

## Direct Marketing Strategy To Increase Sales of SME Production in Budo Village, Wori District – North Minahasa Regency, North Sulawesi Province

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### Abstract

Budo Village in Wori District, North Minahasa Regency is a one of the assisted villages of the Manado State Polytechnic which is rich in resources nature is like marine tourism. The prima donna are coconut plants and their shells made souvenirs. However, sales activities are still not productive because marketing activities only rely on the traditional way of selling directly to consumers. Pre-research results show that internally, having a workforce with sufficient, adequate raw material but facilities, business capital and technology insufficient. This study aims to identify the description of Direct Marketing of coconut shell souvenirs, analyzing the promotional activities carried out, formulate Direct Marketing that already uses social media. This study method uses a qualitative descriptive method. Data collection in this research study uses primary data sources of observations and interviews as well as data sources secondary through documentation. The results to be obtained are the application of direct marketing in SMEs is good, and already using a promotional mix strategy one of which is direct marketing by using media internet. Outcomes to be achieved Final report, Scientific publications in journals Nationally accredited, Final Project for management study program students marketing involves two sixth semester students and teaching materials. The first stage of proposal making, second stage of site survey and data collection, the third stage of data processing, training groups to promote and selling using social media, presentation and improvement, the fourth stage of report submission and the fifth stage of publication.

### Keywords

*Direct Marketing, Souvenir Coconut Shells*

## INTRODUCTION

North Minahasa Regency (often abbreviated as Minut) with the center of government and the capital city in Airmadidi is located in North Sulawesi Province. This regency has a strategic location because it is located between two cities, namely Manado and Bitung port city. With a distance from downtown Manado to Airmadidi about 12 km which can be reached within 30 minutes. Agricultural resources and plantations with coconut palm prima donna are the largest in the entire Minut region so that it is the main farming business of the population. In addition, clove plants and fruits including Duku, Langsat, Mangosteen and Rambutan fruits are produced by many farmers. Marine resources and fisheries, namely freshwater fisheries in the form of Goldfish and Mujair Fish. Seawater fisheries in the form of Grouper Ponds, Whitefish, Shrimp, Lobsters and breeding Seaweed and Pearl Mussels. Mining resources are resources that still have hidden potential because until now they have not been processed optimally. Where North Minahasa also has great gold wealth potential.

Strategic Issues of North Minahasa Regency Based on facts, potentials and problems in the North Minahasa Regency area, one of them is the Optimization of Superior Commodities, namely coconut and its derivatives. The advantage is that almost all parts of the tree can be used from the roots, stems, leaves and fruits. This plant has the opportunity to be developed due to the availability of technology and easily adaptable to several types of soil. Coconut palms grow in tropical regions such as Indonesia, more specifically in Minahasa.

The processing of coconut shells by the community in North Minahasa Regency is more specifically in Wori District, Budo village has not been maximized, the production of souvenirs from special coconut shells in Budo Village, Wori District, which was formed in a group of SMEs coordinated by BUMDes based on an initial survey of souvenir makers, was only able to market door to door or displayed throughout the location to tourist attractions. So they still rely on the traditional marketing system because they don't have the skills to conceptualize the right marketing strategy. Therefore, the role of marketing is very important to be able to increase the economic value of the souvenirs produced which will also increase the income of the community. Marketing is an economic action that greatly affects the high and low income of producers. Good production will be wasted with low market prices, because high production does not absolutely provide high profits without being accompanied by good and efficient marketing. The rapid development of the business world also makes the competition conditions more intense. The diversity of souvenir products for the needs of the community as a souvenir makes business actors to find ways to make the products produced in demand by many consumers. Every business actor has a different goal. To achieve business goals, Strategi marketing mix better known as Marketing Mix Strategy consists of 4P, namely product, price, place and promotion always

develops, in line with the movement of changes in the marketing environment and changes in consumer behavior.

Budo Village, Wori District, North Minahasa Regency is quite famous for its natural wealth, based on data obtained from local villages, the livelihoods of budo villagers as farmers are currently diverse businesses with the presence of BUMDes. SME businesses will be able to survive for a long time by carrying out the right strategy. Although currently many SMEs are selling the same products, they are still unable to increase sales for visits in the village as tourists. Based on the background description above, the problem is formulated how to implement Direct Marketing that can be done by SME entrepreneurs souvenirs from coconut shells.

