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## An In-depth Analysis of Online Marketing Strategies for Uplifting Sales at UMKM

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### ABSTRACT

This study aims to determine the online marketing strategy implemented by MSME Elvin Snack Banana Chips to increase sales. Collect data through observation, interview, document techniques. Data analysis is done by identifying problems, categorizing data, presenting data and drawing conclusions. The results of this study indicate that the marketing strategy to increase sales at MSME Elvin Snack Lamongan Banana Chips in addition to cooperating with stores and agents as well as implementing online marketing strategies, namely product marketing through social networks like Whatsapp and Instagram.

**Keywords:** *Marketing Strategy, UMKM, Uplifting Sales*

### A. INTRODUCTION

The food industry is a promising business in Indonesia as food is one of the basic needs that needs to be met. The existence of small businesses and their marketing has the potential to generate people who have an independent source of income and do not depend on other parties to meet their needs. Micro and small businesses also play an important role in helping the government create jobs, especially for those with low levels of education.

Indonesia, where many traditional foods are ready to compete in the market but are not strictly controlled, especially with the appearance of many modern instant foods, traditional foods seem to have no taste. competitive position in the market. market. This is because the proponents of traditional food production failed to keep up with the times and failed to keep up with consumer expectations. Keeping up with the times and having many new business competitors, proper marketing strategy is required to win the competition in the market. Marketing is one of the most important factors for business success. Companies that sell a lot certainly have effective and well-planned marketing. Marketing is also an important factor in meeting the needs of current and potential buyers, so marketing activities must bring satisfaction to consumers. In order to satisfy the wants and needs of consumers, companies must develop product, pricing, promotion and distribution policies that are relevant to their target consumers. These four policies are known as the marketing mix.

Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing that gives direction on the activities to be carried out to achieve the marketing objectives of the company. If an industry executes its marketing strategy well, it will achieve the results that the industry expects.

(Philippe Kotler, 2012:18) defines the marketing mix or marketing mix as a range of variables that can be controlled and the extent of those variables used by companies to influence target markets. Therefore, the marketing mix in the form of product, price, promotion and distribution is very important that companies should use in running their business in order to increase sales. of the businesses they run.

In the modern era, like today, people can perform various activities at home or office without having to rush into other vehicles and get hot while moving. With internet technology, people can do many things such as socializing, greeting friends near and far, reading books, getting a lot of information and even shopping online. The development of technology has changed the way marketing communications interact, from face-to-face to screen-to-face. This has led to an increase in the number of internet users and social media users in Indonesia, which has impacted the growing interest in online shopping.

In today's digital age, the Internet can be considered as very convenient, simple and effective in the context of busy daily life. In product marketing, whether through direct marketing or direct marketing, a marketing communication strategy is required. Having a suitable marketing communication strategy can help businesses avoid missing out on ineffective and effective promotions. Internet marketing is an intermediary tool for marketing communication that is now widely used through social networks to introduce products or services in the modern world, especially using media as a means of communication. advertising tools.

Micro, small and medium enterprises (MSME) are good at seizing opportunities to expand their businesses and grow on a larger scale. Advertising tools allow them to present their products and services in various locations in Indonesia and even worldwide. Various operations, large and small, take advantage of this development to manage their operations. The number of competitors is a factor that needs to be taken into account to enable micro, small and medium enterprises (MSME) to participate in very fierce competition. The right marketing and communication strategies are used to reach the target market so that the revenue always increases.

Snacks are foods that are commonly eaten and can be used as souvenirs or snacks, along with fried bananas that are often eaten by the public at various events and receptions. This type of banana chips has also become the main product of a commercial enterprise that is Elvin Snack Banana Chips MSME, Lamongan.

MSME Elvin Snack works with several stores in the Mantup District area of Lamongan Regency. Over time, Elvin Snack also adapted to modern developments, including marketing or promoting its products through social networks such as WhatsApp and Instagram.

Elvin Snack has very good quality products, delicious taste, high product sales and is loved by many people. Elvin Snack also has more than 10 agents. During the month of Ramadan, sales of Elvin Snack products increased by 80%. There are several marketing strategies to increase sales and sales volume so that increased sales volume doesn't just happen at certain times. In this regard, the authors wish to take the title "Online Marketing Strategies to Increase Sales in UMKM Keripik Pisang Elvin Snack Lamongan".

