

## Research Article

# Communication Strategy to Improve the Competitiveness of MSMEs in Tourism Villages in Bogor Regency

Dewi Winarni Susyanti, Nining Latianingsih\*, Narulita Syarweni, and Meisa Sofia

Department of Commercial Administration, Jakarta State Polytechnic, Depok, Indonesia

**ORCID**

Nining Latianingsih: <https://orcid.org/0000-0001-8328-945X>

**Abstract.**


Micro, small, and medium enterprises (MSMEs) of a country's economic growth. MSME's play a crucial role in employment generation, poverty alleviation, and equitable development. Typically operating on a limited scale, MSMEs require focused efforts in promoting their products. This study aims to strategize using business communication for MSME actors in Bogor Regency. The research method here uses a descriptive method that describes specific details of a circumstance, social situation, or social relationship. The research location covers the Bogor Regency area. Tourism villages were selected purposively, which were considered representative to study the use of business communication for MSME actors; MSMEs are required to be able to communicate both offline and online. Good communication can create strong product branding for MSMEs. Therefore, adopting effective marketing communication becomes a key strategy for MSMEs to acquaint external stakeholders with their products. This ensures a shared understanding and alignment of intentions toward the products and brands on offer. MSMEs can choose from various marketing communication strategies, tailoring them to the specific characteristics of their products and resources. In the initial phase, every MSME must assess market demands comprehensively, producing goods that resonate with the targeted market segment. Additionally, MSMEs can leverage their communication channels and participate in MSME hubs relevant to their business type. Given the increasing number of MSMEs inevitably, MSME players must be more creative and innovative in marketing their products.

**Keywords:** communication, marketing, product, strategy, MSME

Corresponding Author: Nining Latianingsih; email: [nining.latianingsih@bisnis.pnj.ac.id](mailto:nining.latianingsih@bisnis.pnj.ac.id)

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## 1. Introduction

The development of MSMEs in Indonesia continues to increase in terms of quality, and this is due to support from the government in the action carried out to MSME business actors, which is very important in anticipating future economic conditions and maintaining and strengthening the structure of the national economy. And with the digital revolution 4.0, making many changes to MSMEs where there is a shift

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in consumer shopping styles from offline to online. Therefore, it is crucial for MSME players to have sufficient insight. Although it can increase economic growth, MSMEs also have several problems related to the business being run, including problems in business communication. In marketing their products, MSMEs are required to be able to communicate both offline and online. Good communication with consumers and online can create strong product branding for MSMEs.

Currently, MSME players run their businesses by word of mouth, door to door actively participate in exhibitions, they do not have special digital promotional media to market their products and only focus on production. In addition, MSME players who are unfamiliar with digital promotional media such as Instagram, tiktok, and e-commerce, and will only use personal WhatsApp (not business WhatsApp). The communication factor in running a business is very important because communication will create a strong emotional bond with existing customers, allowing new customers to come [1]. MSMEs persist in confronting challenges within an intensifying competitive market. To ensure their survival and market dominance, SMEs require precise and reliable information to address various issues. The information acquired by these enterprises is crucial for effective planning, often sourced from information dissemination channels [2]. Therefore, the significance of business communication in fostering the growth of MSMEs lies in enhancing income and sales, serving as a strategic marketing tool for these enterprises.

The formulation of the problem this study how influence of communication strategies on increasing competitiveness of MSMEs in tourist village of Bogor- district, while the purpose is to - know and- see the power of-communication strategies on increasing the competitiveness of MSMEs in -tourist villages of Bogor Regency. As for the benefits of this research, it helps MSMEs in-tourism villages to increase- competitiveness through effective communication strategies and-can attract more- customers and compete better-in the market. This research can-improve local - products to attract more-tourists which-in turn can increase income and- development of- local infrastructure.

Anang states that IMC (Integrated Marketing Communication) is a concept of marketing communication planning that introduces the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines such as general advertising, direct response, sales promotion, and PR and combines these disciplines to provide clarity, consistency, and maximum communication impact [3]. Marketing strategy is an activity that must be done by a marketer (marketer) on how a product should be able to win the competition of his industry in the market and meet the needs, wants,

and demands of his target market. Not only fulfilling but can provide satisfaction as desired by consumers or target markets [4].

