

**ANALYSIS OF UMKM MARKETING STRATEGIES IN THE  
SUB-DISTRICT OF BILAH HULU-AEK NABARA****Marlina Siregar<sup>1</sup>, Pristiyono<sup>2</sup>, Nur Ainun Tiara<sup>3\*</sup>**<sup>1,2,3</sup>Faculty and Business, University of Labuhanbatu**\*Email:** [araainun02@gmail.com](mailto:araainun02@gmail.com)**ABSTRACT**

The purpose of this research is to examine MSMEs' marketing strategies in Aek Nabara, Labuhanbatu Regency. Using the media purposive sampling approach, this kind of quantitative study was conducted using a sample of 96 respondents. There was a questionnaire employed in the data gathering method. The PLS application-based technique was used to conduct statistical testing, validity and reliability tests, and other tests. The study's findings indicate the approaches that might be used to promote MSMEs in Aeknabara, Labuhanbatu Regency.

**Keywords:** Entrepreneurial Interest, Entrepreneurial Literacy, Entrepreneurial Motivation, Marketing Strategy.

**INTRODUCTION**

The growth of MSME throughout Indonesia is flourishing like mushrooms in the rainy season. The growth of this type of business is growing rapidly as people easily gain access to information, ideas and innovations in the business world through the internet so that it provides a lot of inspiration for anyone who wants to take part in this business. (Das et al., 2016). Besides the easy access to internet-based information obtained by the public, the penetration of smartphone use is also an important key for someone to gain access to information or the internet (Tsetsi & Rains, 2016). (Tsetsi & Rains, 2017). The number of growth of micro, small and medium enterprises in Indonesia in 2023 according to the source of the Ministry of MSME in 2021 noted that there were 64.2 million micro business units that had a maximum turnover of IDR 2 billion per year. From this data, the number of small businesses reached 193,959 units. (Muhammad, 2023). According to the same source, the distribution of micro, small and medium enterprises based on the province of North Sumatra is in fifth place with 595,779 units, while the first province is West Java as a province with micro, small and medium enterprises reaching 1,494,723 units. (Aulia Mutiara Hatia Putri, 2023). Looking at data sources on the growth and development of micro, small and medium enterprises further shows that Indonesia as a producer of creative industries is actually a potential consumer in this business. Thus, the development of micro, small and medium enterprises does not only occur in cities and regencies. But the development of micro, small and medium enterprises also occurs at the Bilah Hulu-Aek Nabara sub-district level, Labuhanbatu Regency. A small town that is homogeneous and its people live side by side free from sara issues or social problems. This is what makes Aek Nabara a small town full of other unique stories, one of the stories is that business development in the city of Aek Nabara has increased and this can be seen from the increasingly crowded city of Aek Nabara

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because of the emergence of small-scale businesses to support the lives of local people. (Rakib, 2017). The presence of micro, small and medium enterprises so far is not only a new problem, the increasing population and the small number of jobs require people to think and act to develop businesses (Widyaningrum et al., 2017). (Widyaningrum et al., 2003).

This research has several important objectives, one of which is to analyze the extent to which the concept of marketing science is applied by micro, small and medium enterprises in facing increasingly fierce business competition. In addition, another objective of this study is to determine the effect of marketing strategies in winning business competition. (Utami et al., 2023) (Awuk et al., 2022). According to (Jovanov & Stojanovski, 2012); (Suniya, Pristiyono, 2023) marketing practices in micro, small and medium enterprises are specific and varied, regarding the level of sophistication and effectiveness. The next goal is to find out the entrepreneurial literacy or also known as the skills that micro, small and medium enterprises must have in running their business to achieve success in the business they run through marketing strategies that are attractive to consumers to buy. (Nur Asni Aulia, M Hasan, M Dinar, M Ihsan Said Ad & Supatminingsih, 2020) There are several factors that influence a person's entrepreneurial literacy, namely basic entrepreneurial knowledge, knowledge of business ideas and opportunities, knowledge of business aspects. The last research objective is to analyze the extent to which entrepreneurial motivation can influence small and medium micro business actors in balancing it with the entrepreneurial interests that are being undertaken by these business actors. Marketing of micro, small and medium enterprises is based on the inherent characteristics of micro, small and medium enterprises, such as size, limited resources, muted influence of the founding entrepreneur, strong sales focus, strong awareness of some aspects of formal marketing, and personal contact networks. (Arobo, 2022). This study is expected to contribute information regarding the development of micro, small and medium enterprises in the city of Aek Nabara. Micro, small and medium enterprises are an integral part of the business world and people's economic activities that have the potential, position and important role that are strategic enough to form and realize an economic structure that is able to provide economic services and implement economic equality and make Aek Nabara as one of the destinations for the people of Labuhanbatu Regency to do consumptive business. (Sri Lestari Triyaningsih, 2020). From this description, the author finds doubts about the concept of marketing science applied by micro, small and medium enterprises in Aek Nabara and at the same time a real phenomenon that the emergence of these micro, small and medium enterprises they do only to meet their needs or just follow the trends that occur.

