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Strategy to Increase Sales of Micro, Small and Medium Enterprises in the Simpang Limun Area by Registering Business Locations on Google Maps

Gabriella Siahaan, Loli Gunali Ginting*
Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia
loli.gunali@gmail.com

ABSTRACT

Today, the role of small, medium, and micro enterprises (SMEs) holds significant importance in supporting national economic growth and making a meaningful contribution. One sector that exemplifies this is the culinary industry, particularly food businesses like meatball vendors, which contribute to the creation of job opportunities in the city of Medan. However, SMEs often face challenges, such as intense competition in sales locations and a lack of product marketing systems. The importance of developing small, medium, and micro enterprises is widely recognized by the community, and community engagement activities serve as a means to raise awareness among business owners to improve their business management. One proposed approach is through the implementation of digital marketing strategies. In conclusion, this activity demonstrates that increased sales can be achieved through the improvement of digital marketing systems. Measures such as facilitating registration through e-brochures and Google Maps can help potential customers find more comprehensive information about the products sold by the community.

Keywords: SMEs, Digital Marketing, Culinary Industry

1. INTRODUCTION

Currently, the catering industry, especially the food or culinary sector, is attracting attention from entrepreneurs due to the intriguing nature of culinary endeavors. The culinary business has become an exceedingly competitive industry, necessitating effective marketing strategies to stand out amidst the competition. A certain level of marketing prowess is crucial to ensure that the products offered gain widespread recognition, thereby enhancing brand awareness through impactful marketing efforts. In Medan City, numerous food businesses thrive, including Bakso Bakar, a Micro, Small, and Medium Enterprise (MSME) established by Mr. Miswanto in June 2020. It is situated in the Simpang Limun area of Medan City District, Medan City.

Digital marketing is a strategy that enables businesses to discover markets and conduct promotions through online digital media, including social media. This technology empowers both small and large businesses to comprehend, address, and monitor the needs of potential customers, making it easier to search for products and obtain information from the perspective of potential customers. By navigating cyberspace, digital marketing can now reach people across Indonesia, overcoming time and geographic limitations, regardless of location. Additionally, digital marketing allows businesses to reap the benefits of adopting digital technology, such as increasing customer loyalty and brand awareness (Zaidi & Shukri, 2022). The research results also indicate that the adoption of digital marketing has accelerated the growth in the use of digital technology among business actors, particularly during the COVID-19 pandemic (Ratnasingam et al., 2021). However, some findings reveal challenges in digital marketing, such as digital inequality in society, which can influence the adoption of digital marketing in certain regions (Bergström, 2017).

The objective of this community service activity is to achieve strategic design and implementation. This includes:

1. Designing and implementing digital marketing strategies, which involve creating e-brochures and utilizing Google Maps.
2. Digitally developing the Bakso Bakar TM brand to establish connections and reach a broader community. The goal is to enable these Micro, Small, and Medium Enterprises (MSMEs) to expand their reach, achieving sales, attracting buyers, and generating interest from more than 10% of the community.
3. The key benefit of this initiative is to raise awareness among business owners about the significance of digitalization in daily life, especially in product marketing. Keeping up with advancements in the products offered allows for digital promotions that create a lasting impression on potential consumers through enhanced product presentation.

PROBLEM

"Bakso Bakar TM," a Micro, Small, and Medium Enterprise (MSME), has been in operation for approximately three years. Presently, the business is still operating on a small scale, and many residents in Medan City are not aware of the food products offered. Another challenge faced by this MSME is its location in a street food area, with intense competition from various meatball businesses in the surrounding area. This competition poses potential setbacks for Bakso Bakar TM MSME..

The marketing of Bakso Bakar TM is currently conducted offline and does not leverage digital media, which hinders its visibility among the public. To address this challenge, it is crucial to develop and implement a digital marketing strategy, particularly through social media. The target audience for this MSME includes meatball enthusiasts, and the goal is to broaden the customer base and boost sales within the larger community of Medan City.



Figure 1. TM Grilled Meatball Menu



Figure 2. Bakso TM banner



Figure 3. TM Meatball Facilities

METHOD

In implementing this community service activity, several methods are applied, including:

1. Interviews, Observations, and Data Collection: Conducted simultaneously to analyze the current situation in small, medium, and micro businesses. Information, such as the types of activities carried out by MSMEs and the types of products sold, was collected through interviews and observations.

