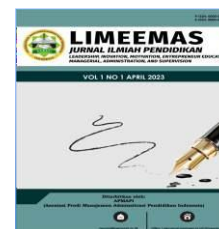


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## APPLICATION OF MARKETING STRATEGIES IN ENTREPRENEURSHIP DEVELOPMENT IN THE UMKM SECTOR

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**Abstract:** A marketing strategy is a road map that guides a company to achieve its marketing goals. In an entrepreneurial context, where fierce competition and rapid change are the norm, having a solid marketing strategy is key to differentiating a business, attracting potential customers, and achieving sustainability. Market analysis helps identify customer needs, market trends, and exploitable opportunities. In-depth knowledge of competitors enables entrepreneurs to determine their competitive advantage. Successful marketing strategies understand the importance of market segments and targeting. By identifying the market segments most responsive to their products or services, entrepreneurs can craft more tailored and effective messages. Precise targeting helps allocate marketing resources more efficiently. One key to a successful marketing strategy in entrepreneurship is adaptability. Entrepreneurs need to be ready to adapt to changing markets, consumer trends, and technology. Responding quickly to change allows businesses to remain relevant and competitive. Every marketing strategy should be closely linked to business objectives. Whether it is increasing sales, brand awareness, or market share, every step in the marketing strategy should support the achievement of established goals.

**Key Words:** Marketing strategy, competitive advantage, customer-oriented.

**Abstrak:** Strategi pemasaran adalah peta jalan yang membimbing perusahaan untuk mencapai tujuan pemasaran mereka. Dalam konteks kewirausahaan, di mana persaingan sengit dan perubahan cepat merupakan norma, memiliki strategi pemasaran yang kokoh menjadi kunci untuk membedakan bisnis, menarik pelanggan potensial, dan mencapai keberlanjutan. Analisis pasar membantu dalam mengidentifikasi kebutuhan pelanggan, tren pasar, dan peluang yang dapat dimanfaatkan. Pengetahuan yang mendalam tentang pesaing memungkinkan pengusaha untuk menentukan keunggulan bersaing mereka. Strategi pemasaran yang sukses memahami pentingnya segmen dan target pasar. Dengan mengidentifikasi segmen pasar yang paling responsif terhadap produk atau layanan mereka, pengusaha dapat menyusun pesan yang lebih sesuai dan efektif. Menyasar dengan tepat membantu mengalokasikan sumber daya pemasaran dengan lebih efisien. Salah satu kunci sukses strategi pemasaran dalam kewirausahaan adalah adaptabilitas. Pengusaha perlu siap beradaptasi dengan perubahan pasar, tren konsumen, dan teknologi. Merespons dengan cepat terhadap perubahan memungkinkan bisnis tetap relevan dan berdaya saing. Setiap strategi pemasaran harus terkait erat dengan tujuan bisnis. Apakah itu peningkatan penjualan, peningkatan kepedulian merek, atau ekspansi pasar, setiap langkah dalam strategi pemasaran harus mendukung pencapaian tujuan yang telah ditetapkan.

**Kata Kunci:** Strategi Pemasaran; keunggulan persaingan; orientasi konsumen

## INTRODUCTION

In Indonesia, UKM plays an important role as a driver of economic development. In addition, the role of UKM is seen as very important for increasing per capita income and improving a country's or region's economy. UKM is required to participate in developing products to meet increasingly specific, innovative consumer demands at affordable prices while still maintaining high quality, to compete globally as they enter the ASEAN Economic Community.

In an era of economic growth, economic development plays a crucial role in boosting regional economic output and improving people's welfare. The role of small and medium enterprises (UKM) is very important for a country, especially as drivers of the economy, including export activities. UKM export activities are one way for UKM products to become known and gain global reach.

UMKM plays a significant role in Indonesia's economic growth. With 99% of all business units, UMKM has become a sector that dominates Indonesia's economic structure. According to data from the Ministry of Micro, Small, and Medium Enterprises (UMKM), there are around 30.18 million UMKM units recorded in Indonesia as of December 31, 2024. However, this number does not include UMKM from the agricultural and fisheries business sectors.

