

ANALYSIS OF INTERNET MARKETING STRATEGY USING SWOT ANALYSIS IN BATIK MANGGUR MSME PROBOLINGGO CITY

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ABSTRACT

Utilization of digital technology for business, especially micro small and medium enterprises (MSMEs) has become a necessity, the use of digital media and the internet as a marketing platform in the midst of marketing trends also continues to develop along with the development of increasingly sophisticated technology. The focus of this study is to reveal how Batik Manggur MSME Probolinggo in utilizing digital technology both in terms of understanding, constraints, types and impacts on business growth, as well as its internet marketing strategy if assessed from a SWOT analysis. The research approach uses qualitative descriptive, data mining techniques used are in-depth interviews, observations and documentation studies. Data analysis was performed with the stages of reduction, presentation and verification. The results showed that MSME Batik Manggur was in the growth and build zone. Suitable strategies are market penetration, product development or integration. The internet marketing position at Batik Manggur MSME is classified as unfavorable because there is no serious use of digital media and the management literacy is not yet good so the use of internet marketing is relatively limited. Inadequate supporting facilities and limited training also make the use of internet marketing at Batik Manggur MSME not optimal. This has an impact on the performance of MSMEs that do not experience significant growth and even tends to decline.

Keywords: Internet Marketing, SWOT Analysis, SMEs

INTRODUCTION

Micro, small and medium businesses (MSMEs) is a general term in the economic realm that refers to productive economic businesses owned by individuals or business entities following the criteria established by Law No. 20 of 2008. In the current digital era, some even do not have a shop and only market their products online and do not yet have a business license. In combination, MSMEs absorb around 97% of the national workforce, while Large Enterprises only absorb around 3% of the total national workforce (RI Ministry of Cooperatives and SMEs 2016-2017). Various types of SMEs are spread throughout Indonesia with various types of products. Some of the most dominant types of products are culinary businesses such as food and drinks both traditional and modern or commonly called contemporary, handicraft businesses such as woven and knitting and fashion businesses such as traditional and modern clothes. One example of fashion business in the traditional dress category is batik. Batik is one of Indonesia's cultural heritage products that must be preserved.

Batik is a familiar thing for Indonesian people. Batik is a pictorial fabric that is made specifically by writing or applying ink or other subjects to the fabric, then the processing is processed in a certain way that has special characteristics. Indonesian Batik, as a whole of techniques, technology, and the development of related motifs and culture, by UNESCO has been designated as a Humanitarian Heritage for Oral and Non-Cultural Culture (Masterpieces of the Oral and Intangible Heritage of Humanity) since October 2, 2009. Almost every region in Indonesia has its own batik art and motifs. With so many regions developing the batik industry with typical regional motifs will further increase the number of batik companies. The increasing number of batik companies will result in intense competition in the industry. The tight competition that occurs will affect a company's market share.

According to a survey conducted by the Association of Indonesian Internet Service Providers (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), it shows that the penetration and behaviour of internet users in Indonesia are always increasing by 10% every year. In 2017, there were 143.25 million people who used the internet. No wonder internet marketing can develop rapidly in marketing its products in Indonesia. But unfortunately, MSME Batik Manggur is less optimizing the use of digital media and the internet as a marketing platform where if an MSME can maximize the use of digital media and the existing internet, it can increase sales at MSMEs because digital media and the internet are petrified to businesses to reach consumers who cannot reach. The most influential problems that exist at Batik Manggur MSME are the lack of optimizing the use of digital media and the internet, the lack of supporting facilities such as wifi and others as well as competent human resources in the field of digital media and the internet. This problem has made Batik Manggur MSME not progress significantly and it is feared that it could be left behind and be a factor in the decline of the Batik Manggur MSME business. In this case, Batik Manggur MSME must immediately make changes and develop a good marketing strategy if it does not want to lose in competing with similar MSMEs whose numbers are not small and have a good strategy in developing MSMEs and expanding its marketing reach because in the digital era such as the current trend marketing continues to grow along with the development of increasingly sophisticated technology with the presence of the internet world.

