

Development of Marketing and Promotional Strategies Samarinda City MSME uses an Integrated Marketing Communication Approach

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ABSTRACT

Purpose: The Indonesian economy is required to be more creative, the creativity of entrepreneurs, especially medium and small businesses is really required to maintain their businesses. The addition of creativity of these entrepreneurs is called the creative economy which is a development of the economic sector. The purpose of this study is to develop marketing and promotional strategies to boost the creative economy of Samarinda City that are proactive and sustainable. Samarinda City MSME entrepreneurs are expected to be able to improve quality and quality, as well as open up employment opportunities. MSMEs are expected to be able to survive and be competitive in the era of globalization and digitalization. MSME entrepreneurs are expected to have high creativity and innovation.

Design/methodology/approach: This study uses a descriptive qualitative approach, data analysis using time triangulation. Data collection techniques through in-depth interviews and observations on social media.

Findings: The results of this study explain that Samarinda City MSMEs are able to maintain their businesses and can increase sales because they implement the marketing and promotional strategies developed, namely integrated marketing communications which are currently very popular among entrepreneurs. MSMEs can increase their sales by using direct marketing, online marketing, sales promotion and advertising for marketing. As a result, MSMEs can survive and increase sales by two-fold and can add employees and are able to develop businesses outside the region. In the future, MSMEs in Samarinda City must optimize the use of features on social media such as creating content more often and uploading it on social media to increase engagement (online marketing) and advertising which can ultimately increase sales and brand awareness and make innovations for the latest and contemporary products.

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I. INTRODUCTION

As time goes by, the Indonesian economy is required to be more creative, the Indonesian economy must move quickly to recover. The creativity of entrepreneurs, especially medium and small businesses, is really required to maintain their businesses. This additional creativity for entrepreneurs is called the creative economy, which is a development of the economic sector. According to the Ministry of Trade of the Republic of Indonesia, the creative economy is an industry that originates from the use of individual creativity, skills and talents to create prosperity and employment opportunities through the creation and utilization of the individual's creativity and inventiveness. The creative economy is one of several efforts by the Indonesian government for sustainable

economic development through various creativity with an economic climate that is competitive and also has renewable resource reserves. According to the United Nations Conference on Trade and Development (UNCTAD), the creative economy is a developing economic concept based on creative assets that have the potential to generate economic growth and development. Micro, Small and Medium Enterprises (MSMEs) are one of the most important parts of a country's economy. In developing countries like Indonesia, MSMEs play a role in encouraging economic growth, employment and equal distribution of development results to the village level (Samtono, 2016). This important role encourages the government to continue to strive to develop MSMEs. Even though these small businesses have minimal workforce, minimal assets and minimal turnover, the large number of MSMEs currently is sufficient to support and influence the country's economy, significantly and strategically.

Table 1. Data on MSMEs from the East Kalimantan Provincial Government based on business scale.

No	Data List	2021	2022	2023	Unit
1	<i>Number of MSMEs based on Business Scale</i>				
	1). Micro Business	334483	341157	429939	Unit
	2). Small Business	9459	9466	28073	Unit
	3). Medium Business	598	651	2135	Unit

data source: <https://data.kalimprov.go.id/dataset/data-umkm>

Table.2 Data on MSMEs from the East Kalimantan Provincial Government by type of business.

No	Data List	2021	2022	2023	Unit
1	<i>Number of MSMEs based on Business Type</i>				
	1). various businesses	124280	215026	256,286	Unit
	2). trading	169142	195704	195,704	Unit
	3). agricultural industry	13921	8157	8,157	Unit
2	<i>Number of SMEs that received Business Transactions</i>				Unit
3	<i>Number of SMEs</i>	10098	30208	30,208	Unit
4	<i>Number of Active BPR/LKM</i>				
5	<i>Number of SMEs non BPR/LKM</i>				
6	<i>Number of SMEs Upgraded</i>	9	13	300	UKM
7	<i>Number of Upgraded SMEs and Quality Cooperatives</i>	3	1		UKM

data source: [UKM Prov. Kaltim Tahun 2021-2023 - Jumlah UKM Prov. Kaltim Tahun 2021-2023.xlsx - Satu Data \(kaltimprov.go.id\)](https://ukm.kaltimprov.go.id)

Sulistyastuti (2004) explains that with the ongoing era of regional autonomy and regional economic development, the strategic role and position of MSMEs is of course closely related to the successful implementation of regional policies. MSMEs in the regions are of course very necessary to create a healthy business competition climate in the regions. Regional Autonomy provides an opportunity for regions to plan their own development in their regions by making the widest possible use of local resources they have. This makes MSMEs have an important position in regional economic development and community empowerment. The relevance of SME development in economic development is increasingly relevant with the aim of overcoming poverty, inequality and unemployment.

