) from the main source for the purpose of his research and previously not in this study, the researcher conducted interviews and direct observations with several UMKM actors at the Sibolga Square Culinary Center, Sibolga City, North Sumatra. (2) Secondary Data, data that is already available that is quoted by the researcher for the purpose of his research. The original data was not taken by the researcher but by other parties. Secondary data in this study were obtained from literature studies, books and from various other sources related to the Analysis of UMKM Promotion Strategies to increase sales at the Sibolga Square Culinary Center, Sibolga City.

Sampling used snowball sampling, where the sample used in this study was 20 MSME actors at the Sibolga Square Culinary Center, Sibolga City, North Sumatra.

## 3. RESULT AND DISCUSSION

### 3.1 Overview of Research Location

The geographical location of Sibolga City is at latitude 01 ° 42' - 01 ° 46' North and 98 ° 46' - 98 ° 48' East Longitude. In this case, Sibolga City is located on the west coast of Sumatra, covering an area of 10.77 square kilometers, where Sumatra has a land area of 8.89 square kilometers (82.56%) and 1.88 square kilometers (17.44%) of the archipelago (center of Sibolga City), this area has boundaries, with the north directly bordering Central Tapanuli Regency, the east directly bordering Central Tapanuli

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Regency, and the south directly bordering Central Tapanuli Regency. Central Tapanuli Regency. To the west of Central Tapanuli Regency is Tapian Bay.

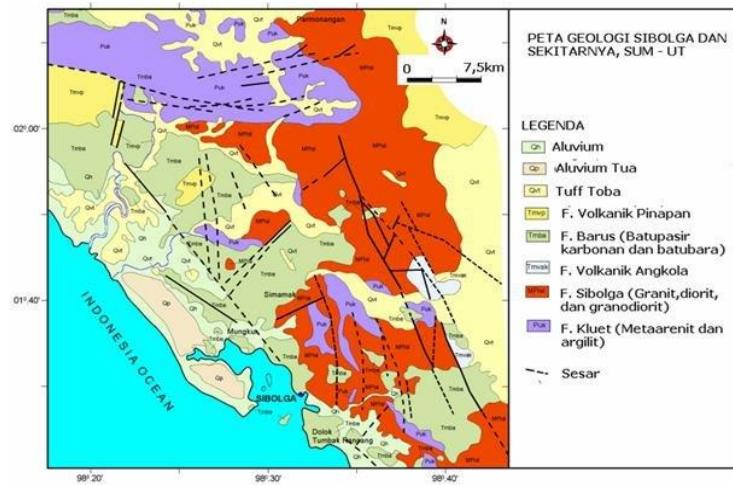


Figure 1. Map of Sibolga City

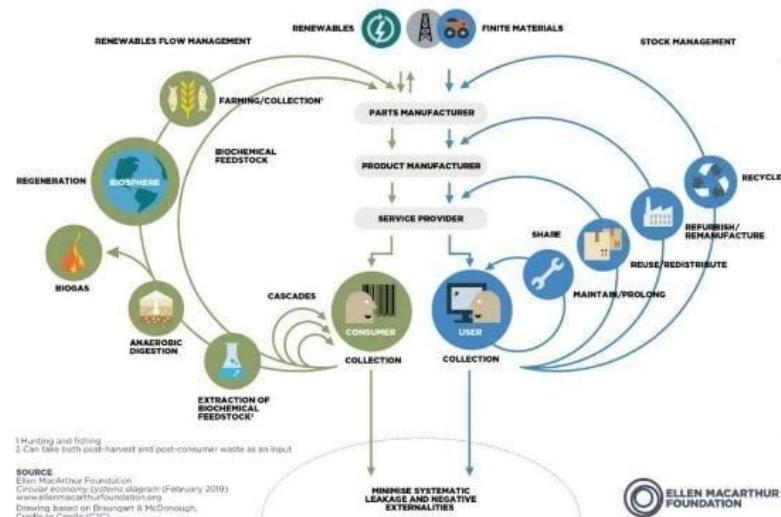
### 3.2 Discussion

Utilizing waste is one form of circular economy implementation. The right concept to use to implement a circular economy by utilizing waste is the 3R concept. The 3R concept (Reduce, Reuse, recycle) is used to reduce the amount of household waste. reused stairs and recycled for reduce the amount of waste that contributes to sustainable consumption level.(Fatimah & Wahyudi, n.d.) Reduce means reducing the use of something that produces waste. Then reuse, meaning reusing waste with the same utilization as the original benefit or utilizing with different benefits. And the last is recycle, which means recycling waste back into new products. (Herlinawati et al., 2022). By using the 3R principle, it can dedicate the importance of managing waste to create a b