Digital marketing trends that continue to change at any time, making business people must be smart to see opportunities in utilizing it. With the development of technology development, the internet speed that is getting higher, the number of marketing tools, to the ever-changing trends following the market, internet marketing will become one of the most effective marketing methods and will gradually shift other marketing methods. In practice, many things need to be considered to implement effective internet marketing to increase company profits. Internet marketing always follows the existing market. Seeing the conditions as now, in internet marketing we only need strategies that can be relevant and see the extent to which marketing methods can develop. The development of the internet is improving the way of doing business from traditional to electronic, there is no denying that economic activity leads to electronic marketing.

LITERATURE REVIEW

1. Internet Marketing

This form of internet marketing has a very broad scope which is a public site in a very large computer network from all countries in the world. Each computer network has a different type and from various parts of the world in the world merged into one very large container of information (internet) (Kotler and Armstrong 2008: 237). Unlike other media, the internet offers the potential to influence customers by manipulating all elements of the marketing mix. As the world network is characterized by virtual and cross-functional integration, the use of technology is considered essential to exploiting the enormous potential offered by the internet. Integrating content, format and access to create a virtual community of customers is very important to create value and deepen customer relationships.

The main advantage of internet marketing is being able to reduce and reduce costs and expand customer reach. Costs via internet-marketing are generally cheaper / lower than other marketing platforms such as face to face or intermediary sellers/distributors. Besides, internet marketing enlarges the company's opportunity to reach customers who cannot be met because of the limited time and location of the existing distribution channels. The internet marketing platform can increase reach and can reduce costs by providing two areas of profit for customers: more independent in getting the right information and customers can transact directly through the transaction pages provided according to customer needs (Sheth & Sharma 2005: 612).

2. Micro, Small and Medium Enterprises (MSMEs)

Following Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs):

Micro Business is a productive business owned by individuals and/or individual business entities that meet the criteria for Micro Business as regulated in this Law.

Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branch companies that are owned, controlled, or become a part either directly or indirectly of medium-sized businesses or large businesses that meet the Business criteria Small as referred to in this Act.

Medium Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branch companies that are owned, controlled, or become a part either directly or indirectly with a Small Business or large business with a net worth or annual sales proceeds as regulated in this Law.

Table 1 MSME Criteria

NO	DESCRIPTION	CRITERIA	
		ASSET	OMZET
1	MICRO BUSINESS	Max 50 million	Max 300 Million
2	SMALL BUSINESS	> 50 Million - 500 Million	> 300 Million - 2.5 Billion
3	MEDIUM BUSINESS	> 500 Million - 10 Billion	> 2.5 billion - 50 billion

3. Suitable Marketing For Batik Products

The tools that use to facilitate the sale of a product is through promotion. Briefly the promotion is related to how people can get to know the product of a company, then understand it, change their attitude, like, believe and then finally buy and always remember the product. Therefore a company must establish and run an appropriate promotional strategy. Many companies compete with each other to improve the quality of their production and increase sales so that a good marketing strategy is needed. To increase sales volume the company needs to reach the widest marketing area.

Promotion is communication that aims to inform a company's product to the public, marketing that is suitable for batik products is by taking part in exhibitions, fashion shows, participating in events, promoting individuals, advertising in the media and marketing through the internet, such as creating websites, social media and others.

RESEARCH METHODS

This research uses a research method with a qualitative case research descriptive approach. Qualitative research as research that intends to understand phenomena about what is experienced by research subjects, for example, behaviour, perception, motivation, action, holistically using descriptions in the form of words and languages, in a special natural context by utilizing various scientific methods (Lexy J. Moleong 2010: 6). Under the approach used, the instrument used to collect data is the researcher himself. The researcher acts as an instrument as well as a data collector.

Sample

The sample in this research were 2 owners namely the owner and his child and 2 employees. They were chosen because they knew and understood information about the themes discussed by the researchers. Research samples can be classified in the following table:

Table 2 Code Field Notes

No.	Code	Explanation
1.	SH/INFO1/26022020	Drs. Sholehudin as informant 1 who served as owner 2 at Batik Manggur who was interviewed on 26 February 2020
2.	FAA/INFO2/16032020	Firman Avidin Arsyad as informant 2 who served as owner 3 at Batik Manggur who was interviewed on March 16, 2020
3.	NF/INFO4/09042020	Nofiyanto as informant 3 who served as an employee at Batik Manggur who was interviewed on April 9, 2020
4.	ND/INFO4/09042020	Natasha Dwiki as informant 4 who served as an employee at Batik Manggur who was interviewed on 9 April 2020
5.	AY/INFO5/03052020	Anis Yuniar as informant 5 who is a consumer of Batik Manggur who was interviewed on May 3, 2020