Samarinda City, the capital of East Kalimantan province, has an area of 783 km². with a population of Samarinda City of 856,360 people in 2023 (source: https://id.wikipedia.org/wiki/Kota_Samarinda) With the population increasing and the city being strategic enough to make Samarinda City a service and trade center with Micro Business data (UKM) Samarinda city in 2022 and 2023 as follows :

Table. 3 Micro Business Data for 2022

NO	SUBDISTRICT	MALE	FEMALE	TYPE OF BUSINESS						
				CULINARY	FASHION	EDUCATION	AGROBUSINESS	AUTOMOTIVE	INTERNET	OTHER
1	SAMARINDA ILIR	1,703	3,006	1943	655	6	975	89	69	972
2	SAMARINDA UTARA	2,221	3,824	1852	627	9	1386	130	36	1985
3	SAMARINDA ULU	1,928	3,470	2237	411	31	2035	132	74	458
4	SUNGAI KUNJANG	1,817	3,359	2081	468	3	545	36	31	2012
5	SAMARINDA SEBERANG	879	1,893	990	406	5	485	49	21	816
6	PALARAN	1,266	2,341	1004	378	4	1276	84	15	846
7	SAMBUTAN	1,760	3,020	1719	548	3	1322	104	41	1043
8	SUNGAI PINANG	2,100	3,421	2237	1107	4	1508	84	54	600
9	SAMARINDA KOTA	655	1,015	765	226	5	274	40	29	298
10	LOA JANAN ILIR	1,310	2,443	1283	489	3	1328	69	28	553
		15,639	27,792	16,111	5,315	73	11,134	817	398	9,583
		43,431								43,431

Table. 4 Micro Business Data for 2023

NO	SUBDISTRICT	MALE	FEMALE	TYPE OF BUSINESS						
				CULINARY	FASHION	EDUCATION	AGROBUSINESS	AUTOMOTIVE	INTERNET	OTHER
1	SAMARINDA ILIR	1,767	3,089	1997	675	5	975	97	70	1037
2	SAMARINDA UTARA	2,288	3,901	1891	631	10	1396	137	36	2068
3	SAMARINDA ULU	2,017	3,611	2329	426	32	2044	141	80	556
4	SUNGAI KUNJANG	1,905	3,500	2163	480	3	548	42	38	2131
5	SAMARINDA SEBERANG	974	2,099	1076	440	5	485	54	21	992
6	PALARAN	1,337	2,410	1030	391	4	1280	88	16	938
7	SAMBUTAN	1,794	3,084	1746	554	3	1331	110	42	1092
8	SUNGAI PINANG	2,176	3,559	2296	1121	6	1510	93	54	728
9	SAMARINDA KOTA	663	1,040	786	228	5	274	40	29	308
10	LOA JANAN ILIR	1,334	2,464	1291	490	3	1328	69	28	589
		16,255	28,757	16,605	5,436	76	11,171	871	414	10,439
		45,012								45,012

data souce : Dinas Koperasi dan UKM Kota Samarinda.

Based on this data, there are very various types of micro businesses in Samarinda City, with quite a large number having the potential to be developed. However, in practice in business development, there are several obstacles faced by MSMEs both internally and externally. According to Putri (2017), internally, there are a series of problems faced by MSMEs, such as limited capital, limited production and management technical capabilities, marketing difficulties caused by a lack of information regarding changes and existing market opportunities and low human resources. Meanwhile, externally there are also various problems, one of which is related to the business climate, such as large transaction costs, the length of the licensing process and the emergence of various levies and unhealthy business practices. Apart from that, regional autonomy, which is expected to be able to accelerate the growth of a conducive business climate for MSMEs, has not shown even progress.

