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To cite this article: Sumitro Sarkum *et al* 2019 *J. Phys.: Conf. Ser.* **1175** 012211

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The zoning strategy for smes: a marketing concept O2O (offline and online)

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Abstract. This study aims to find a concept of empowerment of SMEs through methods of socialization and promotion of SMEs products in two different markets (offline and online) using a system of engagement. This concept is expected to be a reference for the implementation of SMEs management strategies and the creation of entrepreneurial infrastructure in North Sumatra. This concept will bring benefits for SMEs to enter the digital market while still exist in traditional markets. The concept of information and communication system is integrated with social media, web and market place SMEs. Such integration can increase sales of SMEs products in traditional markets and ready to compete in the international market.

1. Introduction

The Rakornas field of Cooperatives and SMEs in 2017, Ministry of Cooperation And Small and Medium Enterprises convey to improve the ratio of entrepreneurship in Indonesia. Based on data from BPS, Indonesia's entrepreneurship ratio of 3.1%, previously 1.65% of the total population of Indonesia which reached 250 million people [1]. There is a difference Rakornas 2017 with 2018, where Rakornas 2018 has a strategic value different from Rakornas 2017, it can be seen from pouring [2], which states that Rakornas is a coordination forum to build, enhance and strengthen the synergy and cooperation of Central and Regional Government in the framework of integration, synchronization, planning, implementation and evaluation of SMEs development. Interestingly, the conclusion of the Rakornas two came from the direction of the policies and programs of the Ministry of Cooperatives and SMEs in an effort to improve competitiveness, at point e stated that SMEs Empowerment should be able to encourage increased competitiveness and capacity SMEs to be able to adapt in technology and change the business environment globally through development entrepreneurship and SMEs excellence. Point is in line with the development of small and medium enterprises (SMEs) based on science and technology which is the framework of empowerment KUMKM in RPJPN 2005-2025 for economic growth [3].



There are three programs and activities in the field of Cooperatives and SMEs in line with RPJPN 2005-2025 as reference to support government policy in this research, among others (1) Expansion of Marketing Access for SMEs, through: People's Market Revitalization, Standardization and Certification, abroad, and mentoring. (2) Development of Integrated Business Service Center and Digital Village that synergize with PT. Telkom. (3) Increased capacity of technology-based human resources, such as: Vocational training through Social Media, Socialization of IT-based Entrepreneurship and Technopreneurs Training [4]. These three points are also contained in the strategic plan of the year 2019 Ministry of Cooperatives and SMEs through the field of production and marketing, the field of Business recurization, Human Resources Development and Marketing Service Agencies Cooperatives and Small and Medium Enterprises [5]. Meanwhile, the Cooperative and SME Development Program of North Sumatera Province in Rakornas 2018 describes the strategic issues of low quality of human resources of Cooperative and SME managers, the low growth of Cooperatives and SMEs, the low competitiveness of Cooperatives and Micro and Small Business, and the limited marketing of products and partnerships of Cooperatives and SMEs in North Sumatera [6]. North Sumatera Cooperative & SME Office also delivered Programs aimed at enhancing the competitiveness of SMEs through innovation and application of technology so as to enhance the competitive advantage of SMEs. The policy direction is implemented through improving the quality and variety of SMEs products, Implementing continuous product innovation and improving the application of technology to SMEs production system. In conclusion, the Office of Cooperatives & SMEs of North Sumatera Province stated that coordination and synergy between the Ministry of Cooperatives and SMEs with Provincial and District continues to be enhanced in the context of Empowerment of KUKM through targeted programs activities. Based on these facts and arguments, research is needed to find new concepts in the development and empowerment of SMEs.