While the strategic role of universities can play a crucial role in development, especially human resources so there is a shift in priorities to develop human resources through Mastery-of science and technology as the main driving-factor of economic growth. The strategy of building-a science-based-nation community requires a rapid, appropriate, and strategic response. PNJ, in this case, is determined to-participate with other components of the-nation to-increase participation in-the development of intellectual communication that is safe, able to master, and skilled in-utilizing Science-and technology to support the realization of a just and prosperous society based on faith - and piety.

## 2. Research Methods

This research was carried out in two tourist villages, namely Cilember village and Megamendung village, in Bogor Regency. At the same time the implementation time is seven months with the following activities: Initial preparation, field observation, meetings, making questionnaires, implementing questionnaire dissemination, and data processing and analysis.

The object of research is MSME business actors in two tourist villages in Bogor regency, namely Cilember and Megamendung. The method- of data collection is by (1) collecting various research journals and secondary data from- the government, these data- will be analyzed and described in detail in each section of this article [5] distinguish first whether the type of business includes MSMEs or non-MSMEs, then (2) circulate google forms for 50 MSMEs, interviews with community leaders, among others with the head of the tourism office, the head of the cooperative office, the head of the tourism village, followed by a Focus Group Discussion (FGD) inviting best practices in the field of communication and MSMEs and tourism villages.

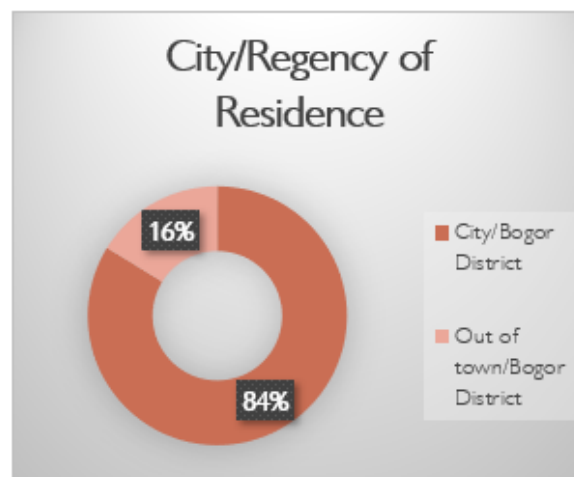
While this research-uses descriptive analysis methods because-this research-is qualitative-research, namely because it-focuses on-substantive and formal theories that are recognized as true. Therefore, this method is used to describe the problem taken with accuracy about the data and the cause and effect of the observed phenomenon.

### 3. Results and Discussion

MSMEs in Indonesia have a significant role in supporting the country's economy, so they must focus on-improving MSME business, which is not focused on development and strategy product marketing but also needed to build communication competencies, especially for MSME actors. This communication competence is essential in building a business with the basis of relationship management [6].

Several research results state that one of the communication media (social media) can be used to improve the image of MSME products in addition to being able to be positioned in a more persuasive way to the community or Indonesian society in general [7]. Furthermore, other studies stated that the results showed that there was a relationship between marketing communication activities through online media as seen from the variety of online media, the combination of message designs, and the attractiveness of messages with business development as seen from the number of business results, the number of workers and the area of market coverage [8].

Data was collected from 37 respondents after filling out a communication strategy questionnaire to improve the competitiveness of MSMEs in tourism villages in Bogor district.



**Figure 1:** Respondent data by place of residence. Source: data processed in 2023.

The diagram below shows the percentage of respondents according to their gender: out of 37 respondents, as many as 57% (21 respondents) who have filled out this questionnaire are men, and 43% (16 respondents) are women.

From the analysis of the data that has been described, several main conclusions can be drawn, namely:

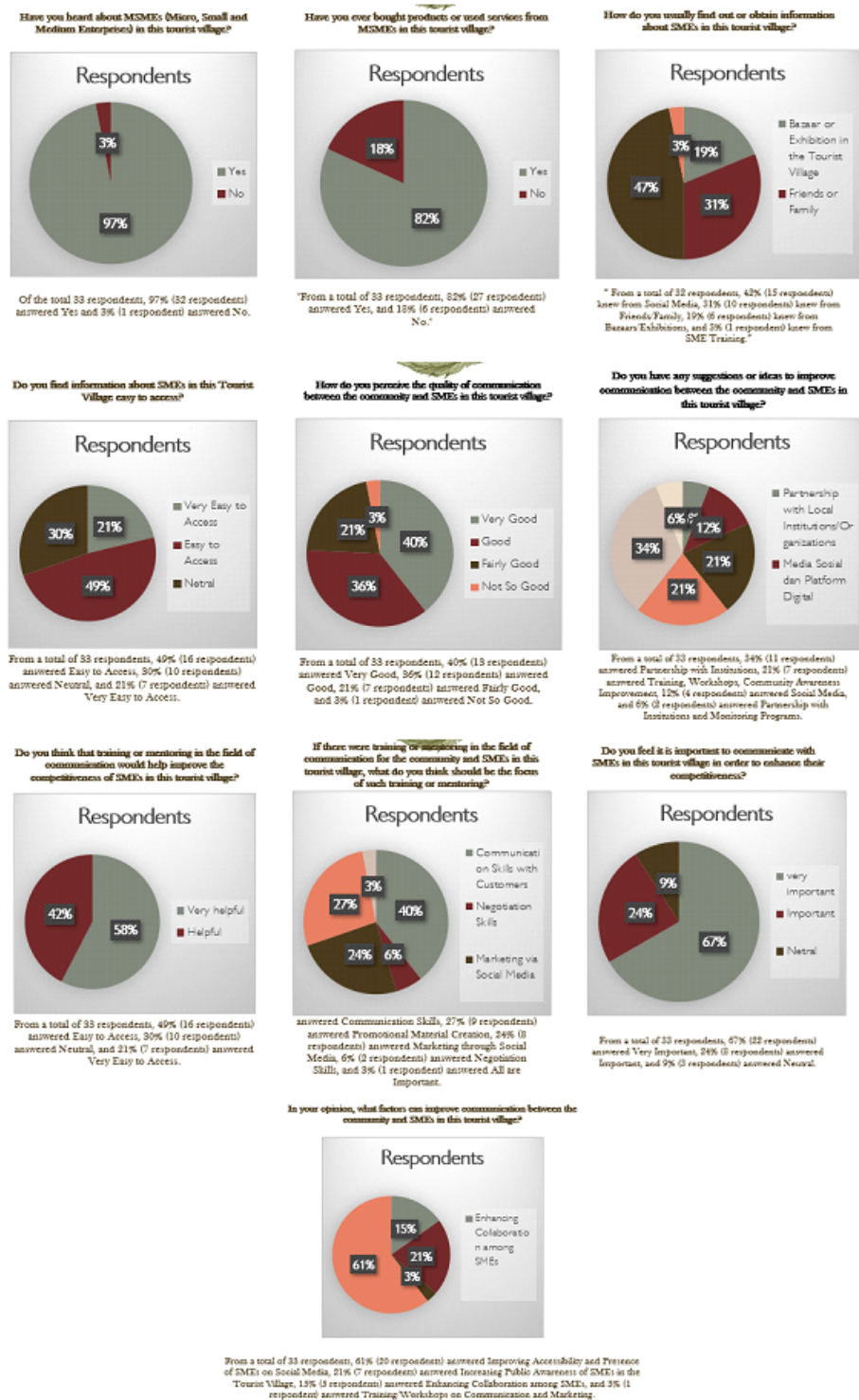


Figure 2: Category questions tourism village community.

The majority of respondents (97%) already know MSMEs from tourism villages, showing a good level of awareness of the existence of MSMEs in the environment;

Communication through social media is the primary - channel to obtain information about MSMEs in tourism villages, with 46.9% of respondents indicating this. In addition,