The phenomenon that supports this research is that community literacy about a business and marketing is low or only relies on capital and then the business does not go through the process. Based on the phenomena found in the field, the author is interested in developing this study empirically through quantitative research. Quantitative research is research that uses primary data media (Hasanah & Setiaji, 2019) and secondary data in solving problems in research as well as using a representative sample in supporting the sources of information that will be used in analyzing. Therefore, the variables used in this study are entrepreneurial literacy and entrepreneurial motivation as independent variables and entrepreneurial interest and marketing concepts as dependent variables. The title of this

article is the analysis of entrepreneurial literacy and entrepreneurial motivation on entrepreneurial interest and marketing strategies for MSMEs in Aek Nabara city.

## **LITERATURE REVIEW**

### **Entrepreneurial Literacy**

An external component that is crucial to a business's success is entrepreneurial literacy, sometimes referred to as entrepreneurial skills. The simpler it will be for a firm to succeed, the more entrepreneurial talents one possesses. (Yani et al., 2020). According to the previous author, entrepreneurial literacy is knowledge that must be understood by prospective new entrepreneurs including inventiveness, social expertise, specialized ability, administration ability, leadership expertise, and conceptual expertise. Some dimensions of entrepreneurial aptitude that can be studied comprehensively include budgetary expertise, administration ability, start-up trade abilities, operational abilities, promoting expertise, communication, and administration data abilities. (Putri et al., 2021). Entrepreneurial literacy is defined as the ability to write, read, speak, and count in creating products. In addition, the concept of literacy is not only limited to these four abilities, but can be interpreted as the ability, knowledge and understanding of something that can change a person's behavior and decisions in the future in creating, making and developing products that will be produced. (Hasanah & Setiaji, 2019). A person's comprehension of entrepreneurs who possess a range of positive, inventive, and creative traits in creating business chances that benefit both themselves and their communities or customers is known as entrepreneurial literacy. The foundation of an individual's entrepreneurial resources is their entrepreneurial expertise. (Rijal et al., 2021). In this study, entrepreneurial literacy is a variable in which the entrepreneurial literacy indicators in question are: 1. have an understanding of starting a culinary business. 2. analyzing the opportunities and risks of the culinary business. 3. understand managing a culinary business.

### **Entrepreneurial Motivation**

A person may become an entrepreneur by being motivated or encouraged to engage in activities and energize themselves in a way that fulfills needs, provides satisfaction, or balances off imbalances by starting a business. (Alnopri & Harini, 2016). Entrepreneurial motivation is the driving force to take action or activities that are closely related to entrepreneurship. Entrepreneurial motivation is used as a force to drive a person to behave, think and feel the activities he does. (Kaol, 2017). People with strong entrepreneurial motivation are more likely to become entrepreneurs because they possess the desire or strength to uphold the entrepreneurial spirit in all of their acts. (Megracia, 2021). (Megracia, 2021). Great motivation will increase a person's interest in creating, achieving, or producing something that is nothing but based on his business capabilities. Business capability is the ability of a company is one of the important factors in increasing productivity, in the sense that the extent to which a company can achieve maximum results depends on its capabilities (Baihaqi et al., 2021). (Baihaqi et al., 2023).. Entrepreneurial Motivation A person can act like traits of an entrepreneur, such as self-assurance, focus on tasks and outcomes, willingness to take risks, inventive leadership, and future orientation, but only people who are entrepreneurial are able to act using these characteristics in their work, about a person's

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character, we can only judge that someone has a strong or weak character. (Suyaman et al., 2022).. (Motivation & Dan, 2021) Motivation is the energy that drives and directs a person's activities in order to achieve a goal. In entrepreneurship, the role of motivation, especially the motivation to succeed, is very important. The indicators that underlie a person's motivation in entrepreneurship include: 1. Financial reasons, 2. Social reasons, 3. Service reasons and 4. Needs fulfillment reasons.

