



DIRECT TRAINING ON SIKO NOODLES MARKETING STRATEGIES IN LHOKSEUMAWE CITY TO INCREASE COMPETITIVE STRENGTH IN THE MARKET

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Abstract

The aim of this research is to determine the marketing strategy of Mie Siko MSMEs, especially the marketing mix. This research uses qualitative methods, namely case studies that produce descriptive data expressed in words. The data collection technique for this research is that the author directly visited Mie Siko MSMEs to interview the owners of MIE SIKO MSMEs. The research results show that the marketing strategy used by Mie Siko MSMEs is 4P marketing which consists of product, price, place and promotion. The product strategy is defining the logo, creating the brand, and the label. The pricing strategy offers relatively affordable prices. The location strategy is a strategic location and can be accessed by many people. The promotional strategy provides free toppings for 10 purchases. Even though Mie Siko MSMEs are facing the problem of declining sales, they are still looking for solutions by preserving cash, maximizing social media as a promotional tool and creating market place accounts. In conclusion, the marketing strategy for Mie Siko MSMEs is quite good, but considering the large number of MSMEs in Lhokseumawe, it is best for the owner to continue increasing their promotion on social media.

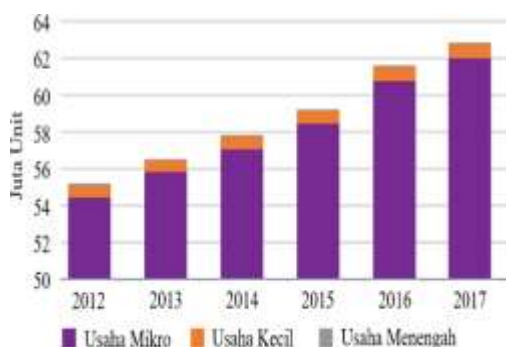
Keywords : Marketing Mix, Mie Siko MSMEs, Marketing Strategy.

INTRODUCTION

Indonesia is a country that is rich in wealth natural resources, so that many people who start small, micro and medium businesses (MSMEs). Amount MSMEs in Indonesia Keep going increase And develop fast every the year. Matter This showed with development of MSMEs from 2012 to 2017 which was able to reach 13.98 percent. On chart following seen percentage on year 2017, MSMEs reached a total of 62,922,617 units in various region Indonesia. In fact, amount MSMEs on year 2017 Still Far more Lots compared to company big Which only numbered 5,460 units. Of the many MSMEs, the largest segment, dominates from business micro Which reach 62 million (98.7%), And amount business small, small, And medium-sized enterprises (MSMEs) reached 815,000 units or only 1.3% (Ministry Planning Development National, 2018). Based on The data analysis above can be seen in the diagram under this

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Picture 1.1 Development MSMEs in Indonesia

Micro, small and medium enterprises (MSMEs) become base economy Which can recover from economic crisis conditions. In this case, role MSMEs give contribution Which Enough significant to economy Indonesia. Because its potential Which Enough big so ability MSMEs in absorb power Work must Keep going improved so that Can maximum And power Work the more Lots absorbed so that No There is Again unemployment (Oktafia, 2017). Apart from that, MSMEs are also becoming Wrong One factor pusher development. The sector economy in Indonesia. Visible that MSMEs role important in help the government reduce unemployment, reduce poverty And create jobs to increase income public (Tajuddin & Santoso, 2019).

As time goes by, MSMEs are marked with increasingly fierce competition with MSMEs others. MSMEs expected responsive and being able to understand the market in order to survive in competition. On in essence strategy marketing is something method For show superiority product For win marketing competition sustainable for companies that produce goods and service. Every MSMEs (Business Micro, Small, And Intermediate) Also need strategy marketing so that can endure And develop in face increasingly fierce competition between competitors kind. Besides That, success MSMEs Also reflected from its success in determine products, prices, promotions, and channels distribution Which effective (Sulistiyani et al., 2020).