Number of UMKM per business sector that have been recorded at the Ministry of UMKM until December 31, 2024:

- Wholesale and retail trade, car and motorcycle repair and maintenance: 14,433,048 units;
- Provision of accommodation, food, beverages: 6,400,667 units;
- Processing industry: 4,164,542 units;
- Other services: 1,906,799 units;
- Transportation and warehousing: 1,169,310 units;
- Construction: 307,519 units;
- Leases and leases without option rights, employment, travel agents, and other business supports: 289,650 units;
- Mining and quarrying: 196,841 units;
- Water, wastewater, waste material recovery, and remediation: 164,111 units;
- Education: 162.659 unit;
- Human health and social activities: 156,183 units;
- Real Estate: 142,526 units;
- Arts, entertainment, and recreation: 129,547 units;
- Professional, scientific, technical activities: 124,287 units;
- Procurement of electricity, gas, steam/hot water, cold air: 82,504 units;
- Finance and insurance: 57,589 units

Meanwhile, based on data from the Central Statistics Agency (BPS) for the 2023 Agricultural Census, the number of Agricultural and Fisheries UMKM reached 29,341,033 units, of which 99% were individual agricultural businesses.

The UMKM category is basically grouped based on the amount of business capital at the time of establishment. If the business capital reaches 1 billion rupiah (excluding land and buildings where the business is located), it is categorized as a Micro Business. Businesses with a business capital of more than one billion rupiah to five billion rupiah

are included in the Small Business class. Businesses with a business capital of more than five billion rupiah to ten billion rupiah are included in the Medium Business class. Bigger than this, it becomes a Large Business class.

Entrepreneurial marketing is a discipline that studies the values, abilities, and behavior of entrepreneurs as they address related problems to create business opportunities. The entrepreneurial marketing approach is the appropriate conceptual framework, given the limited resources and challenges faced by micro, small, and medium enterprises (UMKM).

Amid global economic uncertainty and the rise of automation, the concept of marketing strategy has become increasingly relevant. One form of implementation through entrepreneurship is a promising alternative to relying entirely on the formal wage system.

Entrepreneurship is a creative and innovative ability that serves as a basis and resource for finding opportunities for success. The creative process is carried out only by people with creative and innovative personalities, namely those with an entrepreneurial spirit, attitude, and behavior, who are full of confidence, optimistic, committed, disciplined, responsible, and have initiative.

## **METHODOLOGY**

This study uses a qualitative method with a descriptive-analytical approach. Data is collected through *library research* sourced from textbooks, scientific journals, and the latest market trend reports.

The research steps include:

- Identify literature related to Marketing Strategy theory and Entrepreneurship Theory.
- Conducting a correlation analysis between Entrepreneurship activities and Marketing Concepts.
- Synthesis of data to formulate effective Targeting in Entrepreneurship strategies towards independence and business development.

An entrepreneur is an individual who creates new business opportunities, bears most of the risk, and enjoys most of the rewards. The process of setting up a business is known as Entrepreneurship (Muniarty et al., 2021). An entrepreneur is generally seen as an innovator, a source of ideas, goods, services, and new businesses/or procedures. Entrepreneurs play a key role in the economic system, using the skills and initiatives necessary to anticipate needs and bring new ideas to market (Halim et al., 2021). Entrepreneurs who are proven successful in taking risks and creating startups are rewarded with profits, fame, and sustainable growth opportunities (Irwansyah et al., 2021). However, entrepreneurs who fail incur losses and reduce their market presence for those involved. Entrepreneurship is one of the economic resources categorized as an integral part of production; the others are land/natural resources, labor, and capital (Hasan et al., 2021).

Entrepreneurship is one of the economic resources categorized as an integral part of production; the others are land/natural resources, labor, and capital (Hasan et al., 2021). An entrepreneur combines the three to produce goods or provide services. Entrepreneurs typically create business plans, hire workers, secure financing, and provide leadership and management for businesses. Entrepreneurs generally face many obstacles when building their companies.

In compiling an entrepreneurial (business) marketing plan, several components must be involved. A marketing plan usually includes several elements, such as competitor descriptions, product or service demand, consumer needs and wants, market analysis, and other marketing-related matters.

One form of implementation of the marketing planning process is by creating and applying marketing strategy methods.

In running a business, companies need a strong marketing strategy to attract consumers to buy their products, thereby increasing sales. So that the company's business continues to live and grow. A marketing strategy is a strategy companies continuously use to win market competition.

The preparation of a comprehensive business plan is based on a marketing strategy. Marketing strategy is important because it outlines how the company plans to introduce the brand as widely as possible, enabling it to reach customers and sell products.

Some definitions of entrepreneurship include Richard Cantillon (1775), who defined it as self-employment. An entrepreneur buys goods today at a certain price. Entrepreneurship is a creative and innovative ability, observant of opportunities and always open to any positive input and change that can help the business continue to grow and retain value. (Faridatul Faridatul & M Bambang Purwanto, 2025; Indriansyah et al., 2025).

