

# The ability to analyze the latest market trends in increasing sales in MSMEs Bouqetrcu

Romansyah Sahabuddin<sup>1</sup>, Deddy Ibrahim Rauf<sup>2</sup>, Saza Ghadiza Putri<sup>3</sup>, Nurlina<sup>4</sup>, Muh Farhan Muchtar<sup>5</sup>, Humairah Nurul Ilmi<sup>6</sup>, Muhammad Fahrul Sulfikar<sup>7</sup>

<sup>1,2,3,4,5,6,7</sup>Department of management, faculty of economics and business, Makassar state university, Indonesia

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**ABSTRACT**

The title of this research is the ability to analyze the latest market trends in increasing sales for small and medium-sized businesses. This research was conducted to find out which marketing strategies apply to Bouqetrcu SMEs, what market trends are used by Bouqetrcu SMEs, and how influential the marketing strategies and current market trends are used by Bouqetrcu SMEs. The method used in this research is a qualitative research method using this type of research whose instruments are interviews and documentation. The research results support this strategy, Coupon marketing can increase sales of Bouqetrcu MSME products, thus marketing strategies really need to be considered and developed by following existing market trends for future business sustainability. Umkm Bouqetrcu is developing a marketing strategy by joining the online sales arena by taking advantage of market trends, namely celebrity endorsements and promotions on the Instagram platform.

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**Corresponding Author:**

Saza Ghadiza Putri,  
Department of Management of Economics And Business Faculty,  
Makassar State University,  
JL. A.P. Pettarani, Tidung, Rappocini, Makassar City, Sulawesi Selatan 90222, Indonesia.  
Email: sazaghadizaputri@gmail.com

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**1. Introduction**

The business world in the digital era is increasingly competitive, especially in terms of product marketing, many companies have emerged, both government and private companies at home and abroad, even small and medium companies are providing new products to the market with varying product quality. , various prices and attractive promotions. For this reason, every business actor must be able to compete and maintain its operations. Every business actor must try to maintain his business operations in the face of existing competition. Companies need to be more competitive with marketing strategies that can help drive business growth.

Every business actor certainly hopes that their sales results will increase, therefore product sales are very important for the continuity of their business. If a company's income continues to decline from year to year it will certainly go bankrupt. One indicator that is very likely to determine the success of product marketing is the number of sales achieved by the company in the following period.

Marketing is a process or activity carried out by business actors to promote their products or services. In general, marketing includes advertising, selling and delivering products to consumers. It can also be concluded that marketing is an activity of providing products to meet consumer needs. According to Assauri (2013:15), marketing strategy is a set of goals, policies and rules that guide a company's marketing efforts over time, at all levels, as well as their reference and allocation, especially the company's response to the changing environment and competition. condition.

Currently, companies not only implement marketing strategies, but many companies also innovate in marketing activities. Marketing innovation is an effort to produce new ideas in marketing strategies that can

increase a company's competitiveness. Innovative marketing happens from small brands to big brands. We cannot deny that innovation plays an important role in driving business development. There are many companies that carry out creative marketing or marketing innovation, including global companies such as Netflix, Google, L'Oreal, IKEA and many others.

As the market grows increasingly diverse and highly competitive, marketing strategies are very important to help increase consumer interest when purchasing the products or services offered. Therefore, companies must carry out their operations as efficiently and effectively as possible to ensure their sustainability. Competition in the market does not only involve large competitors but also requires consideration of competitors at all levels, because no matter how high the competition is, it will certainly affect the sales market.

Marketing strategies and marketing innovation must be implemented in the process of running a business both on a large and small scale. An example of implementing a marketing strategy is an MSME named Bouqetrcu which operates in the handicraft sector, the Bouqetrcu shop is located on Jl. Muh jufri 3 no.25, Makassar city, South Sulawesi. Bouqetrcu implements internet marketing strategies.

This bouqetrcu shop operates in the craft sector, using internet marketing strategies, including promoting its products. This shop was founded in 2019, their business was running smoothly, but several years after its founding they experienced problems in selling their products, product sales at the bouqetrcu shop experienced fluctuations.

The decline in unstable sales over the years is a sign of weak competitive forces and the strategies implemented by flower bouquet shops in the past in dealing with competition, so research is needed to find out what causes the decline in income. and what marketing strategies should be used to ensure increased sales. However, be aware that raw flower bouquet shops still exist today with their merchandise and are still making a profit, even though many local businesses have closed.