## LITERATURE REVIEW

Table 1. Literature Review

No	Researcher's Name	Heading	Research Results
1.	Ami Rahmawati 2020	Analysis of the feature selection-based KKN algorithm to predict customer deposit users through direct marketing.	A bank uses direct marketing techniques in targeting customer segments by contacting these customers.
2.	E. Michi 2020	SweetEscape for business direct marketing optimization in building brand awareness	The approach taken is in accordance with the existing concept, namely one step approach and two step approach.
3.	Widita Princess Oktavania 2019	The influence of direct marketing and sales promotion on purchasing decisions.	Indicates that marketing has no significant effect on the purchasing decision of the product.
4.	Yeni Firmawati 2019	Analysis of the effect of customer relationship management and direct marketing on customer satisfaction of Tupperware products	Tupperware's marketing process is to use a multi-level marketing method or known as MIM with a trademark that has gone global and has a reputation.
5.	Ratih Setio Rini 2019	Direct marketing channel outdoor media advertising services PT. Colorful Media.	Direct marketing is a form of marketing that companies choose to be able to reach potential clients faster.
6.	Nurul Ni'mah. 2018	The influence of advertising, sales promotion, individual sales. Direct marketing.	The study aims to determine the influence of advertising, sales promotion, individual sales direct marketing and public relations on affairs.
7.	Kholilur Rahman 2018	Implementation of direct marketing in UD building figures, Banyuanyar in the district of pemekasan.	Direct marketing is a marketing strategy that wants to create a relationship between marketers and target customers in a continuous display and wants to know the immediate response without any intermediaries
8.	Ari Subakti 2018	Direct marketing strategy of PT. Golden Globe Medica	Direct marketing strategy activities carried out by PT. Golden Globe Medica Surabaya branch uses three strategies.

9.	Ispendi 2015	Application of genetic algorithms for parameter optimization on support vector machines to improve direct marketing predictions	Direct marketing is the process of identifying potential buyers of a particular product and promoting the product accordingly.
10.	Yuni Eka Achyani	Direct marketing predictions using the support vector machine method.	Direct marketing is a typical strategy for improving business. Companies use direct marketing when targeting customer segments with their contacts to meet specific goals.

## METHODS

### A. Place and Time of Research

The place of research is Budo Village, Wori District, North Minahasa Regency with the consideration that the business is still experiencing business development to this day. So researchers are interested in researching the business located in Budo village, Wori District, North Minahasa Regency. The object of research is SMEs coordinated by BUMDes. The reason why researchers chose this place is because Budo village is an SME producer of making souvenirs from coconut shells. And the research time is 8 months since this proposal was approved.

### B. Data and Sources

In this study, 2 (two) types of data were used, namely:

- 1) Primary Data is data that is collected and processed by an organization or individual directly from its object. Susanti (2014), further said by Siregar (2011), primary data is data collected by the researcher himself directly from the first source or place where the object of study is carried out. This data is in the form of interview texts obtained through informants who are used as samples in their research. The informants in this study are divided into two, namely key informants and supporting informants. The key informant in this study is SMEs as business owners. Meanwhile, supporting informants are the Village Government and BUMDes
- 2) Secondary Data Secondary data is data obtained in finished form and has been processed by other parties, usually in the form of publications. Susanti (2014:15), further said by Siregar (2011:128), secondary data is data published or used by organizations that are not processors. These data in the form of an overview of the company, company profile, organizational structure of the company obtained are obtained through documentation. Documentation comes from literature and any media that contains and is related to the SME business souvenirs from coconut shells.

### C. Research Focus

Direct Marketing, SME coconut shell souvenirs, Sales, Media sounlucky

### D. Population and Sample

The population is SME groups of souvenir craftsmen from coconut shells guided by BUMDes budo village.

### E. Data Collection Techniques and Data Collecting Procedure

The procedures used in this study are:

#### 1) Observation

Used before conducting surveys or field observations so that when the researcher enters the field has a good and correct direction. In this study, researchers made observations on efforts This was done to find out about the application of what strategies have been applied to their business. Promotion strategy or commonly called the promotion mix consists of: Personal Selling, Mass Selling, sales promotion, Public Relations and Direct Marketing.