One of the drivers of innovation, in addition to change and the need to adapt, is the awareness of the gap between what exists and what should exist, between what is wanted by the community and what has been offered or done by the government, the private sector, and Non-Governmental Organizations (NGOs). The conclusion is that entrepreneurship is a function that involves exploiting market opportunities. Such exploitation is mostly related to directing and/or combining productive inputs. An entrepreneur is always required to face risks and opportunities as they arise, and is often associated with creative, innovative actions. (Sherly Malini et al., 2026; Umar & Purwanto, 2025).

Entrepreneurs are people who increase the value of resources, labor, materials, and other factors of production, and who make changes, innovations, and new ways. The term entrepreneur appeared later as an equivalent of self-employed, which, from the beginning, some people still did not consider a proper word. The perception of entrepreneurship is the same as self-employment, equated with the term 'entrepreneur'. The difference is in the emphasis on independence (private) in the self-employed and on the business (business) in the entrepreneur. The term entrepreneurship is increasingly used, especially with an emphasis on the business side. However, given the many challenges the young generation faces in the field of employment, self-employment education that leads to survival and independence should be more emphasized. (Fitria Marisyah et al., 2025; Purwanto et al., 2026).

The slight difference in the perception of entrepreneurship and self-employed must be understood, especially by teachers, so that the direction and purpose of education given are not wrong. If what is expected from the education provided is a figure or individual who is more mentally strong, or, in other words, has greater emotional intelligence (EQ) and adversity intelligence (AQ), which helps face the challenges of life, then self-employed education is more appropriate.

Jean Baptiste Say (1816) stated that an entrepreneur is an agent who brings together the various means of production and finds value from his production. Meanwhile,

Zimmerer stated that entrepreneurship is a process of applying creativity and innovation to solve problems and create opportunities to improve lives.

## **RESULT AND DISCUSSION**

### **Result**

In explaining this problem, let us trace the development of some marketing concepts. 5 (five) concepts have been developed, namely Production Concept, Product Concept, Selling Concept, Marketing Concept, and Social Concept.

#### **1. Production Concept**

This production concept is based on the idea that consumers want products that are cheap and easy to get everywhere. Producers who adhere to this concept will adopt mass production, emphasizing high efficiency and very low fixed costs from large production volumes, thereby reducing factory costs and enabling lower selling prices than the competition.

This type of producer will distribute its products to all corners of the market so consumers can easily obtain them. This concept is the initial concept of manufacturers to dominate the market. This concept will be very successful if there are not many competitors and consumers have not paid attention to quality. Anyway, what matters to consumers is that their needs are met. The "wants" issue has not been noticed.

#### **2. Product Concept**

At a time when consumers really need goods, which are becoming scarce in the market, manufacturers focus solely on technical production. Manufacturers have not paid attention to consumer tastes.

Producers only make goods of their own volition, only according to the tastes of the producers themselves. Manufacturers only look in the mirror, not at the window. People look in the mirror and only pay attention to their face; that is, they make things that match their will. It is different from looking out a window; it means seeing people outside or on the street, and producers are paying attention to them.

#### **3. Selling Concept**

Here, the manufacturer makes goods and then has to sell them using various promotional techniques. The important thing here is that there are maximum promotional activities.

Understanding this concept means understanding how goods or services produced can be sold. Another example is detergent powder, which is very popular among homemakers because it can wash faster and cleaner. Sometimes consumers buy products without considering health or environmental factors, and their decisions are based solely on aggressive media messaging.

#### **4. Marketing Concept**

This concept is more advanced than the concept of sales. Manufacturers who adhere to this concept will implement careful marketing strategies and planning. Producers will get bigger, and production will automatically increase.

#### **5. Societal Concept**

The Societal Marketing Concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors, in a way that preserves and enhances the consumer's and society's well-being. (Philip Kotler, 1997: 27). This means that the concept of socially minded marketing seeks to meet consumers' desires and interests, thereby efficiently and effectively satisfying consumers and improving people's lives.

### **Components of Marketing Concepts**

There are several main components in the marketing concept, namely:

#### **1. Customer needs and wants.**

By being consumer-oriented, this concept starts with the question of what consumers want to buy. The answer is satisfaction that matches the reference (quality). Consumers are looking for value, and their desires are fulfilled.