Based on what is happening currently, it is important to conduct research regarding marketing strategies that can attract potential buyers. If the marketing strategy is implemented effectively, consumers certainly don't need to think long before purchasing. Consumers always buy in stores, and will even recommend the product to others, which will indirectly have an impact on improving sales. Based on this phenomenon, we conducted research entitled "Possibility of analyzing the latest market trends in increasing MSME Bouqetrcu".

## **2. Research Method**

### **Marketing**

According to Sudaryono (2016: 41) "Marketing is an organizational function and a series of processes that create, communicate and convey value to consumers and manage relationships between consumers and businesses to provide value to customers, benefit consumers and producers."

Marketing begins with the satisfaction of human needs, which are then translated into human desires. There are three marketing functions according to Sudaryono (2016:50), namely: a) Exchange function, has an exchange function so buyers can buy the products they want from producers, exchange money for products, or trade products for products (barter). b) Physical distribution function, this can be done by storing products, transporting them from producers to consumers who need them by transporting them by land or sea. c) The intermediary function, given to conveying products, from producers to consumers, can be carried out through marketing intermediaries and the relationship between exchange activities and physical distribution.

### **Innovation in marketing**

Innovation is the successful exploitation of new ideas (partner, 2001 and British Council, 2000), in other words mobilizing technological knowledge and skills and experience in creating new products, processes and services. Always an innovative and creative company with new features funded by a superior research and development system is a company that is able to survive in all conditions and guarantee sustainability in the future.

A business can be more creative and innovative by doing the following: a) Recruit and empower creative and innovative people, people who are always different, whose thinking is always moving, always

curious and always asking questions. b) Use tools in the creative process to solve business problems. c) Using creative agency services can help generate new ideas for business.

According to Kotler and Keller (2014:32) put forward two concepts of innovation, namely: a) Innovation is the idea of being open to new ideas as a company culture. b) Innovative capability, namely the company's ability to successfully use or implement new ideas, processes or products.

According to Kotler and Keller (2014:32) innovation has the following characteristics: a) Unique/specialized, meaning that innovation has unique characteristics in terms of ideas, programs, mechanisms, systems, including possible expected results. b) If it has new features or elements, then the innovation must have characteristics. c) Innovative programs are implemented through planned programs, innovation occurs through processes that are not hastily planned but are carefully prepared and planned.

Indra Wijaya (2018: 67), emphasized that marketing strategy is "a set of relevant and appropriate, consistent and achievable principles that can be applied by educational institutions in the short term and in the long term in various specific competitive situations and conditions. Abdullah (2017: 23) regulates that sales are an additional or complementary activity to purchasing, to facilitate transactions carried out. Therefore, purchasing and selling activities constitute a single unit of receivables for carrying out the transfer of rights and transactions.

According to Wijaya (2011:92), "there are many factors that influence sales including: seller's condition and ability, market conditions, capital, business organization conditions and other factors".

#### Data types and data sources

To obtain the data needed in this research, the author uses qualitative data, namely data in the form of a description of a specific event that cannot be measured.

The data sources used in this research are all based on the results of interviews conducted directly with business owners.

#### Research methods

This research uses a qualitative research method using a type of research whose instruments are interviews and documentation. This research was conducted by looking at the problem of competition in marketing which greatly influences product sales.

This search uses a qualitative type of search, there is a reason the author feels that qualitative research methods make it easier to develop a framework, choose different methods, analyze and draw conclusions from the research we conduct. And as is the advantage of qualitative research which can represent a realistic social worldview that has been experienced by resource providers when this cannot be measured numerically.