2. Methodology

This research will be adapted to the Regional Entrepreneurship Master Plan. Field research methods on SMEs using explorative methods and quantitative analysis. The respondents of this research are SMEs in 12 districts in North Sumatera. The results of these studies are the basis for the preparation of potential management models and the advantages of SMEs on the business center plan. The information and communication system built will also be integrated with the social media, web and marketplace of SMEs. Follow-up decision-making method used clustering data mining through K-Means method. This method will group the big data system which then partition the existing data into the form of one or more clusters. Then the data having the same characteristics will be grouped into the same cluster and the data having different characteristics are grouped into other clusters. From the results of the above data groupings, will be processed again using Analytic Hierarchy Process (AHP) method, so that the final result will be obtained as a basis for decision analysis of SMEs marketing strategy development. Information systems that will be made web-based that is equipped with CSS bootstrap, so it looks responsive in both mobile and desktop. Before integrating into information system, grouping is done using k-means method and Analytic Hierarchy Process (AHP) method, so that technology will be obtained in the form of information system which has been integrated with social media, site and marketplace of SMEs.

3. Result and Discussion

The results of this design are contained in the roadmap in figure 1, and it can be explained that the development of information systems decision-making as a marketing strategy of SMEs, starting from the SME operational process involving three actors namely employees, customers and supply chain in SME industry. Then the marketing system outside and in the network zoning in one unit. The difference in the market within the network to make communication systems through social media, web and marketplace specialized SMEs in one zoning. The involvement of employees, customers and the supply chain in communication within the network becomes one of the basis of withdrawal of

analysis based on the information matrix of product performance of SMEs. The analysis of this marketing strategy is the competitive advantage of SMEs in two different markets.

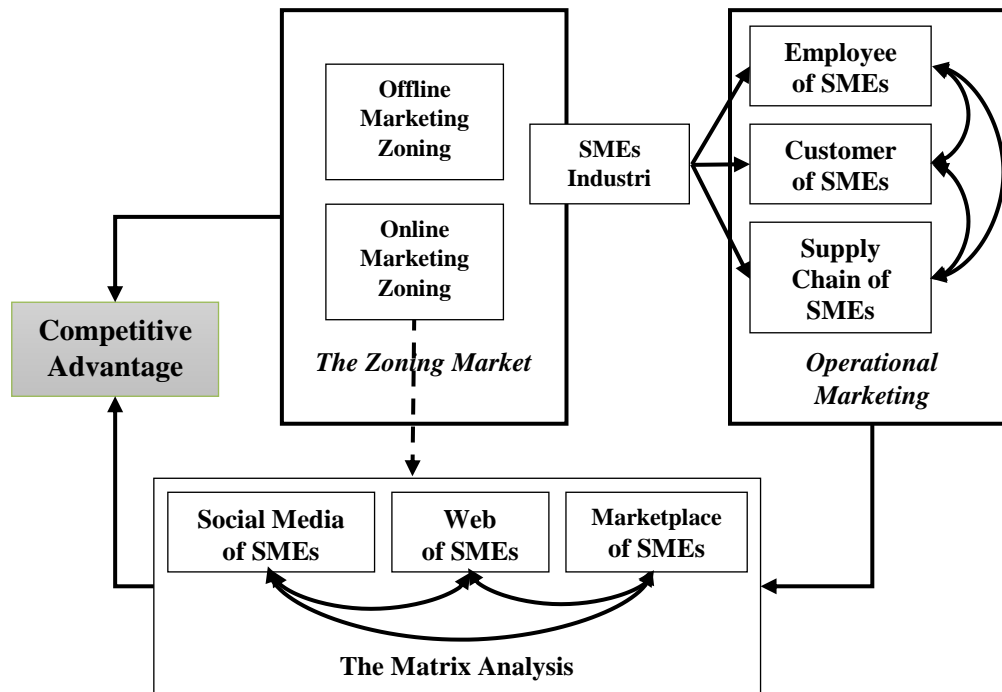


Figure 1. Road Map Development of SME Marketing Strategy

4. Conclusion

The Leverage in this study along with the government program SMEs go digital, especially for SMEs in the region as an effort to strengthen the national economy in reducing unemployment and create jobs, and anticipate the competitiveness of globalization industry business. While the benefits and benefits that it provides is the knowledge, expertise and expertise and readiness of SMEs to compete in the global market. In addition, the marketing management information system is also useful for employee, customer and suppliers engaged in the marketing of products and services, because the information system is integrated directly into the customer, supplier and employee by using a single account the interested parties can directly conduct transactions, send messages, or report complaints in one information system.

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