## **2. Organizationally integrated marketing strategy**

Organization is the key to a company's success, with an integrated organization that extends from the marketing and sales department to the production department; all employees must remain focused on the customer. Everyone across all fields must share the same view, directly or indirectly, to ensure consumers always have a positive perception of the company. These rather philosophical steps provide a solid foundation for developing a customer-oriented approach in a corporate organization.

## **3. Goals Achievement**

Indeed, the company's goal is to increase sales volume and revenue, not only to emphasize volume and profits, but also to make marketing activities more effective and efficient, supporting profitable sales.

Another goal is to improve the company's image and expand market share. The essence of this marketing concept is not to make consumers follow producers' wishes, but, on the contrary, to require producers to understand and, to the extent possible, follow consumer tastes. This concept must be upheld by producers from the product design stage, ensuring products align with consumer wishes.

In the world of marketing, it is not limited to space, time, and methods. Based on the development of marketing strategies that address the needs and desires of current consumers and the number of competitors in the business world, there are many effective, efficient strategies tailored to the needs of sellers and buyers.

The types of marketing that can be applied in a marketing strategy are:

### **1. Digital Cloud Marketing**

*Digital Cloud Marketing* is a new form of marketing in the modern era, where demand and supply meet through online media to facilitate transactions. Sellers can reach many consumers worldwide by providing product information on online media.

Meanwhile, buyers can shop for products by simply opening online media or marketplaces and buying them without leaving the house. Shopping can be done anywhere, anytime.

Many products and services today are already available in online media or marketplaces. *Popular marketplaces* such as Bukalapak, Tokopedia, JD.id, Shopee, and others make it easier for sellers and buyers to meet and transact. This type of marketing can be seen as a solution for cutting marketing channels. Because that way, marketing costs are more efficient, and product prices are more competitive.

### **2. Public Relations Marketing**

*Public Relations Marketing* is also known as public relations marketing. This type of marketing is more dominant in collaborating with large public information media to jointly introduce and raise awareness of the importance of using their products. Moreover, do not forget to inform consumers about the benefits they can obtain by using these products.

### **3. Relationship Marketing**

In today's marketing strategy, also known as the 5.0 generation marketing strategy, *relationship marketing* represents a breakthrough in maintaining the stability of the business cycle, especially in marketing. Why is that? Many argue that *relationship marketing* is much more effective. In fact, many companies do this rather than spend money to attract new customers. That way, customers who have established a good relationship with entrepreneurs will be more loyal when manufacturers launch new products.

### **4. Word of Mouth Marketing**

This strategy is to disseminate product information and invite friends, relatives, and, not infrequently, their partners to use the company's products. In addition, this marketing

strategy also often uses social media, which is a hit today. When a consumer likes the way food is served in a restaurant, they do not hesitate to take pictures of the food and share them on social media. This will definitely encourage other social media users to try the restaurant's food.

### **5. Call to Action (CTA)**

Using *online* media in a different way, namely through personal *websites*. A *seller* will create a website and upload all product information for the products they will sell.

Then the *website* owner, who is also the seller, tries to drive a lot of traffic to his site. With the increasing number of visitors and many transactions on the website, it means the website has been doing *CTA marketing*.

Many analyses need attention, such as product *keyword* analysis. Moreover, this Call To Action generally focuses on one or a few products. This is because consumers or potential buyers prefer to search for products using keywords on search engines provided by large companies, such as *Google*.

The study's results show a fundamental difference between entrepreneurial patterns with and without a marketing strategy. By using the concept of marketing strategy, entrepreneurs can know well:

- The needs and wants of its customers.
- Can determine *the market positioning* of the business.
- Increase *Brand Awareness* of the business in the eyes of customers.
- Reach a wider market.
- And of course, increasing business profitability.

### **CONCLUSION**

From the above description, it can be concluded that, empirically, marketing strategies have a positive and significant effect on entrepreneurial development. This condition shows that the marketing strategies of business actors can shape a company's strategy that fosters innovation and creativity in conducting business activities. Strategies and programs carried out without careful study will not yield optimal results. This makes a product a must-have, giving it the uniqueness it needs to develop and survive in today's industry; therefore, it is necessary to choose the right market strategy, not just the latest or the most complete. For business actors, it is expected to prioritize the concept of this marketing strategy in every business activity, to the extent possible, to achieve optimal business development. Marketing strategy is quite important because it helps you understand the company's characteristics at each phase of the product's life cycle to determine the position of a new or ongoing company, so you can choose the best strategy to execute. This is currently more important in determining which products to offer. Therefore, future research can focus on the technological aspects of the marketing concept.

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