Source: Research Data Processing Results, processed 2020

Data Collection

Data collection from the field is obtained through observation, in-depth interviews and documents related to research during the process. These data are arranged in a field note as a starting point for data analysis. Researchers record all data objectively and as is following the results of observations and interviews with informants. In this research, researchers interviewed 4 informants who were 2 owners and 2 Batik Manggur employees. To complete the results of the interview, the researcher made observations and documentation in the form of photographs at Batik Manggur MSME. All interview results are documented in the form of recorded interviews and interview transcripts. If the researcher needs further classification, the researcher will come to the research location or can contact the informant by telephone. After that, the data will be analyzed thematically to find problems and recommendations for relevant solutions.

RESULTS AND DISCUSSION

1. Description of Internet Marketing Strategies Used at Batik Manggur MSME Probolinggo City

In 2017, the first year of Batik Manggur entering into the online world, Batik Manggur used the website as the first media to share information about Batik Manggur such as history, activities carried out by Manggur Batik, various batik motifs that became collections in the Batik Manggur gallery to the full address and Batik Manggur contact person. In addition to making batik for collections in the gallery, Mrs Siti Malikhah and Mr Sholehudin as the owner of Manggur batik often fill batik training activities in schools and agencies within and outside the City of Probolinggo. Actually, at that time Batik Manggur itself had no strategy that was too specific to internet marketing, Batik Manggur owners did not maximize internet marketing due to lack of competent human resources and inadequate support facilities.

In the meantime, the internet marketing strategy used by Manggur batik is by sharing the activities and motifs of batik produced to attract potential customers to visit and shop directly at the Batik Manggur gallery. Some things are done by Batik Manggur to maximize internet marketing going forward, Batik Manggur owner is looking for special employees to take care of online marketing and prepare the right strategy to run internet marketing seriously.

2. Utilization of Internet Marketing at MSME Batik Manggur of Probolinggo City (Understanding, Types of Marketing, Constraints and Impacts on Business Growth)

Until now the use of internet marketing at MSME Batik Manggur Probolinggo City is still not optimal, it is due to the lack of understanding of business owners about the use of internet marketing and its benefits for a business. While this type of marketing carried out by MSME Batik Manggur is individual promotion through whatsapp or telephone, besides that MSME Batik Manggur also has a website that contains activities for the past few years and several old motifs of Batik Manggur. But the website also hasn't updated the latest activities and motifs of Batik Manggur. Besides that, MSME Batik Manggur utilizes Google by making Ms. Siti Malikhah's Batik Manggur a top website and information if anyone is looking for Batik Manggur.

The lack of information and outreach and assistance of related agencies in the City of Probolinggo regarding digital marketing / internet marketing makes MSMEs in Probolinggo City less able to take advantage of this. Another obstacle faced by MSME Batik Manggur is that there is no competent human resources in the field of internet marketing, the difficulty of finding experts in the field has made MSME Batik Manggur unable to expand its marketing reach to various parts of Indonesia and abroad. Thus the impact on the growth of his business has not been seen yet because there really is no good use of internet marketing from the MSME Batik Manggur.

2. Analyzing Internet Marketing Strategies Using SWOT Analysis on Batik Manggur MSME in Probolinggo City

SWOT analysis is interpreted as an evaluation of the overall strengths, weaknesses, opportunities, and threats. SWOT analysis is one of the well-known internal and external environmental analysis instruments of the company. This analysis is based on the assumption that an effective strategy will minimize weaknesses and threats. When applied accurately, this simple assumption has a large impact on the design of a successful strategy (Philip Kotler). The following is the weighting, rating and scoring of internal and external factors in Batik Manggur.

