

	Review: Journal of Multidisciplinary in Social Sciences Volume 01 No 07 June 2024 E ISSN : 3031-6375 https://lenteranusa.id/	
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Implications of Strategic Management in Increasing Sales (MSMEs) in Bekasi Regency

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Abstract

This research aims to determine the implementation of the strategy of Increasing Micro, Small and Medium Enterprises (MSMEs). The research design uses qualitative descriptive, data collection by observation methods, in-depth interviews and documentation. The data collected from the informants is deliberately determined according to the needs (purposive sampling), the results relevant to the problem being researched are analyzed qualitatively through the process of data collection, data reduction and drawing conclusions. The purpose of this study is to know, describe and analyze the implementation of strategies in increasing SME sales and their supporting and inhibiting factors. This study uses a descriptive method with a qualitative approach with a focus on the problems are (1) Implementation of strategies in increasing sales of Micro, Small and Medium Enterprises. UKM) in Bekasi Regency, and (2) Supporting factors and inhibiting factors. The result of this study is that the implementation of the strategy has not gone well due to the dynamic real conditions of the field, so it requires flexible strategic management with supporting and inhibiting factors internally and externally. The advice given is Micro, Small and Medium Enterprises. UKM) Bekasi Regency must be more active in improving and developing businesses

Keywords: strategy implementation, increasing MSME sales

Introduction

Micro, Small, and Medium Enterprises (MSMEs) are an important part of the economy of a country or region, including Indonesia. Micro, small, and medium-sized enterprises are encouraged to engage in small- and medium-scale economic activities to prevent unhealthy business competition. MSMEs in Indonesia were significantly affected by the period from 1998 to 2000. MSMEs in Indonesia have received attention and guidance from the government by creating a dedicated ministry portfolio, namely the Ministry of Cooperatives and SMEs.

According to (2013: 2), MSMEs are productive business units that stand alone, which are carried out by individuals or business entities in all economic sectors. Complying with Law No. 20 of 2008 on Micro, Small, and Medium Enterprises, a micro business is a productive business owned by individuals and/or an individual business entity that meets the criteria. Micro businesses, as stipulated in this Act, are designed to be productive units that operate independently.

Small Business is a productive economic enterprise that is carried out by a small business or a business entity that is not a subsidiary or branch of a Medium Enterprise or a Large Business that meets the requirements of a Small Business as intended in this Law. Medium Enterprises are productive economic enterprises that are carried out by individuals or

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business entities that are not subsidiaries or branches of enterprises owned, controlled, or part either directly or indirectly with Small Enterprises or Large Enterprises, with the amount of net wealth or annual sales proceeds as stated in the Law.

According to the Central Statistics Agency (BPS), the number of MSMEs is estimated based on the quantity of workers. Small businesses are businesses that have a total of 5 to 19 employees, while medium businesses are businesses that have a total of 20 to 99 employees. Based on the above definition, it can be said that MSMEs are businesses owned by business entities that are not subsidiaries or branches of other enterprises, with criteria having business capital that has certain limitations.

Method

This study uses a descriptive method with a qualitative approach to describe and explain the situation and condition of MSMEs, according to (Zulfa and Hariyani, 2022), including an analysis of the development of MSMEs to increase the economic growth of Bekasi Regency. By utilizing interview, observation, and qualitative data analysis methods, the research aims to understand the readiness of MSME actors in using official financial accounting standards. The focus of this research is on (1) the implementation of the MSME development strategy in Bekasi Regency, and (2) the supporting and inhibiting factors in the process of increasing micro, small, and medium enterprises (MSMEs) in Bekasi Regency.

Results and Discussion

Implementation of strategies to increase MSME businesses in Bekasi Regency according to (Chairunnisa et al., 2022) can involve several things

Increasing Access to Finance: Helping micro, small and medium enterprises (MSMEs) to get easier access to funding sources through low-interest loan programs or business capital assistance.

Infrastructure and Facility Development: Improving infrastructure and supporting facilities such as adequate shopping centers or markets, as well as providing organized business areas.