### **Entrepreneurial Interest**

The person with entrepreneurial inclination is one who is willing to take calculated risks and is interested in starting and growing a firm (Harie and Andayanti 2020). According to Nagel (2006), entrepreneurship is the spirit, aptitude, attitude, and conduct that accompany individuals managing enterprises or undertakings that result in attempts to find, develop, and apply new technologies, products, and ways of working by boosting efficiency in order to offer better services and generate higher profits.. According to Purnomo in Pratiwi (2021) entrepreneurial interest is a condition that occurs when someone sees the characteristics or temporary meaning of the situation that is associated with their own wants or needs. So it can be interpreted that entrepreneurial interest is a strong desire of a person towards entrepreneurial activity, whether realized or not that is satisfied through certain behaviors. Indicators of entrepreneurial interest according to Purnomo 1) strong will to achieve life goals and needs. 2) strong belief in one's own strength. 3) honest and responsible attitude . 4) honest and responsible attitude. 5) creative and constructive thinking. 6) future-oriented, and dare to take risks. An entrepreneurial interest is the capacity for bravery in achieving one's goals in life, resolving obstacles, growing an existing firm, or starting new ventures using one's own inner power. willingness to work hard and diligently to achieve business goals, willingness to bear various kinds of risks associated with entrepreneurial and strong-willed actions. (Viera Valencia & Garcia Giraldo, 2019). Based on some of these opinions, it can be concluded that entrepreneurial interest is a person's willingness to work hard and diligently to achieve his business goals accompanied by a sense of joy and pleasure in order to achieve the goals he wants.

### **Marketing Strategy**

Marketing strategy will involve two key components: first, identifying the type of customers the company will serve (i.e., determining market segmentation and target market to be served); second, figuring out how the company will build the target market's reputation (i.e., identifying differentiation and positioning for consumers). The process of identifying top executives' plans that center on the company's long-term goals and preparing a plan of action to attain these objectives is known as strategy. Specifically, strategy is described as an ongoing, gradual (constantly growing) activity that is implemented with the understanding of what customers anticipate in Future. (Agustian et al., 2020). (Mashuri, 2019) claims that a marketing strategy is a marketing mindset that will be applied to meet marketing goals and includes a thorough plan for target audiences, positioning, the marketing mix, and marketing budget. According to its definition, strategy is the process of identifying the plans of senior executives who concentrate on the organization's long-term objectives and planning the means by which these objectives can be accomplished. A strategy is described as an activity that is

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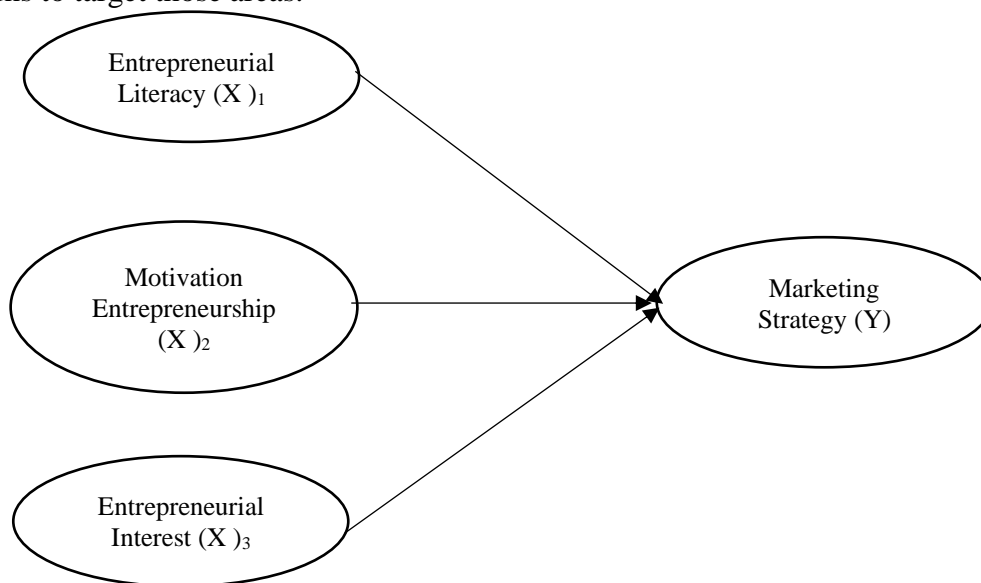
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ongoing, incremental (i.e., always growing), and executed with an eye toward future client expectations. A marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets. Marketing programs include marketing actions that can affect demand for products, such as changing prices, modifying advertising campaigns, designing special promotions, choosing the choice of distribution channels, and so on. A marketing strategy is the process of choosing and analyzing a target market, which is a group of people that a company wants to reach, and creating a marketing mix that is appropriate and that can satisfy that target market. In addition, several things must be considered in developing a marketing strategy for small businesses, namely as follows: 1. Consistency, 2. Planning, 3. Strategy, 4. Target Market.