The more getting better growth economy Indonesia trigger appearance competition in the business world. We can do this Look with the more many company Which produce goods And service, make competition in world business the more strict. In conditions of competition between similar products Which the more increase, company compete For win consumer. Success competitive will achieved If company create And maintain customer (Hidayah, 2016).

Theoretically, marketing according to Kothler and Armstrong is a management process social in where individual And group obtain What Which they need And want through creation And exchange product And mark with party other. Purpose marketing is understand desire And need consumer so that product or service the in accordance with consumer so that the product or service can be sold with itself. Marketer must capable understand. issues main in the field, serve a clear and focused picture of what it is about Which done company, as well as compile strategy For reach objective company (Petri, 2020).

Strategy marketing hold role important in success something business, by That's why marketing plays a role important in implementing the business plan. Matter This can done If company want to maintain And increase sale product or service Which it produces. With apply strategy marketing Which Correct with utilise opportunity For increase sale, so position company in market can improved or maintained. Strategy marketing contain term Mix



Marketing (Marketing mix). Mix Marketing is means Which used entrepreneurs to influence their consumers, which requires planning and monitoring specifically for reach objective the, businessman can do four type action, that is action related product (product), price (price), distribution or placement product (place), And promotion (promotion) (Petri, 2020). Activity marketing own a number goals to be achieved, both short term and long term. In the short term, it's often about attracting consumers, primarily for newly launched products, meanwhile in the long term, it's about sustaining existence product Which Already There is. For reach objective the, businessman must capable interesting attention consumer through product Which offered, Which can done through promotion. Promotion can done with follow exhibition And through media like magazine, letter news, television, radio and internet.

When business competition gets tougher, para business leaders and managers not only need sell product And the service, but Also promote And promote his business For increase amount consumer. Wrong One MSMEs Which experience constraint in develop strategy marketing his business is MSMEs Food Noodles Siko in city Lhokseumawe. Besides face difficulty in strategy marketing, MSMEs Food Mie Siko also experienced a decline in revenueso that income Which generated No as usual. Mie Siko food which was founded in 1999 2022 is A Business Micro Small Intermediate or normal abbreviated MSMEs Which move in field food or culinary And established in 2022. Mie Siko produces 4 types menu food namely fried noodles, noodles lakah, noodle soup, and fried rice noodles. MSMEs Mie Siko food faces a lot of competition strict with MSMEs food kind Which other. Therefore, owners must be innovative And step more Far in build marketing strategy to gain share market, And known wide by public, so that can increase sale as well as can maintain income as well as his business from MSME competitors food Which kind.

Formulation Problem

Based on background behind Which has stated above, then we will take several formulations problem which will discussed in paper this, that is :

1. How strategy marketing Which applied by MSMEs Food Noodles Siko?
2. How constraint Which faced by MSMEs Food Noodles Siko in implement strategy the marketing?
3. How solution Which done by MSMEs Food Noodles Siko inmaintain the business?

Objective Study

Based on problem study in on, so objective study This can formulated as follows :

1. To find out marketing strategies applied by MSMEs Food Noodles Siko.
2. For know constraint Which faced by MSMEs Food Noodles Siko in apply strategy the marketing.
3. For know solution Which done by MSMEs Food Noodles Siko in maintain its business.

IMPLEMENTATION METHOD

Location Study

Location study This located onMSMEs Food Noodles Siko, Which address inJl. Ocean No.6 Hagu South, SubdistrictBanda Sakti, Lhokseumawe City, Aceh 24351. **Time Study** The research was carried out for 4 weeks, counted from mid month November until with mid month December 2023.

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Type Data

Data used in this research is qualitative data. According to Sugiyono (2015), Qualitative data is data in the form of words words, diagrams and pictures. Deep qualitative data This research takes the form of Food MSME address Noodles Siko, strategy Which will used by MSMEs Food Noodles Siko, And other etc.