#### 2) Interview

Used before conducting interviews so that what we ask when in the field later on the source becomes directed, clear and systematic. Researchers conduct interviews with key informants as business owners as well as supporting informants consisting of the local government and BUMDes administrators and consumers. Esterberg in Sugiyono (2015: 384), defines an interview as follows, an interview is a meeting of two people exchanging information and ideas through question and answer, so that meaning can be constructed in a particular topic. The interview method used in this study is a structured interview using interview guidelines where problems and questions have been determined in advance to be asked to the interviewee. The purpose of holding interviews in this study is to complete and double-check the data from the observation results at BUMDes Budo Village. Interviews in this study were conducted by visiting research informants directly and asking them several things related to the subject matter, namely marketing communication to attract consumer interest in terms of marketing strategy, marketing targets, marketing effectiveness, and communication media. Interviews are conducted in depth to obtain direct data through a series of questions and answers with related parties.

## RESULT AND DISCUSSION

Table 2. Informant Data

No	Informant	Sum
1.	LawTua	1 person
2.	Director of BUMDes	1 person
3.	Secretary of BUMDes	1 person
4.	Craftsmen	1 person

Source : Processed researcher data 2022

## Research Findings

This research was conducted using a descriptive qualitative approach, using structured interviews. The findings of this study were obtained from the results of interviews conducted by the author with several staff who were used as informants, and the answers were described in the existing table.

### Research Findings on Marketing Communication Strategy

Question: What is the marketing strategy carried out to the public?

Answer:

**Table 3. Informant Answer Table Question 1**

DIRECTOR OF BUMDES		
Informant	Informant's Answers	Desc.
1	Basically, the marketing strategy carried out is a marketing strategy whose goal is to build a <i>brand</i> by not looking at the market target. doing advertising marketing and collaborating with several online media.	June 2022
SECRETARY OF BUMDES		
Informant	Informant's Answers	Desc
2	So far, it has been implemented as part of the process of achieving the goals of BUMDes	June 2022
CRAFTSMEN		
Informant	Informant's Answers	Desc.
3	Marketing strategy has not gone well	June 2022

Source: Processed researcher data in 2022

## Discussion of Research Findings

In every new or long-established company, marketing is important and most importantly done to be able to help increase existence. Many companies build networks / relationships to be able to continue to market about their company.

As in BUMDes Wori village marketing is considered very well organized / designed as well as possible to get *feedback / response* in order to achieve the goal.

### Research Findings Regarding Marketing Targets

Question; Who is the target in conveying the information?

Answer;

**Table 4. Informant Answer Table Question 2**

DIRECTOR OF BUMDES		
Informant	Informant's Answers	Desc.
1	The target is everyone in general, men and women who like accessories.	June 2022
SECRETARY OF BUMDES		
Informant	Informant's Answers	Desc.
2	The target is everyone in North Sulawesi	June 2022
CRAFTSMEN		
Informant	Informant's Answers	Desc.
3	All walks of life	June 2022

Source: Processed researcher data in 2022

### Discussion of Research Findings

According to the Big Indonesian Dictionary (KBBI), a target is a predetermined goal. This is no less important part of marketing. Because basically all marketing strategies are carried out accompanied by the determination of targets.

BUMDes Wori Village target market is all people who like accessories.

### Research Findings on Marketing Communication Media

Question; Is there a medium used in conveying the information?

Answer;

**Table 5. Informant Answer Table Question 3**

DIRECTOR OF BUMDES		
Informant	Informant's Answers	Desc.
1	Media that has ever been done either online or in print. Besides that, there are also online media such as Facebook.	June 2022
SECRETARY OF BUMDES		
Informant	Informant's Answers	Desc.
2	In the delivery of information, there are media used, namely social media; Facebook.	June 2022
CRAFTSMEN		

Informant	Informant's Answers	Desc.
3	Facebook and Billboards	June 2022

Source: Processed researcher data in 2022

### Discussion of Research Findings

Media can be interpreted as something that can carry an information or message that occurs between the source of the message and the recipient of the information. The media used, both online and print media, is a means of conveying information.