### 3. Results And Discussions

Discussion of the results of this research is useful for discussing further results of the research results. The discussion of the findings of this research is based on the research objectives, literature review, and research limitations in the order of discussion. whose instruments are interviews and documentation, research findings related to the problem formulation in this research can be presented, especially marketing strategies and market trends to increase sales. Based on sales data obtained from research results of the Bouquetcru MSME from 2020 to 2022, sales data for the Bouquetcru MSME can be presented as follows:

**Table 1.** Bouquetcru store sales table for the 2020-2022 period

Year	Year
2020	Rp. 47.600.000
2021	Rp. 39.200.000
2022	Rp. 83.500.000

*Source: Bouquetcru Store, 2023*

Based on the sales table above, it can be seen that sales of MSME Bouquetcru have decreased in 2021. In 2020 MSME Bouquetcru achieved sales of IDR 47,600,000, while in 2021 sales of Bouquetcru decreased to IDR 39,200,000, then in 2022 sales of Bouquetcru products began to increase. increased to IDR

83,500,000, Bouqetrcu MSMEs experienced a decrease in income in 2021. However, after a year, to be precise in 2022, it turns out that Bouqetrcu was able to increase its income.

At its inception, UKM Bouqetrcu designed a marketing strategy, specifically by targeting or identifying potential long-term customers, consumers or customers who were said to be government agencies, organizations and not only limited to these factors but also aimed at individuals. people who love and need it. Products manufactured by Umkm Bouqetrcu. With information about target consumers, business people can determine what products to offer, at what cost, and at what cost to offer consumers. Setting real consumption goals helps Bouqetrcu MSMEs focus more on consumers' routine needs.

Apart from targeting the market, MSME Bouqetrcu also provides examples of products being sold or marketed. Helping consumers easily choose the products they want. For example, Bouqetrcu produces products that can be seen directly by consumers, arranged and arranged as neatly as possible to attract customers and increase sales. By providing examples of products introduced by the Bouqetrcu store, it is very easy for consumers to assess product quality, consumers can also feel more satisfied when comparing the products they want to buy, thereby avoiding bad reviews and consumer disappointment.

After experiencing a decline in income in 2021, it turns out that UKM Bouqetrcu did not give up and continued its activities by changing and developing the marketing strategies used. At that time, Bouqetrcu innovated by improving its marketing system and entering the field of online sales. Bouqetrcu's expansion into online sales has helped expand its market reach and increase sales, with Bouqetrcu selling online using social networks Instagram, WhatsApp, YouTube and Shopee. Bouqetrcu also took advantage of market trends that were booming at that time, especially the use of Makassar celebrity advertising services which are usually called endorsements. Endorsements are a form of advertising that uses the services of outlets that are well known, recognized, trustworthy and widely respected. This advertising activity has a very good impact, such as increasing consumer confidence in the company, creating a positive image of the company and most importantly increasing sales.

Apart from using endorsements, Bouqetrcu also uses social media digital advertising platforms, including Instagram. As a fairly large social media platform, Instagram is ideal for businesses looking to expand their reach to consumers. Advertisements or promotions placed on the Instagram platform will be displayed on the pages of all Instagram users. There are lots of ad formats on Instagram, the formats used by Bouqetrcu are images (ad format in the form of images and text) and video (format in the form of a 15 second video).

By developing marketing strategies and taking advantage of market trends, especially celebrity endorsements and advertising on the Instagram platform, Bouqetrcu MSMEs have succeeded in increasing their income. The strategy implemented by Bouqetrcu can be said to have had a big impact and was able to generate almost double the revenue compared to the previous year.

By improving marketing strategies and monitoring booming market trends, Bouqetrcu can increase its revenue and broaden its target market coverage. Apart from that, Bouqetrcu is better able to adapt to consumer needs based on existing segments.

From the research results, it can be seen that MSME Bouqetrcu continues to make efforts to increase product sales, the marketing strategy implemented to promote its products also has a big influence on sales. Finally, MSME Bouqetrcu can compete and gain a lot of recognition.

#### **4. Conclusion**

Based on the research results, the author draws conclusions that have benefits for all readers, namely marketing strategies and market trends are very necessary in any business activity, promoting products is also very influential in building the company's image and consumer trust in the product, targeting consumers and online sales are also very good to expand the target market reach.

After analyzing the Bouqetrcu store marketing strategy, there are several ideas that are deemed necessary to convey, as follows: a) Bouqetrcu stores must always pay attention to the comfort and satisfaction of their customers. It would be better for Bouqetrcu to create a suggestion box that is able to bridge the relationship between consumers and the store so that consumers can submit their reviews and suggestions for further consideration regarding the sustainability of the Bouqetrcu store. b) Create a voucher

or token that can be used as a reward for customers who have shopped more than 10 times. Providing discounts for certain days and specials. For example, on the 1st of the 1st month, or every 25th, and so on.

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