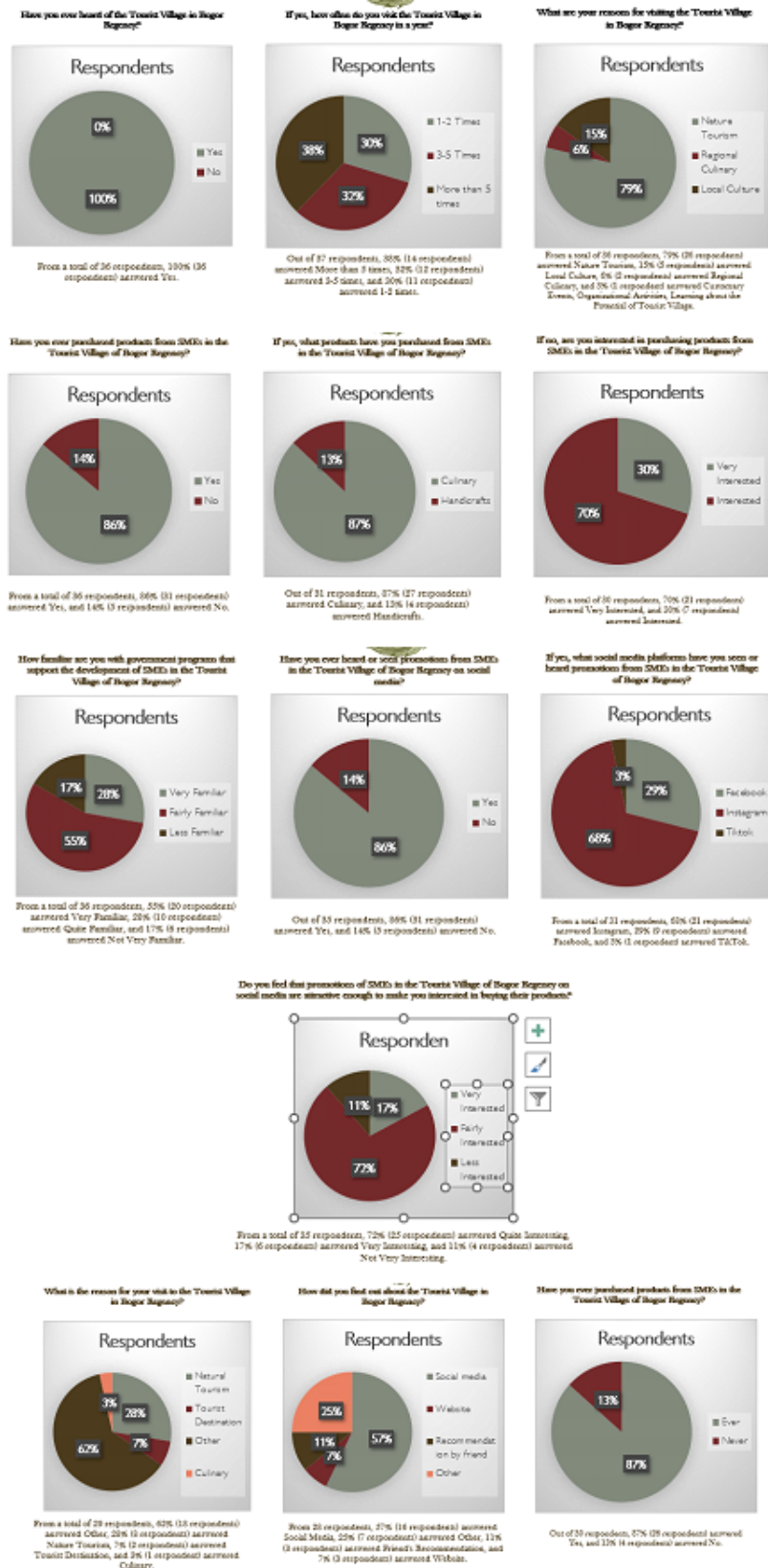


Figure 3: Category Visitors / tourists. Source: data processed in 2023.

some respondents also received news through friends, family, bazaars, exhibitions, brochures, pamphlets, and MSME training;

The quality of communication between communities and MSMEs in tourism villages was assessed positively by most respondents (75.8%). The majority of them (39.4%) stated that the quality of communication was excellent;

Most respondents (66.7%) consider it essential to establish good communication with MSMEs in tourist villages to increase these businesses' competitiveness. Few feel neutral about the importance of this communication;

Respondents provided suggestions and ideas to improve communication between the community and MSMEs in tourism villages. The most common indications include training and workshops, community awareness-raising, and the formation of community groups or associations;

The majority of respondents (57.6%) believe that training or mentoring in the field of communication will contribute positively to the competitiveness of MSMEs in tourism villages;

If there is training or mentoring in the field of communication, the focus expected by respondents is the creation of promotional materials, marketing through social media, communication skills, and negotiation skills;

## 4. Conclusion

Factors that are considered capable of improving communication between the community and MSMEs in tourism villages include increased accessibility, increased public awareness, and closer cooperation with various related parties;

The results of this data provide an in-depth picture of people's perceptions and aspirations related to MSMEs in Bogor Regency tourism villages. This information is valuable for designing strategic measures that support the growth and competitiveness of MSMEs as well as better communication in the environment.

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