The Samarinda City Government, through the Department of Cooperatives and SMEs, has made various efforts to empower MSEs in the City of Samarinda in accordance with the Vision and Mission of the Samarinda

City Government, namely realizing Samarinda as a Central City of Civilization with the second mission, namely realizing an advanced, independent, democratic and just city economy through improving the role of strong and competitive MSMEs. According to Nur (2017), the Department of Cooperatives and SMEs in order to foster a business climate in Samarinda City has made it easy for SMEs to access credit for SME financing and ease of licensing which provides legal certainty in carrying out their business activities so that the business climate becomes conducive. The growth of new business units carried out by the Cooperatives and SMEs Service is carrying out business meetings between MSEs and banking partners in an effort to increase the number of MSEs in Samarinda City. The guidance carried out by the Department of Cooperatives and SMEs includes activities to increase the capacity of MSEs through training, marketing of MSEs products as well as guidance and facilitation of assistance with information on providing banking credit via KUR (People's Business Credit) in Samarinda City. However, these empowerment programs also often encounter several obstacles so that the planned programs do not run effectively. This is caused by several inhibiting factors, namely the lack of funds or costs which limits the provision of training activities, human resources such as extension workers who are inadequate in providing assistance to MSEs, limited production and management technical capabilities, and marketing which is relatively difficult (Putri, 2017).

A. Objective

For this reason, it is necessary to develop marketing and promotional strategies that are a priority for MSME entrepreneurs, to develop businesses and boost the proactive and sustainable creative economy of Samarinda City. MSME entrepreneurs are expected to be able to improve quality and quality, as well as create job opportunities. MSMEs are expected to be able to survive and have competitiveness in the era of globalization. MSE entrepreneurs are expected to have high creativity and innovation. This research aims to describe what strategies are appropriate for use by MSMEs in Samarinda City so that they can adapt to business conditions in the current era of digitalization.

B. Benefit

The theoretical benefit of this research is to contribute to the development of marketing and promotional strategies. Meanwhile, practically it can provide recommendations for Samarinda City MSMEs and other business communities in implementing marketing and promotion strategies using integrated marketing communications.

Research regarding marketing and promotional strategies has been carried out previously. Such as research conducted by Fajar Febrian Putranto, Zikry Fitrian, Bramantyo Adi Nugroho, Eka Nor Santi, Noor, Wahyuningsih, Puput Wahyu Budiman, Adi Hendro Purnom (2019) with the title "Micro Business Development Strategy in Samarinda City". The problem in this research is that MSMEs have limitations in terms of capital, production and management capabilities, limited marketing and human resources. This research uses analysis. Strategy formulation is carried out using Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, followed by compiling a Quantitative Strategies Planning Matrix (QSPM) to determine the order of the most priority strategies to be implemented. The strategy that occupies the first priority in developing micro businesses in Samarinda City. The strategy that has the first priority in developing micro businesses in Samarinda City is promoting micro business products in a planned and sustainable manner. Second, marketing micro business products through local and national e-commerce. Third, establish a technology business incubator. Fourth, encourage the private sector to play an active role in empowering micro businesses. The fifth strategic priority is to strengthen regional regulations for the use of local micro business products and spatial planning for micro business centers. Furthermore, research was conducted by Rahmat Saleh, Hawaizza Qanitta Permana, Novi Susilawati, Zakirah Azman (2023). With the title "Innovation in Integrated Marketing Communication for Bitata Food MSME". This research aims to determine the marketing communication strategies used by UMKM Bitata Food in marketing its products in Banda Aceh City. The concept of Integrated Marketing Communication (IMC) is one of the marketing mixes used in this research. This type of research is qualitative in nature and the determination of informants is carried out using a purposive sampling technique. Data was obtained through interviews with three informants. The research results show that Bitata Food carries out various types of approaches and strategies such as direct sales, advertising, public relations, varying products, adjusting where products are marketed, varying prices, and using brand ambassadors as a promotional strategy. This is done by UMKM Bitata Food so that the target market they want to reach is appropriate and consumers can easily get to know Bitata Food products on the market. Indirectly, Bitata Food has implemented an integrated marketing communication strategy in marketing its products, and made this MSME look superior in terms of marketing techniques. From these two studies, this research will provide information and input about integrated marketing and promotion strategies for Samarinda City MSMEs. The only difference is in the independent variable, namely marketing and promotional strategies which must be the main focus for increasing MSME sales which will ultimately increase branding and the creative economy in the city of Samarinda.