On the research findings in the delivery of information using social media such as Facebook and Instagram. It helps convey information with a wider range

### Research Findings Regarding Marketing Process

Question; Marketing is done directly or indirectly. Kapan and where is the process of direct communication carried out?

Answer:

**Table 6. Informant Answer Table Question 4**

DIRECTOR OF BUMDES		
Informant	Informant's Answers	Desc.
1	Direct marketing is carried out to explore the potential of the targets. And carried out at any time at the time of socialization there are tourist visits both local and foreign and to the community.	June 2022
SECRETARY OF BUMDES		
Informant	Informant's Answers	Desc.
2	Direct marketing is carried out if there are visits and to the community	June 2022
CRAFTSMEN		
Informant	Informant's Answers	Desc.
3	direct marketing i.e. at any time when guests are visiting	June 2022

Source: Processed researcher data in 2022

### Discussion of Research Findings

In the marketing communication process, it can be done directly or indirectly. Direct marketing is a marketing process technique selling products/services directly to *customers*. Meanwhile, indirect marketing communication is by utilizing existing communication/media tools, such as marketing products/services through social media or print media.

In the research findings, marketing communication carried out directly is quite often carried out. Because in direct marketing communication, namely by socialization to the community.

Marketing was carried out by BUMDes Wori Village for coconut shell souvenirs, the results of the study showed a component of the marketing mix, namely advertising, carried out by this



BUMDes. It can be seen that this is more towards *personal selling* where the form of promotion is carried out directly to potential buyers.

The results of the analysis prove that the marketing carried out is influential to be able to attract consumers. However, based on the results of observations made by the author, the form of *advertising* is still not optimal and still needs to be improved again to improve *Instagram social media* to further introduce the advantages possessed by craftsmen in Budo Village.

### **Implementation of Research Findings**

Based on the results of the analysis of researchers' findings that are connected with existing theories and concepts and also based on the identification of existing problems, the author proposes a marketing strategy in accordance with the focus set in the research, the marketing strategy carried out helps expand the information network and the delivery of information to consumers with media means so that it can achieve the goals of BUMDes Budo Village.

Budo Village Handicraft Business has never used digital marketing promotional media, in this case, the promotion carried out by tourism business owners from Budo Village, this business has been incorporated with Village-Owned Enterprises or known as BUMDES. Therefore, the discussion in this case is how to properly market the marketing strategy in promoting products to introduce and promote to the public the existence of products and increase the production of making materials from handicraft businesses from Budo Village.

A marketing strategy is a plan that describes or expresses a company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in a particular target market.

To develop sales production and production of handwork development from Budo Village, the strategy used is Promotional Media from Digital Marketing.

Digital Marketing is a marketing activity including branding that uses various media. For example, blogs, websites, e-mail, adwords, and various social media networks.

In the explanation above, what the Budo Village Handicraft Business uses to introduce products is to use Instagram social media digital marketing, so that the product can directly reach the hands of the community. The following is an explanation of social media:

#### **1. Social Media**

Social Media Marketing is an application to market a product or introduce a product. The applications used to develop Brand Awareness are Facebook, and Instagram, where this application can be used to view a product and place an order for products from the handwashing of Budo Village.

## **2. Promotional Content**

Promotional content is to create promotions using promotional content so that it can be achieved or seen by customers. After using this content, the public can understand the form of use, design of the product being marketed.

### **Factors Influencing a Customer's purchasing decision**

As for the factors of purchasing decisions that are considered are the price, location, and function of the product. The following is an explanation of the factors that influence consumer decisions.

#### **1. Product**

Products are goods that can be offered to a market and can satisfy a desire or need. In addition, products are also a necessity and goods that customers use in their daily lives. Explaining about the product, the product being marketed is a product that suits the needs of potential customers, in addition to the needs of customer interest in seeing the product is with the creativity of entrepreneurs. Availability, or commonly called Stock, is a factor that includes or has a sink in the purchase decision. The availability of several forms/models especially with attractive designs can increase the purchasing power of consumers from those who only buy one increase to the purchase of 3 pics, or even more.

#### **2. Function**

Handcrafts have 2 functions, namely the wear function and the ornamental function. The function of wearing is a craft that prioritizes the usefulness of the object and has beauty in addition to being attractive. While the ornamental function is a craft that prioritizes beauty without paying attention to the use of the item.