### FRAME OF MIND

Using marketing strategy as a key instrument, a firm may achieve its objectives by creating a long-lasting competitive edge in the markets it enters and the marketing campaigns it runs to target those areas.



**Figure 1. Framework of Thought**

### Hypothesis

H<sub>1</sub> : Entrepreneurial literacy has a positive significant effect on entrepreneurial interest.

H<sub>2</sub> : Entrepreneurial motivation has a positive significant effect on entrepreneurial interest.

H<sub>3</sub> : Entrepreneurial interest has a positive significant effect on marketing strategy.

### RESEARCH METHODS

This type of research method uses quantitative methods because the results of observations are converted into numbers that are analyzed using statistics. (Anggraini, 2022) Quantitative research requires researchers to explain how variables affect other variables. The criteria used in sampling are Micro, Small and Medium Enterprises located

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in Aek Nabara and still running their business today. Because the population of members is not known with certainty, the sample size is calculated using the Cochran formula:

$$n = \frac{z^2 pq}{e^2} \quad n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96.04 \text{ (96 people)}$$

Description:

n= sample

z= the price on the normal curve for a 5% deviation, with a value of 1.96

p= 50% chance of being correct = 0.5

q= 50% chance of being wrong = 0.5

e= 10% margin of error.

Since 96.04 is a fraction based on the findings above, it should be rounded up in computations that result in fractions (commas included). This is in accordance with Muzhiroh (2020). Thus, there were 96 responders in the study's sample size. This study included questionnaires, interviews, and literature reviews as its data collection methods. The variables to be assessed are presented as a starting point for assembling instrument items, which might take the shape of questions or statements on a Likert measurement scale. (Muzhiroh, 2020). Technical analysis with SmartPLS for data.

### RESULTS

Based on the results of the test conducted, there were 96 respondents who filled out a questionnaire regarding the analysis of MSME marketing strategies in Aek Nabara. Among them are 65 men and 31 women with an age range between 20 and 60 years. Outer loadings is a table that contains loading factors to show latent variables. The loading factor value must be > 0.6 then it is said to be valid. Outer loadings output can be obtained from the PLS Algorithm Report SmartPLS.

### Outer Model

This measurement model is used to identify how each indicator related to other latent variables by looking at the factor loading value, Average Variance Extracted (AVE) value and composite reliability value.

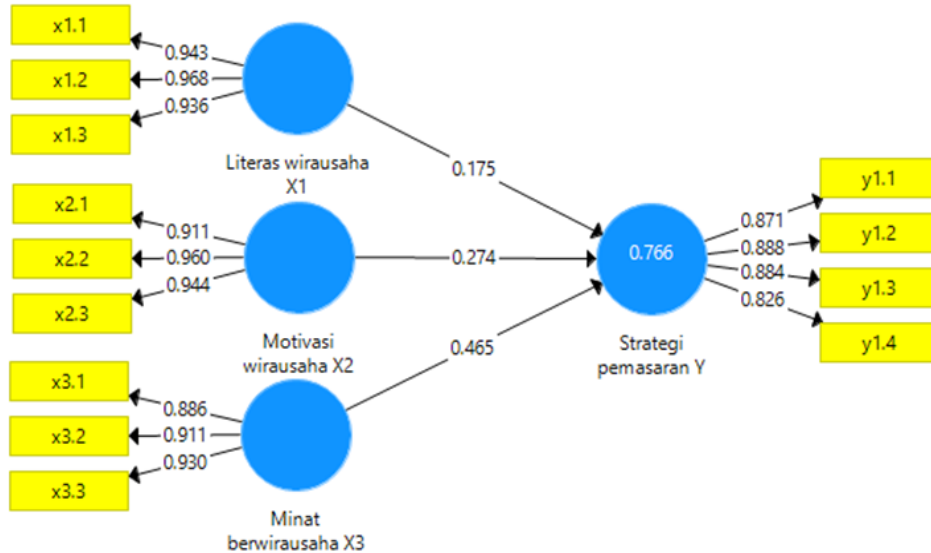
### Factor Loading

Testing the validity of a model is determined from the requirements that factor loading must meet conditions above 0.60, the indicator is considered valid. The factor loading value can be seen in the figure below:

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**Figure 3. Output Model**

Source: SmartPLS Output, 2024

### Average Variance Extracted (AVE)

The following output of the Average Variance Extracted (AVE) value can be seen in the table:

