

Application of the Website as a marketing channel and the development of Proposal Selling as marketing communication on MSME CV Mesia Persada Mandiri

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Abstract— This thesis discusses the application of online marketing channels through the Website and offline marketing channels through the Proposal Selling on MSMEs engaged in the souvenir industry that sells placards and trophy products. A series of structured interviews was conducted with the owner of CV Mesia Persada Mandiri at the Perkampungan Industri Kecil, Pulogadung, Jakarta. The results of structured interviews were analyzed using STP, Marketing Mix, Business Model Canvas, SWOT, Porter's 5 Forces, Gap analysis and Pareto Analysis to get at the most important problem to solve. The mapping that has been done on MSMEs proves that the absence of the use of digital media such as the Website as a marketing tool and MSMEs have not yet made personal selling by submitting a Offering Proposal. The method used is qualitative research to obtain MSME data. Business Coaching is expected CV Mesia Persada Mandiri is able to reach new customers and can help MSMEs to improve their performance.

Index Terms— Digital Media, Proposal Selling, Online Marketing Channels, Offline Marketing Channels, Website.

1 INTRODUCTION

MICRO, Small, and Medium Enterprises or MSMEs are a way to advance the Indonesia economy. MSMEs in their development have contributed to regional income or state revenues, become a means for the community. According to Bank Indonesia in 2017 the contribution of Micro, small and Medium Enterprises (MSMEs) could drive the growth of the Indonesian Economy by Rp 850 Trillion per year for Indonesia's Gross Domestic Product (GDP). Government support for MSMEs can be seen from the making of Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprise. The aim of the support of micro, small, and medium enterprise by the government listed in Law Number 20 of 2008 is a way to realize things like the structure of the Indonesia to be developing, fair and balanced, developing the ability of MSMEs as regional builders, job creation, public income distribution, economic growth, and poverty reduction or unemployment.

In the development of MSMEs in Indonesia, of course there are many challenges faced by MSME actors. Disclosed by Retnaningdiah, Sundari, Riswanto & Paryanto (2014), in the midst of a volatile and less stable Indonesian economy, MSMEs are faced with a variety of problems: (1) shortcomings in gaining market potential and increasing market opportunities, (2) lack of organizational and limitations in obtaining capital sources, (3) shortcomings in the field of organization and management of human resources or labor, (4) lack of cooperative business networks among small entrepreneurs (marketing information systems), (5) business climate that is not conducive due to competition between deadly competitors, (6) and the guidance that has been carried out is still not integrated and lacks community trust and concern for small businesses. One of the many MSMEs that are developing in Indonesia,

which is also faced with the problems mentioned above is CV Mesia Persada Mandiri, which operates in the Small Industry Village, Pulogadung, East Jakarta. To solve the problems that exist in CV Mesia Persada so that a marketing strategy is needed in MSME by using marketing tools as its supporters. Marketing tools are techniques and materials used to promote or sell goods and services to the public by business people, with web sites, billboards, banners, television advertisements, newspapers, brochures, business cards, video marketing, direct e-mail, merchandise, and company profile book (Kotler & Keller, 2009). Previously, marketing activities carried out by CV Mesia Persada Mandiri as a B2B focused company were through social media such as Instagram and Facebook, and also through personal selling by bidding and presenting CV Mesia Persada Mandiri products to companies or agencies. However, the owner feels that promotional activities are less effective, so there needs to be improvement in the marketing tools. Therefore, marketing tools that can support B2B CV Mesia Persada's marketing activities are websites and company profile books in the form of Selling Proposals.

2 LITERATURE REVIEW

2.1 Integrated Marketing Communication

According to Belch and Belch (2016), integrated marketing communication (IMC) is a delivery process that involves coordination of various elements of promotion and other integrated marketing activities and has the purpose of communicating products or services to the company's customers. Promotion can be defined as a combination of all efforts made by sellers to channel information channels used and as a service facility to sell goods or services and promote an idea (Ray,

1982). To obtain successful IMC communication results, marketers must be able to combine existing communication tools and techniques. Implicit communication in IMC occurs through six elements in the promotion mix, where most communication in organizations with markets occurs in the form of planned promotional programs (Belch & Belch, 2016). The basic IMC tools used to achieve organizational communication goals are often referred to as the promotion mix. There are six promotional mixes, namely advertising, direct marketing, digital or internet marketing, sales promotion, publicity or public relations and personal selling.

2.2 Digital Marketing

Digital marketing is a core part of the business of using the internet, these tools make the company closer to customers, because customers can find information about the company or product so that they understand better, add value added to the product, (Chaffey & Smith, 2012) With the development of technology led to increased communication through interactive, digital media, especially via the internet. Interactive media at this time causes users to be able to carry out various activities such as receiving, sharing information, sharing pictures, ordering, answering questions, even buying products online (Belch and Belch, 2016) Benefits of using digital marketing for companies according to Chaffey and Smith (2012) Digital marketing has benefits for companies that are summarized into 5S (sell, serve, speak, save, and sizzle).

2.3 Personal Selling

According to Belch and Belch (2016) Personal Selling is communication between person to person where the seller or seller reaches consumers who have prospects to buy products or services. Unlike advertising, personal selling brings together sellers and buyers directly, such as face to face or using telecommunications such as telephone sales. This interaction can provide marketers to sell their products more flexibly, sellers can see the reaction of potential buyers directly. Personal selling can also provide direct feedback from potential buyers. If the seller's presentation is still not good, the seller can correct the message delivered. Personal selling can also target the specific market that is the prospective customer with the best prospects.