C. Marketing and Promotion Strategy

According to Rangkuti (2006), marketing strategy is a series of goals or targets, policies and rules that provide direction to a company's marketing efforts from time to time, at each level and its reference and allocation, especially as a company's response to the environment and circumstances. ever-changing competition.

According to Suryana (2006), marketing strategy is the activity of researching consumer and consumer needs (probel/search), producing goods and services in accordance with consumer needs and desires (product), determining price levels (price), promoting so that the product is known to consumers (promotion), and distribute products to consumers' places.

According to Tjiptono (2004), there are five interrelated steps in marketing strategy, namely:

1. Market selection, starting with market segmentation and then selecting the target market that is most likely to be served by the company.
2. Product planning, including the product itself, the product brand name, product availability, warranty or guarantee, repair services and technical assistance provided by the seller, and personal relationships that may form between buyers and sellers.
3. Pricing, namely setting a price that can reflect the quantitative value of the product for customers.
4. Distribution system, namely the wholesale and retail trade channels through which the product reaches the end consumer who buys and uses it.
5. Marketing communications (promotion), including advertising, personal selling, sales promotion, direct marketing, and public relations.

D. Integrated Marketing Communications

This study will review the shortcomings of marketing and promotion strategies that are still the main obstacles for most MSMEs due to lack of knowledge and experience. First, advertising is all forms of non-personal communication about company information, products, services, or ideas through mass media and is paid. Advertising is the most frequently used media in marketing because of its wide reach. The mass media used for advertising are television, radio, print media and online media (Belch & Belch, 2018). Second, direct marketing, is a way for companies or organizations to communicate directly with target or potential consumers. The purpose of direct marketing is to get a response or record sales transactions. Examples of direct marketing are sending emails, selling directly, giving samples. Third, public relations, is an effort to control and manage the company's image. According to Frank Jefkins, public relations is an activity to create understanding through knowledge to create a positive impact (Morissan, 2010). Fourth, personal selling, is a form of direct communication between sellers and potential consumers. The form of communication can be through face-to-face interaction or by telephone. This interaction gives sellers the opportunity to buyers to explain in detail about their products to potential buyers. In addition, you can also get direct feedback from potential buyers. Fifth, online marketing, is an effort to market via the internet to realize two-way communication. The advancement of the internet is utilized by companies to market products, services via social media, websites, blogs or vlogs. The advantage of online marketing is that sellers and buyers can interact with each other and make purchases directly (Belch & Belch, 2018). Examples include giving online coupons and holding giveaways. Sixth, sales promotion is an activity that provides added value to distributors, salespeople or consumers to increase sales. An example of a sales promotion is giving discounts (Morissan, 2010).

Marketing strategy, integrated marketing communications is a marketing communications plan and strategy adopted by large and small companies and is becoming popular among product and service marketing firms. Integrated marketing communications has six elements that are integrated with each other. These elements include advertising, sales promotion, public relations, personal selling, online marketing, marketing public relations, and direct marketing. Each element has its own role that functions to complement each other to get maximum results, namely the delivery of clear, consistent messages and has a strong influence on the company and the products produced. Actually, each component can run alone, but it will be more powerful if all elements are combined. The company will get various variations of marketing communication activities (Isnaini, 2004).

II. METHODS

This study uses a descriptive qualitative approach, data analysis using time triangulation. Data collection techniques through in-depth interviews and observations on social media. The type of research used is descriptive because the researcher wants to describe based on the facts found in the field. Data collection techniques used are in-depth interviews and observations. The informants in this study were Ferry Gunawan, the owner of Gerai Roti Panglima Samarinda and Nunu Tanzil, the owner of Toko Roti Sari Samarinda. Observations were carried

out by observing the social media of Gerai Roti Panglima and Toko Roti Sari Madu as well as WhatsApp and Instagram statuses.