**Table 1. Average Variance Extracted (AVE) Output**

No.	Variables	Average Variance Extracted (AVE)
1	Entrepreneurial Literacy (X) <sub>1</sub>	0,901
2	Entrepreneurial Motivation (X) <sub>2</sub>	0,827
3	Entrepreneurial Interest (X) <sub>3</sub>	0,881
4	Marketing Strategy (Y)	0,753

Source: SmartPLS output, 2024

### Composite Reliability

Composite reliability aims to show how well a group of indicators measures a variable. The composite reliability output, among others, can be seen below:

**Table 2. Composite Reliability and Cronbach Alpha Output**

Variables	Cronbach's Alpha	Composite Reliability
Entrepreneurial Literacy (X) <sub>1</sub>	0,946	0,965
Entrepreneurial Motivation (X) <sub>2</sub>	0,897	0,935
Entrepreneurial Interest (X) <sub>3</sub>	0,935	0,957
Marketing Strategy (Y)	0,897	0,924

Source: SmartPLS output, 2024

**Inner Model**

Testing the inner model using the coefficient of determination approach ( $R^2$ ) as the final requirement of the model determined between others:

**Table 3. Bootstrapping Model Output**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Tstatistics ( O/STDEV )	P Value
Entrepreneurial Literacy ( $X_1$ ) → Marketing Strategy (Y)	0,175	0,190	0,169	1,035	0,301
Entrepreneurial Motivation ( $X_2$ ) → Marketing Strategy (Y)	0,465	0,475	0,123	3,791	0,000
Entrepreneurial Interest ( $X_3$ ) → Marketing Strategy (Y)	0,274	0,249	0,213	1,286	0,199

**Source: SmartPLS output, 2024**

Based on Table 3, the hypothesis testing output that has been obtained will then be discussed by testing the hypothesis by comparing the t-statistic value  $> 1.960$  with a p-value of 0.05 (constant).

**DISCUSSION**
**Hypothesis 1: Entrepreneurial literacy has a positive and significant effect on marketing strategy.**

From the results of hypothesis testing in Table 3. It is known that the t-statistic value between Entrepreneurial Literacy ( $X_1$ ) → Marketing Strategy (Y) is 1.035 and the p-value is 0.301. When a comparison is made between the t-statistic value obtained, the value of 1.035  $<$  the value of 1.960 and the p-value of 0.301  $>$  the value of 0.05. So, it can be concluded that the hypothesis is rejected. This means that the hypothesis in this study shows that the entrepreneurial literacy variable has no positive effect on marketing strategy. The results of the study contradict research (Yunita & Iskandar AA, 2023) entrepreneurial behavior affects income so it can be concluded that even though entrepreneurial literacy is good it is not necessarily related to marketing strategy.

**Hypothesis 2: Entrepreneurial motivation has a positive and significant effect on marketing strategy.**

From the results of hypothesis testing in Table 3. It is known that the t-statistic value between Entrepreneurial Motivation ( $X_2$ ) → Marketing Strategy (Y) is 3.791 and the p-value is 0.000. When a comparison is made between the t-statistic value obtained, the value of 3.791  $>$  the value of 1.960 and the p-value of 0.000  $<$  the value of 0.05. So, it can be concluded that the hypothesis is accepted. This means that the hypothesis in this study shows that the entrepreneurial motivation variable has a positive effect on marketing strategy. The results of this study are in line with (Rahmawati & Setiawan, 2024) the importance of entrepreneurial

motivation as a catalyst for the development of MSMEs and as an effective strategy in supporting local and national economic growth.

**Hypothesis 3: Entrepreneurial interest has a positive and significant effect on marketing strategy.**

From the results of hypothesis testing in Table 3. It is known that the t-statistic value between Entrepreneurial Interest ( $X_3$ ) → Marketing Strategy (Y) is 1.286 and the p-value is 0.199. When a comparison is made between the t-statistic value obtained, the value of 1.286 < the value of 1.960 and the p-value of 0.199 > from the value of 0.05. So, it can be concluded that the hypothesis is rejected. This means that the hypothesis in this study shows that the entrepreneurial interest variable does not have a positive effect on marketing strategy. The results of this study are in line with research (Afrilia Tina Nur Anisa & Nur Huri Mustofa, 2021) that innovation does not mediate business capital with the development of MSMEs.

**CONCLUSIONS**

Based on the results of the tests that have been carried out above, it can be concluded that the effect of entrepreneurial literacy and entrepreneurial interest does not have a positive and significant effect on marketing strategies in MSMEs in Aeknabara, Labuhanbatu Regency. While the entrepreneurial motivation variable affects the marketing strategy of MSMEs that are run will be better.

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