Source Data

Source data Which used in study This is as following :

1. Data Primary

Primary data is information that obtained direct from the source, obtained or collected direct from field by the research author or person Which involved And Which need it (Petri, 2020). Data main study This is data obtained directly by researchers from respondents study, like material results interview And observation direct to owner MSMEs Food Noodles Siko.

2. Data Seconds

Data secondary Which obtained in a way No direct can give proof addition Which strong For material study (Petri, 2020). Source information secondary For study This between other journal, work scientific, And book about marketing strategy.

Technique Collection Data

The research method the author uses For obtain information Which required in study This is as follows:

1. Observation

Method observation is method observation Which supported with collection And storage information in a way systematic about object Which researched (Petri, 2020). In study This researcher do observation participant, collection data study through observation and observation, where the researcher involved in life daily para informant.

2. Interview

Interview in study This carried out by researchers in a question format answer, and face to face between the questioner or interviewer with respondent, with use method interview semi- structured, that is researcher prepare question with method Which more Relax. It means No obstruct appearance questions new Which still important For get opinion And idea from source Which more wide. In study This, researcher interviewowner Food MSMEs Noodles Siko.



3. Studies References

In research this technique collection data done by way looking for, collect, read and learn as well as understand books, journals, articles and other sources that related to that problem

examined.

Method Analysis Data

Method analysis data Which used in study This is analysis descriptive qualitative. According to Eminent (2020:33), study qualitative nature descriptive And tend use analysis inductive, with That study qualitative emphasize process And meaning from corner look subject. According to Braun And Clarke (2019), Qualitative analysis method is research aim For understand And explain experience, perception And meaning subjective individual or group through analysis data non-numeric. Method This involve coding, categorization And development theme or pattern from the data Which collected.

According to Denzin And Lincoln (2018), Qualitative analysis is a research method used For understand And explain phenomenon social through analysis deep to data non-numeric. Method This using the coding process, categorization And development theme or patterns, as well as interpretive and reflective techniques, for understand meaning subjective from data. Method Data analysis in this research is in the form of strategy marketing to Siko Noodle Food MSMEs in City Lhokseumawe.

As for steps in analyze data descriptive qualitative is as follows (Fajriyah, 2018) :

1. Reduction data (*data reduction*)

Reduction data can done by summarizing the main points or characteristic data Which collected, center attention to important issues and look for themes and patterns. The data reduced provides a clear picture And makes it easier collection data for researcher.

2. Presentation data (*data display*)

Presentation information is something activity collection information Which arranged in a way systematic And easy understood, thus providing an opportunity to draw conclusions. In presentation data that will be analyzed later with explain all over draft Which related with reason study.

3. Drawing conclusions (*concluding drawing/ verification*)

Withdrawal conclusion And Data verification is the final stage analysis techniques qualitative data. This step is process taking conclusion based on description whole object study, combined information Which entered to in something form unity in presenting information through that information.

RESULTS AND DISCUSSION

Marketing Strategy MSMEs Food Noodles Siko In City Lhokseumawe For Increase Power Compete In Market

So that MSMEs Which managed can endure, owner must take decision business. Wrong One decision important is in field marketing. A marketing strategy that must be taken company is decision about marketing mix. Decision taken must be decision Which profitable company, Because impact direct to growth sale And profit, where this growth is very expected by every business Which want continuity. Therefore That, company must more creative And deeply innovative promote the product. Based on the researcher's interview with owner of the Siko Noodle Food MSME, below marketing strategies implemented by MSMEs Food Noodles Siko For increase Power the competition in market :

1. Mix Marketing (Marketing mix)

With the help of marketing mix then marketing activities become more effective and can achieve its goals desired. Strategy mix marketing used by Syafira Snacks MSMEs between other :

- a. Product (*Product*)

No every product Which introduced to market always get reaction positive from

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consumer. Even sometimes product Which marketed more Lots experience failure compared to success. Launching product need strategy certain For prevent failure launching product To use reach objective Which has determined by the entrepreneur. Strategy product Which applied MSMEs Siko Noodles food among other :

1) Logo Determination

Logos is characteristic typical product Which made And designed by company. In make logos must interesting And easy remembered so that consumer easy recognize product the In matter This MSMEs Food Noodles Siko own logos Which Also show brands his company, with dark red patterned background And entire text colored white.