Human Resource Empowerment: Provide entrepreneurship training and education to micro, small and medium enterprises (MSMEs) owners to improve managerial, marketing, and financial skills.

Promotion and Marketing: Encourage micro, small and medium enterprises (MSMEs) to use modern marketing strategies such as digital marketing and strong product branding to increase product visibility and appeal.

Collaboration and Networking: Building networks between micro, small and medium enterprises (MSMEs) and cooperation with other parties such as universities, large industries, or local governments to support each other and increase market potential.

Monitoring and Evaluation: Provide a monitoring and evaluation system to measure the progress of micro, small and medium enterprises (MSMEs) and identify problems that may arise so that they can be addressed immediately.

Supportive Regulations: Encourage local governments to create regulations that support the growth of micro, small and medium enterprises (MSMEs), such as reduced bureaucracy and easier licensing.

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By implementing these strategies in a holistic and coordinated manner, it is hoped that micro, small and medium enterprises (MSMEs) in Bekasi Regency can develop better, make a greater contribution to the local economy, and improve the welfare of the local community. Several supporting factors that can strengthen the implementation of MSME development strategies are included in the journal (Subekti et al., 2013)

Government Commitment and Leadership: Strong support from local governments with clear and consistent policies in supporting micro, small and medium enterprises (MSMEs) and proactive leadership in promoting and implementing micro, small and medium enterprises (MSMEs) development programs.

Financial Accessibility: The availability of financial resources such as low-interest loans, venture capital, or other financial assistance that allows micro, small and medium enterprises (MSMEs) to develop and expand their businesses.

Entrepreneurship Education and Training: An effective education and training program to improve managerial, marketing, financial, and technical skills for micro, small and medium enterprises (MSMEs).

Supporting Infrastructure: The availability of adequate infrastructure such as transportation networks, electricity access, telecommunications, and other supporting facilities that support the operations of micro, small and medium enterprises (MSMEs).

Collaboration and Networking: There is good cooperation and networking between micro, small and medium enterprises (MSMEs) and other parties such as large industries, universities, research institutions, and local governments to support each other and expand the market.

Technology and Innovation: The use of technology and innovation in the production, marketing, and distribution processes to improve the efficiency and competitiveness of micro, small and medium enterprises (MSMEs)

Supportive Regulatory Policies: The existence of regulatory policies that are conducive and facilitate micro, small and medium enterprises (MSMEs) in obtaining business licenses, managing taxation, and reducing bureaucratic obstacles.

Growing Markets: The existence of a growing market and growing consumer needs can be a positive boost for micro, small and medium enterprises (MSMEs) to develop innovative and quality products and services.

By paying attention to these factors and supporting them with appropriate strategic measures, the implementation of micro, small and medium enterprises (MSMEs) development can be more successful and have a significant positive impact on the local economy and society as a whole.

Conclusion

The conclusion for the implementation of the strategy in the development of MSME businesses in Bekasi Regency is with the support of Strong Policies The importance of support and commitment from the local government in developing policies that support the growth of MSMEs, such as reducing bureaucracy, facilitating financial access, and developing supporting infrastructure. Entrepreneurship Education and Training: Expansion of education and training programs to improve managerial, marketing, and technical skills for MSMEs, so that they are better prepared to face increasingly fierce market competition. Collaboration and Networking:

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Encourage the formation of cooperation networks between MSMEs and other parties such as large industries, universities, and research institutions to support each other in terms of product development, marketing, and market access. Use of Technology and Innovation: The use of technology and innovation in the production, distribution, and marketing processes so that MSMEs can improve operational efficiency and competitiveness of their products. Continuous Monitoring and Evaluation: The importance of a regular monitoring and evaluation system to measure the progress of the implementation of MSME development strategies, as well as identify problems that may arise so that they can be overcome immediately. Emerging Markets: Capitalizing on opportunities from emerging markets and identifying changing consumer needs to drive the development of MSME products and services. By implementing these strategies in a holistic and integrated manner, it is hoped that MSMEs in Bekasi Regency can grow and develop sustainably, make a significant contribution to the local economy, and improve the welfare of the local community.

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