



System information and implemented business strategies MSME companies (Case Study of Bakmi Jowo Bu Citro)

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Abstract

MSMEs are abbreviation from Micro, Small and Medium Enterprises . Basically , MSMEs are business or business carried out by individuals , groups , business entities small , nor House ladder . The existence of MSMEs in Indonesia is very important , because contribute big growth economy . Understanding MSMEs The meaning of MSMEs is business productive you have individual and business entities that have fulfil criteria as business micro . By more It is clear , the definition of MSMEs is regulated in the Law Republic of Indonesia No. 20 of 2008 concerning MSMEs. In this law mentioned that MSMEs are in accordance with type his business ie business micro , business small and businesslike intermediate . Initially , Bakmi Jowo Bu Citro opened Bakmi Jowo business his on the edge Jalan Slamet Riyadi Solo in 1970. In presenting the noodles, Mrs. Citro maintained draft Cook traditional which , among other things, uses charcoal wood as material cooking , no from LPG gas as before This used society in general. Concept the inherited to his descendants. In 1980, one his son, Mr Joko (1st Generation) , with utilise his parents ' house and set up Bakmi Jowo restaurant on Jl. Pulanggeni , Types , Solo. Culinary business traditional This Keep going developed together his wife Sulisty Haryanti. Techniques used in research This is qualitative data analysis. Research result This show that communication strategy applied marketing Bakmi Jowo Bu Citro MSME company is advertising (advertising) and marketing direct (direct marketing) as well marketing from word of mouth with depend on experience customer with Bakmi Jowo Bu Citro and their recommendations share to friends and family. This matter is form free advertising triggered by impressions, feelings, and thoughts buyer . Advertise using banners displayed on the page front restaurants and also through social media.



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1. Introduction

System information and business strategy with depend on digital technology for a business MSME culinary is making things easier the company to develop the product with utilise various developing technology use produce good and quality products and can enter market share . System information and business strategy with depend on digital technology is can give motivation the ability of employees to adapt and anticipate global development , so that it can implement what to be vision and mission from a company . Employee will Work with good and purposeful as well as expected achieve maximum results for satisfaction customer .

Whereas Communication is a part from transaction marketing , a symbolic process when somebody or some people, groups , organizations , and societies that want people, create , and use information to organize environment

to connect with other people. When communicating, you need to build connection fellow man through exchange information with attitude and behavior in demand delivery message from somebody to other people. So you can also concluded that communication is a development process connection ongoing communication with fast and fast , so Lots found related communications life social community in the field communication . One of field the is communication marketing . In communication marketing there is exists activity marketing effort spread information , influence , persuade and remind the existing market with goals and objectives in its name company with Meaning product from company so that the public is willing accept , buy and be loyal to the products offered (Tjiptono , 1997: 219). In marketing or marketing requires a Marketing Strategy Where used by the company manufacturer goods or planning services in a way comprehensive , integrated , and united in the field marketing that delivers guidelines about various activities to be done in achieving aim to win company market competition Good through : internet, advertising , promotions , sales , product programs , special events , relationships society and news , marketing direct and sales personal nor distribution . Drafting plan business in a way comprehensive based on an appropriate , measurable and sustainable marketing strategy

Communication strategy marketing is one early in order introduce products to consumers to be close with audience and must be able to market product they to consumers for the sake of getting many advantages from business carried out company the. Every communication strategy marketing have the strengths and weaknesses of each. It is just whether all these strategies should be implemented or No because it is necessary study which strategy is the most effective , efficient and feasible adapt availability budget . As seen, the internet is is the right marketing strategy Because near with audience or public . Many offer sale product via the internet, fine local nor international, expensive prices up to cheap price . Competition tight business in this modern era No only requires business people and entrepreneurs to create product superior quality good and cheap , however they have to be able to market product they to consumer .