Picture 3.1.1 Logos MSMEs Food Noodles Siko

2) Creating a Brand

Brand product is a sign or symbol as identity something certain products, Which can form words, image, or any other combination. So that something brand become interesting so must easy remember, seen Good And modern and eye-catching consumer. Brand Which intended here is MIE SIKO. Where owner launch product form food noodles indomie fry, suck(lacah), And broth with various addition toppings.

3) Create Label

Label is something Which attached on product that is offered and is part from packaging. Label must include whomake it, in where how to make it, how use, date expired, And information other.

Label Food Noodles Siko is created and designed simple, Where color dominant is red old, And information on label the include logos And brand, as well as variant menu from That Siko Noodle Alone.

b. Price (*Price*)

Price is part from the marketing mix that holds role important for company. Because it is closely related to the elements other. So that something product can compete in the market, entrepreneurs can set price relatively to market, that is is price in lower or in on market. Noodle Food MSME Strategy Siko in determine price the menu very competitive Because competition in world culinary Still strict. MSMEs Food Noodles Siko meaning the menu prices are very high affordable so that capable compete with similar products. In lower This information price menu product MSMEs Food Siko Noodles:



Picture 3.1.1 Price List Menu On MSMEs Food Noodles Siko

From figure 3.1.1 above it can be seen Siko Noodle Food MSME products, ie noodles fry, noodles broth, And noodles suck (lacad) worth Rp 9000 with various toppings for Rp. 3000 and costs IDR 1000 per level. With the price that has been determined the, MSMEs Mie Siko food can compete with product kind Because price affordable And in accordance with share market.

c. Place (*Place*)

Place or location the is a place where products Siko Noodle Food MSME products for sale. Siko Noodle Food MSMEs located at Jalan Samudera No. 6, Hagu South, Subdistrict Banda Magic, City Lhokseumawe, Aceh 24351. Specifically in House Brother Jehan, Alfi, Ikhwan, and Aje as owner at Noodle Food MSME Siko.

MSMEs Food Noodles Siko own location Which strategic Because is at in area congestedresident And edge road kingdom Which Lots passed person.

d. Promotion (*Promotion*)

Promotion is something activity in mix marketing Which The same importance with the activities above. In terms of This businessman try For promote all over product or his services Good in a way direct nor No direct. Without advertisement, customer No can learn about products or services. By Because That, promotion sale is the most effective way For interesting consumer attention.

Sales promotion strategy applied MSMEs Food Noodles Siko in marketing its products that is as following:

1) Advertising (*Advertising*)

Advertising is activity promotion Which used by.business actors for inform, interesting, And influence candidate consumer with use brochure, banner, advertisement in media print, media social, television, and radio.

Because its coverage Which wide And communicative, advertising is a promotional tool very effective sales for marketing products. In this case MSMEs Food Noodles Siko will do marketing with use media social like WhatsApp And Instagram, so that audience Which more wide can easily access information And information about product MSMEs Noodle Food Siko.

2) Sale individual (personal selling)

Personal Selling is introduction personal or promotion sale in a way direct For produce sale And build connection with consumer. Sale individual Which done MSMEs Food Noodles Siko is a direct interaction with one or more candidate consumer For do presentation, answer question, And accept order.

3) Sales promotion (sales promotion)

For interesting interest consumer in buy product or service offered is necessary done promotion Which interesting, like giving price special or

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discounts on certain products ,lottery for buyer Which buyin amount certain, or souvenirs for buyers. In matter This, MSMEs Food Noodles Siko have innovation promotion sale form purchase 10 noodles siko Can get addition toppings in a way free. The goal is For increase amount. consumers who can buy and push purchase product immediately.