#### **3. Price**

The decision to purchase a product price becomes the first determinant. Price largely determines the occurrence of a process of buying and selling a product (either buying more or less of a product).

#### **4. Location**

Location is one of the factors that affect customer decision, because without location customers cannot know the place of sale of a product. The recommended location is a strategic location that can access customers, for example: cities, tourist attractions, and other crowded places. The location to the exact location where the handicraft products are located, can be said to be not bad, if the place you live in is around the city of Manado, it's just that it takes some extra time to arrive. With improved road facilities, consumers can be easier / more comfortable in driving munuju Budo tourist village. Precisely located in North Minahasa Regency, Wori District, Budo Village.

The above factors greatly influence the purchasing decision of a person/consumer. Starting from pricing, the function of an object made, the quality of service provided, location

recognition, product availability, and customer satisfaction greatly affect the decision-making process of a consumer in buying a product. Because in making a buying decision there are several considerations taken by consumers before finally deciding to buy.

The steps to start Instagram are as follows Instagram consists of the word 'insta" derived from the word "instant", such as polaroid cameras which in their time were better known as "insta photos". Instagram can also display photos instantly, like polaroids inside its display. While the word "gram" comes from the word "telegram", where telegram itself works to send information to others quickly. From this understanding, Instagram is used to send information quickly in the form of photos such as managing photos, editing photos, and various or sharing to other social networks.

The steps to start Instagram are as follows

1. Create an Instagram account
2. Follow other Instagram users
3. Make instagram feeds attractive
4. Post a product you want to sell

Determining the target market, starting from the age of 15-30 years

### **Features of Instagram**

The features of Instagram according to Sofiana (2016) include:

1. Followers, this feature allows one to communicate between fellow Instagram users.
2. Camera, photos that have been taken through Instagram can be processed with the available settings. There are 16 photo effects that can be used to beautify photos.
3. The title of the photo, serves to provide a title, add to the location of the photo and give narration to the photo.
4. Arroba (@), used to link other users. By adding an arroba sign (@) and entering someone else's Instagram account name.
5. Photo label or hastag (#), a code that makes it easier for users to search for photos with specific "keywords." Labels or hastags are widely used to carry out publications and promotions (commercial and non-commercial) so that the photo can be easily found and increasingly popular.
6. Love, as a sign that another user likes a photo. If a photo becomes famous, it will directly enter the popular page.
7. Popular, the popular page was a collection of popular photos from all over the world at that time.

## **Benefits of Instagram**

Making it easier to promote sales, companies now choose practical ways, one of which is using social media. According to Gunnelius (2013) the most common purposes of using social media are:

1. Relationship building : the main benefit of using social media promotion is the ability to build relationships with consumers actively.
2. Brand building: conversations through social media present a way to brand awareness, increase brand recognition and recall and increase brand loyalty.
3. Publicity: Marketing through social media provides an outlet where companies can share important information and modify negative perceptions.
4. Promotion: through social media marketing, providing exclusive discounts and providing opportunities for the audience for people to feel valued and special, as well as to meet short-term goals.
5. Market Research: use tools from the social web to learn about customers, profile customer demographics and behavior, learn about consumer wants and needs, and learn about competitors.

In addition, there are other opinions according to Puntodi (2013: 5) the use of social media functions as follows:

1. The advantage of building personal branding through social media is that you don't know tricks or pseudo-popularity, because the audience will determine. Various social media can be a medium for people to communicate, discuss, and even gain popularity on social media.
2. Social media provides an opportunity to interact more closely with consumers. Social media offers a more individualized form of communication. Through social media marketers can find out their consumer habits and interact personally and build deeper attachments.

From the explanation above, it can be concluded that social media is a means of conveying information both between people and groups based on their experiences, and the use of social media can facilitate the process of conveying this information in a faster and more personal time.

## **How to design promotional media through Instagram on coconut shell products**

Instagram is the choice of many business owners to increase sales. Especially for small-scale businesses, Instagram is an option in promoting because it does not require large costs in creating an Instagram account.

How to design promotional media implemented on Instagram:

## Using a Brand Account

- a. Must create a business account do not create a personal account. A personal account only has benefits for oneself in creating one's own content. But for most business owners, a business account is a place to introduce a business for example a coconut shell souvenir business.