Strategy originates from Greek *strategia* , which means leadership in the army . According to Freddy (1997), strategy is tool to achieve objective . In its development , the concept regarding continuing strategy develop . This matter can indicated by its existence difference draft regarding strategy for 30 years final . Following This is development : Chandler (1962): Marketing strategy is guidelines basis and plan purpose , allocation source power , as well interaction organization with markets, competitors and other environments (Walker, Boyd and Larreche , 1999:8)

Marketing strategy This consists from target market strategy , placement strategy and mix strategy marketing (Kotler and Armstrong, 2001:71). Sucherly (1996:16) groups marketing strategies This is divided into two main strategies , namely :

- (1) strategy market product which is a strategy to determine the target market which will chosen or served and marketing program placement strategies , and
- (2) mix strategy marketing . Meanwhile, mix strategy marketing consists from product strategy , pricing strategy , distribution strategy and promotion strategy (Kotler and Armstrong, 2001:67: Cravens and Piercy, 2003:38: Best, 2000:117).

According to Kotler and Keller (2021:29) stated that management marketing is art and science select target markets and acquire , retain , grow customer through creation , delivery and communication mark superior customers . The growth of the modern market continues spread throughout remote areas of our country , in the form of hypermarkets and other modern markets . This matter cause more competition strong between companies and each of them has owner of very strong capital to excel moment enter a competitive market .

2. Materials and Methods

This research aims to find out and analyze business strategies and information systems at the UMKM company Bakmi Jowo Bu Citro, Solo. is one business the well-known and very familiar UMKM food stall bakmi for people in Solo. Stall with address on the street Pulanggeni , Types , Solo, marketers' work motivation , satisfaction customers and the implications on company profits . This research is study qualitative namely : identification problems , restrictions problem , determination focus problems , implementation research , processing and interpreting data, emergence theory , and reporting research results .

Research methods the sample is company MSME company Bakmi Jowo Bu Citro Data is presented using structured primary data through observations, and related documentation with study this , then used to analyze marketing strategies a product to selling noodles circulating in Solo and surrounding areas . In terms of increase sale a product the MSME company.

Techniques used in research This is qualitative data analysis . Research result This show that communication strategy applied marketing Bakmi Jowo Bu Citro MSME company is advertising (advertising) and marketing direct

(direct marketing) as well marketing from word of mouth with depend on experience customer with Bakmi Jowo Bu Citro and their recommendations share to friends and family . This matter is form free advertising triggered by impressions , feelings , and thoughts buyer . Advertise using banners displayed on the page front restaurants and also through social media .

Based on a number of research that has been Lots done indicated that factor quality service can provide influence direct to satisfaction consumers, and make a customer still .

System Marketing carried out by MSME Bakmi Jowo Bu Citro

System marketing carried out There is various method that is do activity market research and analyzing existing data use determine what strategy MSME companies develop and sell goods or promote online or social media other for example : Instagram, Tiktok , Facebook, WA groups and others . There is a number of possible factors helps in determining the target market destination , among others as following :

1. Location. Location is one factor when determine the target market with segmentation geographic .
2. Prices that are affordable for consumers .
3. Excellent service with friendly and welcoming .
4. Giving entertainment customer with exists device music in the restaurant
5. Provide place safe and spacious parking Because There is officer parking .
6. Apart from that, it is also being developed through marketing conventional with communication and information from face to face.
7. Type of business being run is business culinary traditional Bakmi Jowo Bu Citro with a menu of various dishes has written with clear start from noodles, vermicelli , capjay , paklay , fried rice, and also mawut rice . Price Enough affordable , from price Rp. 20,000-Rp. 28,000.
8. Working employees moment This the total number of 15 people came from from around location place Bakmi Jowo Bu Citro restaurant . So that make it easier employees to leave Work .
9. Distribution through Go Food and services direct it turns out capable make satisfaction to customer . With marketing and distribution food the on is make strength .

Bakmi Jowo Bu Citro applies principle ; " Serve with completely heart ” where visitors will welcome to sit with polite smile to wait order cooked and ready to serve , after finished do payment always said : " accept Thank you for visiting and waiting visit next . Apart from that, it is for familiar acquaintances and first time visitors will released from payment or free. Apart from that, the service is fast and satisfying . The place is clean and well lit as well as supported dressed waitress uniform and polite .

System purchase related purchase material Bakmi Jowo Bu Citro UMKM standard for the products that will be made System purchase is a purchasing process products and services which include purchase start from requests and orders purchase until receipt and payment product . System purchase is component key from management effective inventory Because system This monitor existing stock and help company determine what to buy , how much to buy , and when buy it . System purchase Possible based on the quantity model economical order .