Constraint Strategy Marketing Which Faced by Noodle Food MSMEs Siko In City Lhokseumawe In Increase Power Competitive In Market

Company Certain have obstacles in running his business. Matter This can overcome by management company. If obstacles Which faced business No overcome well, it will have an impact growth and continuity business. Jehan's brother, Alfi, Ikhwan, and Aje as owner MSMEs Food Noodles Siko say matter the Because part big his income originate from the MSMEs it supplies. With Thus, there are several MSMEs in Lhokseumawe City so sales Mie Siko MSMEs are declining. This too making things difficult for Siko Noodle Food MSMEs For accept support finance from government.

Siko Noodle Food MSME Solution Inner Lhokseumawe City Increase Power Competitive In Market

Challenges are defined as solutions sufficient short term for MSMEs, whereas opportunity interpreted as short term solutions to follow with long term solutions. A number of solution Which must applied by MSMEs Noodle Food Siko includes:

1. Guard cash flow still Healthy

Cash flow is an important part in doing business. By Because That something company must can manage his finances in a way optimal And Good, so that company Which managed No experience bankruptcy or bankrupt. That's Why important for company For guard balance current cash. In this case the steps Which must done MSMEs Food Noodles Siko so that finances are stable stable :

a. Know cost production And all expenses

Discount is Wrong One choice For interesting consumer so that buy product. However, If You sell products below cost production, then it will produce current cash negative. So before making a discount, count Formerly cost base manufacture of the product. Matter This done For guard stability current cash.

b. Offer price which more height

For get profit big, you have to offer it with price big. In this case the company must know the price standards what is currently in force so that it is not peg price Which too expensive.

c. Push purchase repeated

In matter This company must give innovation Good through product nor promotion sale For more interesting Power buy consumer.

2. Maximize media use social business

Media social become place Which most Lots visited Lots person, especially For increase Power compete in market. By Because That, need maximize social media for promote products, starting from Name account, information biography, content, captions, and hashtags, that is care must be taken to encourage awareness and engagement. Company MSMEs Food Noodles Siko must Keep going advertise in various media social like WhatsApp And Instagram so that product Which marketed the more known And interested public wide.

3. Make account markets place



Market place is intermediary between seller And buyers in cyberspace. Marketplaces act as a third party to shopping on line, provide shop facilities and payment. Market place is one method effective For goods sale And income still stable. Because with help marketplace, process sell buy Can done in a way on line And No need interact directly with the buyer. The market place recommended for MSMEs Food Noodles Siko is Instagram Because marketplace This Already Lots popular with the public.

CONCLUSION AND SUGGESTION

Conclusion

Based on research results and discussion that has been described, conclusions are drawn study as following :

1. In do strategy marketing MSMEs use Siko Noodle Food Mix Marketing (*Marketing mix*) 4Ps which consists of product strategy (*product*), price (*price*), place (*place*), and promotion (*promotion*).
2. Obstacles faced by Food MSMEs Noodles Siko is the sales decrease.
3. Siko Noodle Food MSME Solution face pandemic that is with guard cash flow, maximizing media social, And make marketplace.

Suggestion

Based on observation writer about strategy marketing product Which applied to Siko Noodle Food MSMEs, then as for suggestion Which want to writer convey that is :

1. Suggestion for MSMEs Food Noodles Siko For look for information about help MSMEs, Because Now This There are lots of MSMEs in the city Lhokseumawe, so that expected government can give help capital business to MSMEs Which There is in Indonesia.
2. To maintain and improved development, MSMEs Food Noodles Siko must Keep going increase quality product For get trust consumer. Keep going do activity promotion as interesting Possible through price promotions and social media campaigns to attract consumers to the product MSMEs Food Noodles Siko Which on Finally will increase sales.
3. Researcher recommend MSMEs Snacks Syafira For make account Instagram For sell the product in a way on line so that his business can be done still walk.

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