3 METHOD

This Business Coaching thesis is classified into qualitative research. Where qualitative research is an unstructured exploratory research based on small samples that provide knowledge and understanding of the location of the problem. In qualitative analysis, the methods used are depth interview and observation. Depth interviews are unstructured and direct personal interviews where a respondent is asked by a highly skilled interviewer to reveal motivations, beliefs, attitudes and feelings underlying an topic. Observation is the recording of a person's behavior patterns, objects or events systematically to obtain information about the phenomenon being observed (Malhotra, 2010). Coach conducts depth interviews during the business coaching process to the subjects of this study, namely Mrs. Yenni Refianti the owner of CV Mesia Persada, to explore

and understand the overall picture of her business. Based on the results of the interview, Ms. Yenni wishes to be able to market her products better and Ms. Yenni hopes to expand sales through social media. He also recounted the obstacles faced during running his business so that product sales were less than optimal. In this study the coach collects primary and secondary data. Primary data is data that comes from researchers for a purpose to solve research problems. Secondary data is data that has been collected by researchers to solve problems other than problems that have been encountered (Malhotra, 2010). Primary data used in the research are all information, images, and real objects related to CV Mesia Persada Mandiri. While secondary data used in research are theories from books, scientific journals, articles, websites as supporting research.

4 ANALYSIS

Create a business account in special digital marketing Website that is connected to whatsapp, facebook messenger, line, and Instagram CV Mesia Persada Mandiri as a new marketing channel in marketing CV Mesia Persada Mandiri. Channels or marketing channels are one element in the canvas business model which consists of communication, distribution, sales channels, and others that contain the value offered and connect the company to consumers (Kotler & Wong, 1995). The functions of the marketing channel (Osterwalder & Pigneur, 2010) include:

- a. Increase consumer awareness about products and services
- b. Helping consumers appreciate the value proposition of the company
- c. Especially for customers to buy specific products and services
- d. Deliver value propositions to consumers
- e. Providing post-purchase consumer support.

There are 5 types of marketing channels approved by (Osterwalder & Pigneur, 2010) believed: Sales force, sales through the web, own shops, partner stores, and wholesalers. For this solution, the trainer uses sales through the Website. According to Kotler & Keller (2009) there are several examples of commonly used digital marketing tools, namely websites, e-mail, search ads, screen ads, corporate blogs, social media marketing (Facebook, Twitter, Youtube Channels, and Videos). According to Chaffey and Smith (2012) Website is one of the facilities that can be utilized by the company to become a provider of information for customers and also a sales suggestion that makes the sales process easier. The website is a depiction of a company in cyberspace that provides digital information that can be accessed by internet users and prospective consumers (Indrajit, 2002: 179). The three main criteria that must be considered in making a Website are the first site design, while there are two considerations in creating a Website that is navigation (transition) and aesthetics (colorless, layout, letters). Designing the physical character of a page Website can cause prospective customers online (Shergill, 2005). The second is a functional site, where there are facilities that have a function to provide on the Website. And the third is a feature, which is the first thing that is felt by consumers when they benefit from the Website. Website Customers access because

they want to know the data or information related to their needs, therefore the website must have features or content that can provide value to customers because the appearance of a professional website will provide a sense of comfort for customers, making customers more trustworthy to make purchases (Chan and Lu, 2010).

Elements in the promotion mix, there are six promotional mixes, namely advertising, direct marketing, digital or internet marketing, sales promotion, publicity or public relations and personal selling (Belch and Belch, 2016). Based on the theory the coach and coachee agreed to improve personal selling marketing communications with the Selling Proposal media. Make improvements to the design of the proposal before it seemed very minimal information and simple. Product appearance is one form of communication between brands and consumers, consistency in it is an important part of maintaining brand identity in design (Ondra et al, 2017). According to Kotler and Keller (2009) marketing tools commonly used in conducting personal selling are among others Sales Presentation, Sales Meeting, Incentive Programs, and samples. In conveying a value to consumers, companies can use tools such as Selling Proposals so that potential markets can get company profile information, product catalogs, and prices offered. Company profile (Rachmat Kriyantono, 2008) is a product that contains a general description of the company. Companies can choose what points they want to convey to the public. According to Liem, Erandaru, and Sutanto (2015) Company Profile is a marketing tool that can provide a professional image of the company by representing a picture of the company, products and services offered to prospective customers. The function of the company profile according to Kriyantono (2008) is as a corporate identity, communication facilities, and information media. In general, the coverage of the company profile is company history, company philosophy, corporate culture, welcoming of the owner, company identity, vision and mission, address, human resources, company achievements, and product descriptions.

5 CONCLUSION

Based on the analysis of CV Mesia Persada Mandiri's condition and the results of Business Coaching activities, it can be concluded that the main problems that can be helped to improve include 1) lack of online marketing channels and 2) Selling attractive proposals as a form of marketing communication CV Mesia Persada Mandiri.

a. Application of the Website as a marketing channel

Business accounts A special website for CV Mesia Persada has been created, with information content, and photos that attract prospective customers. Website design efforts have been made. The percentage of achievement for implementation is 90%.

b. Selling Proposal Development as marketing communication
Selling Proposal Design has been decided after going through the process of giving several alternative proposal design recommendations, selecting by owner, adjusting to owner's preferences, and testing through market surveys. But for several reasons, the owner is not ready to print a large number of proposals. The results of the achievement of CV Mesia Per-

sada's Selling Proposal reached 90%.

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