## **B. METHODOLOGY**

This research was conducted on MSMEs Banana Chip Elvin Snack Lamongan, this type of research is a case study, as it of uses a qualitative approach and includes case studies, the results of which are descriptive analysis, especially in the form of words. spoken or written from observed behaviors, and particularly in relation to how to market online. strategy to increase sales volume in MSMEs Banana Chip Elvin Snack Lamongan. An increase in sales volume for the company is very important to measure the success of managers or is an indication of the success or failure of the company in its competition. Unsuccessful marketing will result in meaningless other functions within the company. Therefore, it becomes a goal of every company to increase its sales volume. And one that is very influential on sales volume is the existence of distribution factors that affect the increase in sales volume of company products in making a decision. Marketing activities not only aim at how to sell goods and services or transfer property rights from producers to end customers, but marketing is an integrated effort to develop strategic plans directed at how to satisfy the needs and desires of buyers in order to get sales that produce the expected profits by using certain patterns or plans and tactics so that the number of sales becomes high. Increased sales volume will illustrate the benefits

or benefits in developing the company or improving a product to the level of fulfillment of the level of achievement of results achieved by the company.

The type of data used in this study is based on the source, the type of data is divided into two, namely primary data and secondary data. Primary data is data obtained directly from research subjects by wearing measurement tools or data collection tools directly on the subject as a source of information sought. Whereas, secondary data is data that is collected by other parties rather than obtained directly by the researcher from his research subject. Secondary data is usually in the form of existing document or report data. But researchers use primary data types. Researchers use primary data because the data is obtained directly from the source.

Researchers also conducted interviews with owners and employees of MSMEs Elvin Snack Lamongan Banana Chips to obtain the data needed in the study. In this study, the data analysis carried out and used is to suggest that qualitative data analysis activities are carried out interactively, and take place continuously until complete.

## C. RESULTS AND DISCUSSION

### 1. RESULT

#### a. Summary of Company History

MSME Banana Chips Elvin Snack is a micro, small and medium enterprise engaged in the banana chip industry, established since 2018, headquartered in Jl. KH Ahmad Dahlan RT 001/RW 002, Tugu Village, Mantup District, Regency of Lamongan and only one staff to support the production process. And so far, the facility has 4 employees (2 producers and 2 packers). MSME Elvin Snack Banana Chips has registered the legality of its operations with the authorities and is currently still in the process of completeness checks, administrative verification, etc. This is done with the aim that Elvin Snack MSMEs are recognized as registered and having clear business legality.

The product produced by MSME Elvin Snack Banana Chips will provide consumers with a banana chip called Krinana, meaning banana chip with 2 flavors, sweet and salty. This product, made from jackfruit bananas, makes Elvin Snack's fried bananas crisper and has a distinctive flavor that sets them apart from other fried bananas.

#### b. Exposure Data

Based on the sales data obtained by the author, especially from MSME Elvin Snack Lamongan Banana Chips from 2018 to 2021, the sales data of MSME Elvin Snack Lamongan Banana Chips can be presented as follows.

**Table 1. Banana Chips Sales Volume Data**

No	Year	Total Sales Volume of Banana Chips (Pcs)
1	2018	1.550
2	2019	1.757
3	2020	2.530
4	2021	5.000

Source : data on MSMEs Banana Chips Elvin Snack

Based on table 4.1, it can be seen that the sales volume in MSMEs Elvin Snack Banana Chips has increased from year to year. There are several factors that make Elvin Snack sales increase, which are as follows:

- 1) Product suitability is as desired by consumers.
- 2) Have good product durability.
- 3) Can establish good relationships with consumers or customers.

MSME Banana Chips Elvin Snack has a product named Krinana, which stands for Banana Chips which means banana chips and there are 2 flavors, sweet and salty. With various packaging sizes as follows:

**Table 2. Prices of Banana Chips Products**

<b>Packaging</b>	<b>Price/pcs (Rp)</b>
150 gr	8.000
250 gr	13.000
500 gr	25.000

Source: data on MSMEs Elvin Snack Banana Chips

In providing prices to consumers, Elvin Snack equates the price of its products with its resellers. This will open up opportunities for resellers to sell. When offering prices to consumers, Elvin Snack balances the prices of its products with those of dealers. This will open up opportunities for resellers.