A. Data Collection

This study discusses how the development of marketing and promotion strategies implemented by Gerai Jajan Panglima and Toko Roti Sari Madu. The researcher obtained qualitative data which was then processed according to the research methodology described descriptively. Toko Jajan Panglima and Toko Roti Sari Madu are 2 SMEs among 45,012 SMEs in Samarinda City. Both of them pioneered this business from the production process to marketing themselves with only a few employees. Gerai Jajan Panglima is the name of an UMKM shop in Samarinda City run by Ferry Gunawan, who lives in Samarinda City. This business has been around since 2006. Initially, it was a martabak business, then it closed and really opened Roti Gembung Panglima in 2013. From opening a shop selling Roti Gembung with prices starting from IDR 10,000, now it has expanded its business by selling various snacks and contemporary breads that are very popular and are often used as souvenirs from Samarinda. Various snacks are not only amplang which is a typical souvenir from Samarinda City but also sells durian lempok, keminting cake, beef ilat, cheese gabin, peanut cake and milk pie, plus various crackers such as shrimp crackers, wheat crackers, and peyek and fish skin chips. In addition, it also sells chili sauce with the characteristics of Samarinda City, namely Haruan fish chili sauce. The best seller is the soft and fluffy Roti Gembung with various flavors and toppings such as Roti Gembung (plain, srikaya, durian and strawberry, chocolate and cheese) which is the best seller and characteristic is the durian Roti Gembung besides also selling bread with various flavors and shapes, such as for chicken curry, oreo roll bread, beef roll bread, beef floss roll, banana cake, durian roll cake, dry cake, pizza, croissant, and cromboloni which are now very popular among teenagers. The target market which was initially only the lower middle class has now risen to the upper middle class with quality ingredients and competitive prices. It is different with Nunu Tanzil who has been running the Sari Madu Bakery for 7 years in Samarinda City. In addition, Nunu Tanzil is also the manager of Dunia Interior. Sari Madu Bakery offers a variety of breads with quality ingredients, including codet bread priced starting at Rp. 95,000, - beef slice croissant, almond and plain. Cromboloni with various toppings, chocolate banana bollen and cheese banana, pillow bread, donuts, fried bananas with honey and sanggar belanda, risol and onde-onde and other fried foods and traditional snacks are sold fresh every day starting at Rp. 5,000, - Blackforest cake and decorative cakes, dessert boxes and puddings, various chips and crackers are very complete. Now expanding by providing dry cakes and hampers for Eid and Christmas. The target market share from the beginning is the middle to upper class because it is made with quality and premium ingredients. The best-selling superior products are codet bread, bangkok bread, medium bread, cromboloni, and honey fried bananas.

III. RESULTS AND DISCUSSION

A. Implementation of Integrated Marketing Communications

Based on the results of interviews and observations, researchers saw that Sari Madu Bakery and Panglima Bread Outlet implemented several integrated marketing communication strategies. Sari Madu Bakery implemented several elements of integrated marketing communication, the first strategy is direct marketing. Photos of menus and price lists to potential customers via the WhatsApp application. Every customer who comes to the store is immediately (automatically) made a member by saving their name and cellphone number when paying. Sari Madu Bakery sorts out which customers are loyal, which are new, and which have never known their products. Then uses WhatsApp (WA) status to promote their merchandise. He takes product photos independently and then designs flyers to look attractive and worthy of being posted on WA status. Routinely, uploads his merchandise status every day and updates it. The admin always responds to potential consumers through conversations on WhatsApp. At the beginning of sales, this method is the most effective in introducing the product. He can explain in detail what consumers want to know. Even though he has to serve his potential consumers one by one, he can convey his message more clearly and be sure that his potential consumers are able to receive his message well. For loyal customers, the admin also often shares the latest information such as new products and their prices via direct messages on WhatsApp personally. Meanwhile, direct marketing implemented by Gerai Roti Panglima is sending messages via WhatsApp, either personally or to chat groups. In addition, he also actively shares WhatsApp status for notifications about special discounts. In addition, the status shared is in the form of testimonials from customers, the manufacturing process, the finished cake, to the raw materials used. So far the response given by his customers has been quite good. Every time the admin updates the status, there are always responses coming in, both to ask the price and to ask when the cake can be ordered. The admin does this update once a day and always saves all of his customers' contact numbers. This direct marketing can be a means of promotion as well as a purchase transaction, according to the explanation of the Sari Madu bakery admin. In

addition, it takes high attention from business actors to frequently update statuses and send personal chats to ensure that the targeted target is really exposed to promotions because not everyone will see the status that is displayed (Andamisari, 2021).