INTERNAL ANALYSIS

Table 3 IFE and EFE Batik Manggur

STRENGTH				
No	Description	Quality	Rating	Value (BxR)
1	Good quality fabric and can be adjusted to customer demand.	0.11	4	0.44
2	The quality of other raw materials such as wax, paint, and others is good.	0.10	4	0.4
3	Has a unique motif that is mango and grapes, also the Mount Bromo motif and others.	0.10	4	0.4
4	The brand is well known both in Probolinggo and in other cities such as Malang.	0.08	3	0.24
5	Pelayanan terhadap konsumen yang baik sehingga konsumen tidak enggan untuk kembali berbelanja di UMKM Batik Manggur.	0.08	3	0.24
6	Serve various motives, according to customer demand.	0.07	3	0.21
	Total	0.54		1.93
WEAKNESS				
No	Description	Quality	Rating	Value (BxR)
1	Inadequate Human Resources (HR).	0.09	1	0.09
2	Total production sometimes erratic because human resources are not every day can work.	0.07	2	0.14
3	The employees are not permanent, many mothers and school children can only work on weekends or school holidays.	0.09	2	0.18
4	The location is less strategic because it is located in an alley.	0.06	2	0.12
5	Utilization of technology that is less than optimal by MSME Batik Manggur.	0.08	1	0.08
6	Promotional support facilities through the internet are inadequate such as wifi and human resources.	0.07	2	0.14
	Total	0.46		0.75
	TOTAL IFE	1		2.68

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OPPORTUNITIES				
No	Description	Quality	Rating	Value (BxR)
1	Manggur Batik MSME has a great opportunity to expand to various cities in Indonesia.	0.10	3	0.3
2	Many target markets such as the ASN are required to use batik typical of the City of Probolinggo.	0.08	2	0.16
3	Customer loyalty in the City of Probolinggo is quite good.	0.08	2	0.16
4	Has the opportunity to compete in the global market.	0.07	2	0.14
5	Batik with natural motifs and colours are increasingly favoured by local and foreign tourists.	0.08	3	0.24
6	Develop a variety of motifs typical of the City of Probolinggo that are not owned by other cities.	0.10	3	0.3
7	Probolinggo City is one of the destinations of local and foreign tourists so that Batik Manggur MSME can work together with travel agents who can bring tourists to stop by at the Batik Manggur gallery.	0.09	3	0.27
	Total	0.6		1.57

THREAT				
No	Description	Quality	Rating	Value (BxR)
1	Starting many MSMEs that have a superior capital.	0.08	2	0.16
2	The use of technology by similar MSME is more qualified.	0.08	2	0.16
3	Promotion and discount systems provided by competing MSMEs can divert buyers.	0.09	3	0.27
4	There are many competitors engaged in the same field and offer various types of batik that are superior.	0.08	2	0.16
5	Weather conditions affect the number and speed of production.	0.07	3	0.21
	Total	0.40		0.96
	TOTAL EFE	1		2.53

IDENTIFICATION OF INTERNAL AND EXTERNAL FACTORS

Identification of internal and external factors is an attempt to obtain a picture of the factors that influence internet marketing strategies at SME Batik Manggur. These factors are obtained from interviews with the owner (owner) and Batik Manggur SME employees who were surveyed. The results of the interviews are grouped into four main factors, namely Strengths, Weakness, Opportunities and Threats. Furthermore, a weighting and rating are carried out to determine the position of these factors, as well as the influence of each factor in the SWOT table.

The results of the evaluation of internal factors obtained 2.68 values include a strength factor of 1.39 and a weakness factor of 0.75. Based on these values it is known that the position of internal factors can be said to be classified as strong, as said by David (2004) which states that the total score of IFE (internal factor evaluation) weighting is more than 2.5, then the factor is classified as strong, and vice versa if the factor is less than 2, 5, then classified as weak. Thus internal factors are categorized as having a strong influence in the development of MSME businesses and the formulation of appropriate strategies according to quadrant positions. The results of the evaluation of internal factors show that the strongest factor that has the highest value is good fabric quality and can be adjusted to customer demand, which is 0.44 (44%), which means that good quality fabric can attract consumers and become one of the strengths to make Batik products Manggur is superior to other batiks in the City of Probolinggo. Whereas the weakness factor that gets the highest score is non-permanent employees, many mothers and school children can only work on weekends or school holidays, which is 0.18 (18%), which means that if employees cannot work with still then it can affect the amount of batik production which can cause a lack of batik collections and decrease the amount of turnover when compared to other batik MSMEs that have permanent employees so that they can produce more batik compared to MSME Batik Manggur. Thus these factors are the factors that have the most powerful influence in the development of MSME businesses and the formulation of appropriate strategies following the quadrant position, especially for the formulation of internet marketing strategies at MSME Batik Manggur.