## 2. DISCUSSION

### a. Marketing Strategy to Increase Sales at Elvin Snack Lamongan Banana Chips MSME

MSME Banana Chips Elvin Snack always provides the best quality products to its customers. The products are manufactured from good quality raw materials and natural ingredients and the production process is based on halal standards. These raw materials are obtained from farmers in Tugu village and surrounding area. The bananas that will be used to make Banana Chips are still green bananas for the perfect crunch. A production batch can reach 10 kg, if you take large bananas, 100 bags of products will be produced, but if you take bananas from small farmers, 90 bags of products will be produced. In the production process, there are 2 stages, after peeling, washing and chopping, frying without sugar and then frying with sugar. Banana chip production time is 8 hours.

Elvin Snack banana chip products have three types of sizes, namely 150 grams, 250 grams and 500 grams. The price per pack is Rp. 8,000,- for a 150 gram pack, Rp. 13.000,- for 250 gram packaging and Rp. 25.000,- for 500 gram packaging. The product is packaged in transparent plastic and is locked with impulse heat sealing so that consumers can directly see the content and authenticity of Elvin Snack products for interested consumers to try and buy product.

More and more similar businesses and other food businesses offer modern dishes at lower prices. Elvin Snack MSME's Banana Chips has also caught up with the use of social media as an advertising medium, namely Whatsapp and Instagram. The goal is to expand the product's marketing reach so that sales increase on a daily basis, not just at certain times.

### b. Social Media

The development of social media in Indonesia is quite fast. To date, many have marketed their professional products on various social networks. Elvin Snack is also keeping up with the times by marketing its products through WhatsApp and Instagram posts. In addition to capturing customer interest, WhatsApp can also be a way to build a relationship between a seller and a buyer.

#### 1) Instagram

Instagram is a social network that allows people to express themselves. In addition to entertainment purposes, Instagram can also be a platform used for business. In addition to being a means of promotion, everyone can build relationships on social networks. The more connections there are on social media, the easier it is for entrepreneurs to market their products. Elvin Snack promotes its products on an Instagram account called @elvin.snack by posting photos of the products through the Instagram feed and providing captions as product descriptions. In addition, creation of Instastories happens almost daily. Elvin Snack also reposts stories as consumers create Instastory by tagging or tagging an @elvin.snack account. The scope of Instagram marketing is much broader and is not limited by space or time.

#### 2) Whatsapp

WhatsApp is the most used platform, especially by Indonesians. As a result, many companies use WhatsApp as a means of marketing. This method of advertising through WhatsApp marketing is considered effective in enticing customers to transact. This feature can be used to share information about current promotions with business partners. This can encourage consumers to interact more with economic actors.

Among the many advantages of the above two social media and with various considerations, Elvin Snack decided to market its products through WhatsApp and Instagram with the aim of facilitating the marketing of its products. Market their products so that customers can easily find information about Elvin Snack products. In this way, consumers can order Krinana anytime, anywhere by viewing product descriptions and testimonials on social network Instagram as well as WhatsApp Story to increase sales volume and revenue of Elvin Snack.

#### D. CONCLUSION

Based on the results of the research conducted as described in the previous chapters, we can conclude that:

1. Marketing strategy to increase sales of MSME Elvin Snack Lamongan Banana Chips, in addition to cooperating with stores and agents, must also implement an online marketing strategy, namely product marketing through social networks like Whatsapp and Instagram. Elvin Snack Banana Chips MSME have developed good quality products and used good packaging. Elvin Snack always prioritizes honesty and does not lie to consumers about taste and dosage. Taste, quality and brand image all come first, nothing is second. Similar in price, Elvin Snack fixes the price of its products, both when the price of raw materials increases and during the Eid season. In marketing its products, Elvin Snack does not discriminate among its customers, all customers receive the same price. By implementing this strategy, the MSME in Elvin Snack have been able to survive until now.
2. According to MSME actors, it is very important to use online marketing for income, effective and effective online marketing helps them get more profit and income. In fact, with the increase in the number of Internet users nowadays it has become one of the targets of MSME players who are increasing MSME sales.

Based on the conclusions above, the authors provide input as follows :

1. For MSME Elvin Snack, the quality of products produced by MSME Elvin Snack Banana Chips must be maintained and maintained because the quality of products produced is inherently good. It's just that we need to innovate with more flavor variations and new packaging so that consumers don't get bored. In terms of management, the accounting must be done so that the costs and income from capital are clear and can be referenced so that next year the income generated can increase. For good promotion, it is advisable to expand the dealer network and other markets so that sales continue to increase.
2. Consumers should be more selective and cautious in choosing snacks or foods. Don't be easily lured by cheap prices, as this does not necessarily mean they will be clean and whether the materials used are safe.
3. For future researchers will be able to conduct more in-depth research on marketing strategy using different aspects and methods.

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