- b. Setting Up and Instagram Profile

It is necessary to set the username first so that it is easy to find.

It is necessary to set up an Instagram bio in order to make it easier for potential customers to decide on their next course of action, either in browsing existing content or even contacting further because they are interested in the products that have been offered.

### First step

- Downloaded the app. By downloading in the Google Play Store app.

### Second step

- After successfully downloading the Instagram application on the smartphone, tap on the application image to perform the installation.

### Third step

- Click the option of registering by e-mail or phone number.
- Enter your email address or phone number in the field provided.

### Fourth step

- Create a username and password that you will use for your new account.
- Choose an account name that has a green check configuration.
- If the sign does not appear, then you have to look for another account name configuration because it means that the name is already on Instagram.

### Fifth step

- Done with the account name and password, there will be an option to connect with Facebook or not.
- If you choose to connect, then all the activities you do on Instagram.
- If you don't want this, then you can skip it with the skip/skip option.

### Sixth step

- There will be an option from Instagram to suggest some of your contacts who have accounts for you to follow or not.
- If you have anything you want to follow, just click the following option.
- If not, you can skip this step and search for the accounts you want to follow yourself

### Seventh step

- Here's the first look at an Instagram profile
- Next, select the profile photo you want to use
- Type edit profile and then select the photo you want to use

#### Eighth step

- Choose a photo with a circle format by clicking change profile photo.
- Next set the username you want to use.
- If you want to use an Instagram bio, you can set a bio. Instagram then write the caption you want to convey.
- Then click on the website if you want to include a WhatsApp link.
- If done then click on the check mark on the top right.

#### Ninth step

- Switch the personal account to the business account.
- Then click on the settings in the upper right corner and then select the account.
- Next click on switch professional account.
- If there is a display that will arise then just click continue.
- Next select the category you want to use, if it's an Instagram account. which is used for the business then choose the choice of product/service.
- Then select business, then enter your cellphone number and e-mail if you don't want to enter it then you can click next.

#### Tenth Step

- If you want to post a photo then click the (+) sign on the top right.
- Then select the photo you want to post.
- After that, don't forget to include a caption when posting a photo.
- If finished, click the blue checkmark on the top right.
- Then the post you want to post has been sent.

#### Eleventh step

- Go to the Instagram feed.
- Then click on your story.
- Next select the photo or video you want to tell the story.
- After that click on your story on the bottom left.
- Then the Instagram story has been sent.

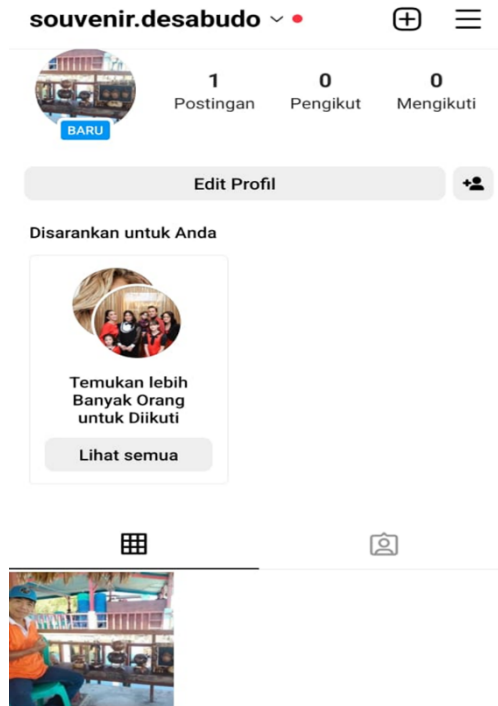


Figure 1. Instagram Feed

## CONCLUSION

1. Customer satisfaction is a factor that also includes an important influence in selling goods/services.
2. The results of the handicrafts produced from the basic ingredients of coconut shells, although within the limitations of the tool, but the resulting product is good.
3. Product function, price and location are factors that greatly influence the purchasing decision of customers.
4. The strategy used is that the direct marketing strategy for MSMEs has not been maximized.
5. The implementation of strategic marketing through Instagram is expected to increase the number of tourism purchases in Budo Village that have not been reached or are not yet known

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