Internet marketing, Sari Madu bakery uses Instagram social media as a means of promoting its products. The number of followers is quite large, namely 83.7 thousand followers, and actively uploads instastory posts and does live Instagram or direct sales via Instagram. Marketing via Instagram is the most efficient because this media is currently popular with the public, there are no costs for production and can reach customers widely. Sari Madu Bakery shares posts in the form of various images ranging from product images, the number of orders received, the manufacturing process, product delivery and testimonials from its customers. The various images posted certainly give the interpretation that this business is trusted and has good quality. Do not forget the instastory feature is also used to market products and most importantly do live Instagram every day with attractive promos and discounts. Sari Madu Bakery never forgets to repost pictures or videos of its customers who tag its account on Instagram. On Instagram, existence can be wider and reach customers who are far away or even out of town.



Picture 1. Panglima Bread Store Instagram Account

Panglima Bread Store also implements internet marketing through Instagram social media. However, the difference is that it does not do live Instagram. This account has many followers, namely 12.6 thousand followers, more than Toko Sari Madu and always updates Instagram photos/content every day, both content about product images, and the manufacturing process, and the Panglima bread kitchen. In addition to sharing content on the Instagram feed, Panglima bread store also uses the instastory menu for promotion. Don't forget to include a contact number so that potential consumers can find more information or make transactions via Whatsapp. Instagram, which is currently popular with the public, has actually been able to boost sales of these two brands. Communication through creative photos and captions is an important factor in attracting consumer attention. This application has the power to share images that have been proven to have a strong relationship in influencing consumer buying interest (Indika & Jovita, 2017). Unfortunately, it does not do live Instagram but does a lot of interesting promos and discounts/price cuts. The amount of price cuts often changes to adjust to current conditions and situations. In addition, the form of sales promotion carried out is by giving product bonuses (buy 1 get 1 or buy 2 get 1) and a 50% discount and there are attractive prize promotions for customers who collect coupons. For Gerai Roti Panglima, giving product bonuses and prizes is much more effective and more relevant to customers and triggers repeat purchases than price cuts. Therefore, giving product bonuses and prizes is more often applied.



Picture 2. Sari Madu Bakery Poster Promotion

In line with Sari Madu Bakery, it also uses sales promotion in the form of giving discounts for customers who buy two jars of all variant snacks, giving free shipping rewards and a bonus of one jar for customers who buy hampers packages. Discounts, free shipping, and these bonuses make customers happy and encouraged to buy more Toko Roti Sari Madu products.

The form of sales promotion in the form of giving samples or bonuses of a product is more effective in encouraging customers to make purchasing decisions. The existence of this additional bonus attracts customers and is also a means of introducing the product. If the quality of the snack/cake that is the bonus is satisfactory, then it is likely that customers will make a second purchase. Slowly other consumers will also buy the product (Setiani & Nuzulia, 2014).

Advertising. Advertising is something new done by Toko Sari Madu. It does not advertise in print media or mass media but uses paid promote advertising services on Instagram accounts. This is done so that the name Sari Madu bakery is increasingly known by the people of Samarinda and its surroundings. Placing advertisements on local Instagram accounts is considered faster, more efficient, more practical, and more affordable. Meanwhile, Panglima bread store applies advertising, the use of advertising has a significant effect, making advertising the last integrated marketing communication element. Meanwhile, direct marketing, internet marketing and sales promotion elements have been sufficient to boost sales. Based on the results of interviews and observations, Sari Madu Bakery and Panglima bread store have made various efforts and innovations to increase sales by using integrated marketing communications, integrating several elements to increase brand awareness and sales. As previously conducted, "Integrated Marketing Communication Strategy of J&C Cookies Bandung in Increasing Sales", combines six elements, namely advertising, personal selling, sales promotion, direct selling, events & sponsorships, and public relations. Because the business is already quite large and has a name, the public relations element can be applied. The two MSMEs in Samarinda City, namely Sari Madu Bakery and Panglima bread store, have the same method, namely by maximizing the Whatsapp feature and using Instagram for marketing purposes.



Picture 3. Sari Madu Bakery



Picture 4. Panglima Bread store

Sari Madu Bakery and Panglima Bread Store have similarities in the use of integrated marketing communication elements. Both use direct marketing, online marketing and sales promotion. However, both agree that the most impactful element is direct marketing. Both make Whatsapp and Instagram the main channels for promotion. Because in addition to directly hitting the target, you can also get direct feedback, can be interactive and be a continuation of the sales transaction process. The Whatsapp application cannot be taken lightly to be used as a marketing medium. Based on data from We are Social, the average Indonesian uses Whatsapp for 30.8 hours per month. In fact, this application is the most popular among the public. It is not surprising that Indonesia can rank third in the world in the use of Whatsapp (Conney Stephanie, 2021). Therefore, not a few business people

use Whatsapp to market products and services because it cuts marketing costs, is faster, and hits the target, and consumers can provide feedback so that two-way interaction will be established directly (Priantoro, 2019).