Purchase material standard is one of the activity main company , for smooth running operational company order activities company can walk smoothly . System purchase create a purchasing process become more efficient and helpful company reduce cost supply . System computerized purchasing can cut cost administration company , shortening cycle purchasing and reducing error human , so minimize lack . Raw material is material raw or material key requirements needed to achieve the final result form goods consumption used somebody . Whereas material helper is materials needed and used in the production process the .

Purchase material standard is one of the activity main company , for smooth running operational company or MSMEs for activities company can walk with fluent . Activities for purchasing material standard in a way general own a number of possible risks happen like happen delay delivery , to MSME locations .

Buy-to-Pay

Purchase -to-Pay is system fully integrated automate the purchasing process goods and services for business . System This get his name Because handle all aspects acquisition start from purchase goods until vendor payments . Buy-to-Pay system begins with request , then continued to procurement , and terminated with payment .

Bakmi Jowo Bu Citro applies purchase / delivery of Raw Materials directly direct / Direct Materials from the market to restaurants such as : flour , rice , onions , chili peppers , shallots red , chili , vegetable cabbage , bean sprouts , noodles and others. Purchase -to-Pay efforts optimize the purchasing process , so give benefit for organization through control more finances and efficiency Good . Efficient and integrated system This save costs and reduce risk . And make sure that only necessary purchases just do it and do it with reasonable price . System purchase hold role important in controlling cash outflow company . Bakmi Jowo Bu Citro applies cash receipts with transaction receipt of money

cash . Visitors or buyer do payment direct in a way cash through officer cashier. System cash outlay is through related events with purchase material standard with method direct and necessary goods support other such as : payment wages facing employee in a way weekly.

Not long ago Bakmi Jowo Bu Citro also arrived very outside visitor the usual “important ” ie Former extended family The 6th President of the Republic of Indonesia, Mr Susilo Bambang Yudoyono along with all administrator Party Jakarta Democrats , I don't know get information where is he from ? so that please come and try cuisine Warung Bakmi Jowo Bu Citro.

Bakmi Jowo Bu Citro is now being continued generation First namely by the second Citro Puspito's children, namely Mr Joko Mulyono and Mr Joko and their wives.

3. Results and Discussions

Based on marketing strategy analysis give good service and affordable prices to customers to attract fans . Bakmi Jowo Bu Citro very well promote the brand so that be one lots of restaurants interested by the public Indonesia, especially Solo area. One of method the Bakmi Jowo Bu Citro promotion is with give live music entertainment to customers to attract fans. Bakmi Jowo Bu Citro is also very good maintain superiority competitive in a way sustainable and able to use its strengths to exploit market opportunities.

On the side another, Bakmi Jowo Bu Citro with a development strategy his business make product with various miscellaneous cooking and snacks , deliberately market the product with Affordable prices , targeting sales targets to the public class intermediate in various age Good Woman nor man . Bakmi Jowo Bu Citro remains succeed maintain their market value in the global market. MSME culinary business is very promising, apart from reducing number Unemployment could also increase level life society and resources income but must be managed and supported with system accurate and fast information and strategies in service to consumer or customer .

Place business made with design like that so that it can be seen nice and interesting Where visitors feel safe , comfortable and enjoyable . Apart from that, toilets and bathrooms are also necessary room pray for visitors who wish worship.

4. Conclusion

Good marketing strategy will can strengthen a company in the face global market competition , supply - focused strategy quality the best and good brand promotion as well as competitive prices can interesting consumers to remain loyal buy products released company the . Apart from that, there is approach to public will make consumer feel more appreciated and felt satisfied with services provided . MSME companies that have a good strategy will can influential in the middle competition strict in terms sale cuisine culinary delights in the global market at the moment This . This matter because society already knows and accepts it product as well as services provided by the company the . Before carrying out the marketing process , yes there's a lot to pay attention to . Among them , the type used along with component What it just has to be there . Apart from that , designing good financial reports will be able to streamline the marketing process This . Planning in choosing types marketing done so sale the more increase , in management finance business from start note down , analyze until report with accurate . Business must be able to be monitored Where just and when course , in a good marketing process , the company get positive impact .

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