The results of the evaluation of external factors obtained a value of 2.53 including a 1.57 chance factor and a 0.96 threat factor. Based on these values, it is known that the position of external factors can be said to be classified as strong, as said by David (2004) which states that the total score of EFE quality (external factor evaluation) is more than 2.5 then the factor is classified as strong, and vice versa if the factor is less than 2, 5, then classified as weak. The results of the evaluation of these external factors indicate that the opportunity factor that has the highest value is Probolinggo City being one of the destinations of local and foreign tourists so that Batik Manggur SMEs can collaborate with travel agents who can bring tourists to stop by at the Batik Manggur gallery which is 0.27 (27%) which means cooperation with travel agents is a good opportunity to introduce Batik Manggur MSME to local and foreign tourists and with that, the Batik Manggur MSME can be more widely known and an opportunity to get potential consumers. Whereas the threat factor that gets the highest score is the promotion and discount system given by MSMEs. Competitors can divert buyers, that is 0.27 (27%), which means that with the times and increasingly developing technology, MSME Batik Manggur must be more vigorous in promoting their products by giving discounts -discounts that can attract consumers. Thus the picture is obtained that in collaboration with travel agents and promotion systems as well as discounts provided are two factors that are very influential from external factors in the development of MSME businesses and the formulation of an appropriate strategy following quadrant positions especially for the formulation of internet marketing strategies at MSME Batik Manggur.

MAPPING OF IFE AND EFE STATUS

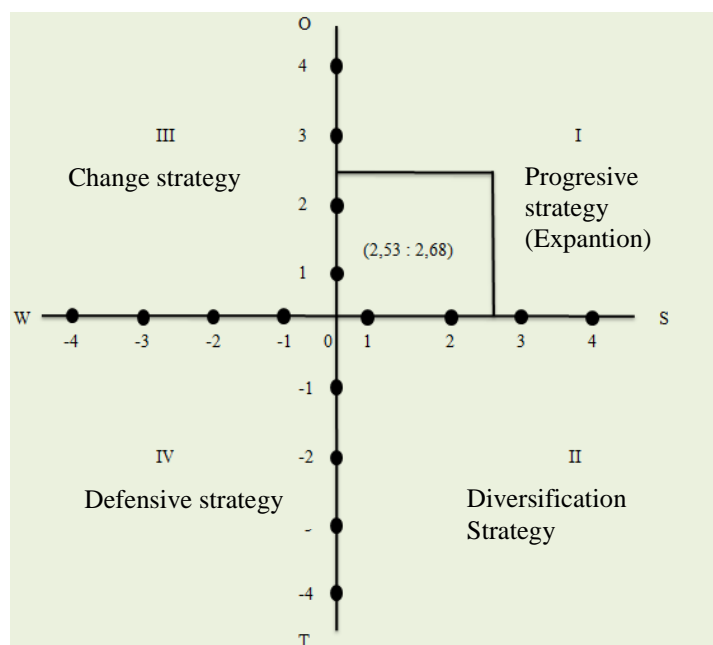


Figure 1 Manggur Batik UMKM Quadrant

Based on the quadrant image above, the SWOT analysis of the Manggur Batik MSME is in quadrant I. Based on the results of the IFE and EFE analysis, the total IFE score is 2.68 and the total EFE score is 2.53. From these results, it can be

concluded that the MSME Batik Manggur is in quadrant I in the IE matrix. David (2004) states that quadrant I mean the company is in the Growth and Build zone. Strategies suitable for this zone are intensive (market penetration, product development) or integration (backward integration, frontal integration, and horizontal integration). The intensive strategy includes market penetration, market development and product development strategies. Market penetration strategy is an effort to increase the market share of a product or service that is already on the market through a more intensive marketing effort. Market penetration strategy can be done by increasing product quality and increasing sales promotions. Market development strategy is to introduce current products or services into new geographical areas. While the product development strategy is to increase sales by increasing or modifying existing products or services.