Second, focus on marketing through the internet or online media because this media is the most widely used today. Instagram has visual power so that images that are attractive and have good quality will get interaction in the form of comments, likes or an increase in the number of followers. The number of social media users itself is increasing every year. In Indonesia, it is known that 53 million people actively use Instagram in one month (Suryanto et al., 2019). In fact, Indonesia is in third place in the world as the country with the highest number of Instagram users after America and Brazil (Krisna et al., 2019). This means that people like to access social networks and Instagram is able to win the hearts of Indonesian netizens. Users are not only looking for entertainment but also accessing news, information and even culinary according to their tastes. This is what makes the two MSME businesses choose Instagram as a marketing media. Because it doesn't cost anything, it can be run easily by yourself, and it can quickly reach the wider community. The message conveyed by business actors is easier to accept because Instagram has a simple format, namely photos and captions so that it is effective for marketing (Pasaribu, 2020). The product photos on Instagram have also succeeded in attracting consumers to look for information about various types of bread, cakes, snacks, and souvenirs from Samarinda. From Instagram, both of them also get customers from outside the city, so that their products can be known more widely. To increase consumer trust, both of them post content ranging from making, product photos, packaging, shipping, to testimonials from customers. The content can already represent questions that consumers usually ask. If there are consumers who still want to know more, they usually ask through the comments column or direct message.

Both Panglima Bread Store and Sari Madu Bakery must increase their activities on Instagram because the impact is great. Every day or every 2 days posting content and marketing through instastory. On the other hand, what is no less interesting is the sales promotion strategy that is still the mainstay of business actors to increase sales results. Both discounts, product bonuses, this has a place in the hearts of consumers. For Sari Madu bakery, they have the view that sales promotions in the form of product bonuses are more attractive to consumers than discounts. For them, product bonuses are able to bind consumers psychologically and encourage them to make repeat purchases (repurchase) so that not a few provide product bonuses for purchases of bread/snacks in certain quantities. Of course, those who get bonuses are their loyal consumers. This strategy is able to make consumers loyal and not turn to other products. In contrast, Panglima bread store prefers discounts/product discounts and giving attractive prizes in the form of collecting coupons so that customers become loyal and continue to buy. Judging from the use of integrated marketing communications, Panglima bread store is able to blend the four elements, namely online marketing, sales promotion, direct marketing and advertising. The resulting turnover is also greater than before. Meanwhile, Sari Madu Bakery combines three elements of integrated communication, including online marketing, sales promotion and direct marketing. The result is that turnover has increased and can still be maximized by adding integrated marketing communication elements. Sari Madu Bakery can implement advertising, so that its products can be known more widely to outside the city and province. Of course, with the addition, this marketing method also needs to be balanced with costs that should be taken into account.

IV. CONCLUSION

This marketing and promotion strategy that implements integrated marketing communications has proven to be effective in increasing sales. Of the eight existing elements, Gerai Roti Panglima implements four elements, namely advertising, online marketing, sales promotion, direct marketing. The combination of these elements has made Panglima Bread store able to exist until now, and has even been able to develop its business by opening restaurants and branches in Balikpapan City to increase sales turnover. On the other hand, Sari Madu Bakery uses three elements of integrated marketing communications, including direct marketing, online marketing and sales promotion. Both Sari Madu Bakery and Panglima bread store are more sensitive in reading opportunities in situations like today because unexpectedly people's purchasing power is actually high. Both have successfully utilized direct marketing through Whatsapp and Instagram. However, in order to continue to grow, it is necessary to maximize advertising outside the city so that their products are better known and increase sales outside Samarinda City and even outside Kalimantan. For those who have a similar business, they can implement an integrated marketing communications strategy which is a strategy to increase sales for MSMEs and increase branding and can increase the creative economy in Samarinda City. In the future, Samarinda City MSMEs must optimize the use of features on social media, both WhatsApp and Instagram, such as creating content more often and uploading it on social media to increase engagement (online marketing) and advertising which can ultimately increase sales and brand awareness and carry out the latest and most contemporary product innovations.

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