Based on the results of research with 20 MSME actors at the Sibolga Square Culinary Center, Sibolga City, data was obtained that there are several promotional strategies that MSME actors apply, including:

#### a. Advertising

The results of the author's research show that there are several promotional strategies carried out by MSMEs at the Sibolga Square Culinary Center in Sibolga City, one of which is advertising, namely



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using online media and offline media as a means to promote their products. Offline media such as outdoor advertising using banners, banners and pamphlets and the internet as a promotional tool through online media. Fadillah, as the owner of a dry cake shop, said that he uses outdoor advertising as a promotional medium using banners in front of the shop. According to Fadillah, putting up banners in front of the shop makes it easier for consumers to come and visit his shop (Interview with Fadillah, 2025). Internet media as a promotional strategy using the marketplace on Facebook such as Mrs. Sulastri's Ayam penyet business. To promote her business, Mrs. Sulastri usually posts her merchandise to the marketplace on Facebook to make it easier for consumers in the ordering process (Interview with Mrs. Sulastri, 2025).

b. Personal Selling

Personal selling is a form of individual interaction, face to face, verbally in a conversation with prospective buyers with the aim of realizing product sales. MSME actors at the Sibolga Square Culinary Center, Sibolga City stated that personal sales promotion is considered more effective in marketing products. Personal selling has a positive effect on a person's desire to buy a product. Personal selling carried out by MSMEs at the Sibolga Square Culinary Center, Sibolga City, namely giving business cards to consumers. The purpose of giving this business card is so that every buyer who comes to buy is interested in reordering the desired product when needed and makes it easier for consumers to remember the name, address, telephone number of the business owner and can disseminate it to other consumers.

c. Using Promotional Media

Promotional media is a tool that can convey sales messages to potential buyers. In this case, MSMEs determine promotional media as a tool to provide information to potential buyers. The internet is a promotional media used by MSMEs to promote their products. The internet can provide information to all corners of the world. This promotional media is considered more effective and efficient in terms of the speed of receiving news and the speed of responding, and does not require a lot of money to carry out promotions. Prospective buyers can easily access the internet to get the information they want via Facebook, Instagram, and so on. In addition to the internet, MSMEs at the Sibolga Square Culinary Center, Sibolga City use brochures as a promotional tool. Brochures can be easily distributed to customers so that customers can see the advantages of the product and business developments according to the brochures provided.

#### 4. CONCLUSION AND SUGGESTIONS/RECOMMENDATIONS

##### 4.1 Conclusion

Utilizing coffee grounds into charcoal briquettes is a strategic step in supporting a circular economy and energy sustainability. By turning waste into valuable products, this effort not only reduces environmental impact but also creates new economic opportunities. Encouraging collaboration between government, businesses and communities will accelerate the implementation of this solution and support environmental sustainability. Utilizing coffee grounds into charcoal briquettes is an innovative solution that supports the circular economy principle by turning waste into a valuable resource. With increased coffee production, the usually wasted grounds can be processed into briquetted charcoal that has energy value, reducing the environmental impact of organic waste. This not only addresses the issue of waste, but also contributes to more efficient resource management.

Based on the results of the research conducted by the author on MSMEs at the Sibolga Square Culinary Center, Sibolga City and the discussion that has been described, the author can conclude that MSMEs at the Sibolga Square Culinary Center, Sibolga City use advertising promotion strategies, which include outdoor advertising using print media such as banners, banners and pamphlets and online media advertising through the Facebook marketplace and the like. Personal selling promotion strategy, by giving business cards to consumers as a means of direct face-to-face promotion with consumers. Promotional media include the

internet and brochures. Promotional strategy through internet media. This media is considered more effective in carrying out promotions because the spread of information is very fast.

#### 4.2 Suggestions/Recommendations

From the discussion of this research, the researcher's suggestion to future academics is to be able to conduct research that is more focused on improving the efficiency of the production process and the quality of briquettes with the main ingredients of coffee grounds waste. For example, research can be conducted to find the ideal material mixture formula to develop more efficient production methods.

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