The SWOT analysis uses data that has been obtained from the IFE and EFE matrices, the four main strategies suggested are the S-O (Strength-Opportunities), W-O (Weakness-Opportunities), S-T (Strength-Threats) and W-T (Weakness-Threats) strategies. From these strategies, several alternative strategies can be obtained by the company. Considerations of alternative strategies are formulated based on the situation described by the IFE and EFE matrices. Each factor is linked to form alternative strategies based on the strengths, weaknesses, opportunities, and threats of MSME Batik Manggur. The advantage of using this model is that it is easy to formulate a strategy based on a combination of external and internal factors.

The result of the quality of the influential factors is the result that the internal factors are more influential than the external factors. Based on the calculation of the Batik Manggur MSME SWOT analysis, a ratio between internal and external factors is obtained (2.68: 2.53). A greater ratio indicates a stronger influence on the problem object. Analysis carried out on internal strategy factors and external strategy factors using the SWOT matrix model. Although Batik Manggur MSME has weaknesses on several factors, the main ones are human resources, less than optimal use of technology and inadequate internet marketing support facilities, but Batik Manggur MSME can utilize strengths and opportunities to cover up the weaknesses they have.

Table 4 Matriks SWOT

	<i>(Strength-S)</i>	<i>(Weakness-W)</i>
IFAS	Good quality fabric The quality of other raw materials is good Have a unique motive The brand is well known Good customer service Serve custom motifs	Inadequate HR The amount of production is sometimes erratic Employees are not permanent Less strategic location Less optimal use of technology Promotional support facilities via the internet are inadequate
EFAS	Strategy SO <i>(Strength-Opportunity)</i>	Strategy WO <i>(Weakness-Opportunity)</i>
<i>(Opportunities-O)</i>	Expanding Many target markets Customer loyalty is quite good Compete in the global market. Motives and natural colours are increasingly popular Distinctive motifs that cannot be found elsewhere Become one of the destinations of local and foreign tourists	Increase cooperation with the media as a means of promotion Increase batik motifs Collaborate with the media or celebrities as a promotional tool Increase capacity and service (delivery)
<i>(Threat-T)</i>	Strategy ST <i>(Strength-Threat)</i>	Strategy WT <i>(Weakness-Threat)</i>
Similar MSMEs who have more capital The use of technology by similar SMEs is more qualified Promotion and discount systems provided by competing MSMEs can divert buyers Many competitors are engaged in the same field and offer batik that is superior Weather conditions affect the number and speed of production	Exploring HR ideas and creativity Create programs to maintain and increase customer loyalty Maximize performance Bring up fresh ideas to attract consumers	Increase business capital and display promotional products in increasing turnover Increase business scale by utilizing capital Providing adequate internet marketing support facilities to intensify promotions Improve the quality of human resources and products

Source: Rangkuti (2015)

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this research, so far MSME Batik Manggur do not use internet marketing strategies that really focused on internet marketing. In 2017 for the first time Batik Manggur began to venture into online marketing, Batik Manggur created a website but the website was never updated by MSME Batik Manggur because there was no time and there were no employees who were experts in internet marketing. A few years later MSME Batik Manggur penetrated into the world of social media and the social media that chosen by Batik Manggur is Instagram. Instagram is an image-based social media that provides photo or video sharing services online. But what is unfortunate is the lack of employees who understand the internet and social media, which makes the use of social media not optimal until now.

Based on the results of the analysis of IFE and EFE, IFE obtained a total score of 2.68 and a total EFE score of 2.53. From these results, it can be concluded that the MSME Batik Manggur is in quadrant I on the IE matrix which means that MSME is in the Growth and Build zone. Strategies suitable for this zone are intensive (market penetration, product development) or integration (backward integration, frontal integration, and horizontal integration). So from the results of the SWOT matrix analysis related to internet marketing strategies at the MSME Batik Manggur, the researchers recommend a number of strategies that can be considered by the MSME Batik Manggur. The right recommendation is to increase cooperation with the media as a means of promotion and can increase capacity and service (delivery). In addition to making effective marketing strategies and following trends, increasing the tendency to learn marketing techniques according to the times, exploring ideas & creativity of HR and providing adequate internet marketing support facilities to intensify promotions are things to be considered given the current trend is all marketing activities done through internet media. After getting a competent employees, MSME Batik Manggur can making some programs to maintain and increase customer loyalty such as discounts, give away and others.

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