2. Problem Formulation: Collect data and information related to Bakso Bakar TM MSMEs, then categorize and analyze the problems currently faced by these MSMEs, as well as identify areas that require improvement.
3. Strategic Design: Designing the most appropriate solution to improve the performance of Bakso Bakar TM MSMEs. This strategic design aims to overcome problems that arise and help MSMEs to develop better.
4. Implementation: Implementing strategies that have been designed for MSMEs, with the hope that implementing these strategies will develop the business, as well as overcome the problems faced by Bakso Bakar TM MSMEs.
5. Evaluation: The purpose of the evaluation is to ensure whether the strategy that has been implemented and implemented is following the plans that have been made, and whether the strategy has had the expected impact in overcoming problems and developing Bakso Bakar TM MSMEs.

RESULTS

By implementing the business location registration strategy on Google Maps, several results can be identified:

1. Increased Reach: Registering business locations on Google Maps helps to expand the reach of the business. It enables potential customers to easily find and access information about business locations, thereby broadening the scope of marketing and increasing customer awareness.
2. Consumer Engagement: Being on Google Maps facilitates better interaction between businesses and consumers. Potential customers can leave reviews, rate, and share their experiences, creating a positive image

that can influence others' purchasing decisions.

3. Increased Competitiveness: With more micro, small, and medium businesses listed on Google Maps, businesses have the opportunity to enhance their competitiveness in the Simpang Limun area. An online presence helps businesses remain relevant in the competitive landscape.

DISCUSSION

1. Digital Marketing Optimization: Registering business locations on Google Maps serves not only as a navigational aid but also as a potent digital marketing tool. By providing accurate and engaging information on Google Maps, businesses can capture the attention of potential customers.
2. Empowerment of MSMEs: This strategy aims to empower Micro, Small, and Medium Enterprises (MSMEs) in the Simpang Limun area, enabling them to better compete in the digital era. Owners of micro, small, and medium-sized businesses can leverage technology to enhance their competitiveness.
3. Increased Customer Trust: The registration of business locations on Google Maps can enhance customer trust. Offering clear and precise information about business locations creates an impression of professionalism and transparency.
4. Data Analysis and Feedback: Google Maps also provides analytical data that can assist businesses in understanding customer behavior and responding effectively to feedback. This enables businesses to continually refine and improve their marketing strategies.

Thus, the strategy of registering business locations on Google Maps has a positive impact on increasing sales and sustainability of micro,

small, and medium businesses in the Simpang Limun area.

CONDITIONS IMPLEMENTATION

AFTER

After implementing the strategy to register business locations on Google Maps, there have been positive changes in the conditions of micro, small, and medium enterprises (MSMEs) in the Simpang Limun area. The following aspects reflect the conditions after implementation:

1. Increased Visibility: MSMEs that have registered their business locations on Google Maps experience enhanced visibility. This allows more potential customers to access information about the business online, leading to an increased potential for visits and sales.
2. Positive Interactions on Digital Platforms: The presence of a business on Google Maps opens the door to positive interactions with customers. Reviews, ratings, and feedback contribute to a better understanding of the quality of products and services, fostering positive relationships with consumers.
3. Increased Competitiveness: MSMEs implementing this strategy gain a competitive advantage. With easily accessible information on Google Maps, businesses can compete more effectively with similar competitors in the area.
4. Increased Brand Awareness: Implementing business location registration on Google Maps aids in boosting brand awareness. Potential customers searching for products or services in the Simpang Limun area are more likely to discover and consider MSMEs registered on the platform.
5. Further Data Analysis: After implementation, businesses can leverage analytical data provided by Google Maps to identify trends and customer purchasing patterns, enabling

the optimization of location-based marketing strategies.

6. Collaboration and Networking: Registering business locations on Google Maps facilitates collaboration among MSMEs in the Simpang Limun area. Businesses can support each other and network to increase mutual exposure.
7. Performance Monitoring and Measurement: Implementing this strategy allows business owners to actively monitor and measure their digital marketing performance, enabling continuous adaptation and improvement.

This positive condition reflects the impactful influence of implementing the business location registration strategy on Google Maps on the growth and sustainability of MSMEs in the Simpang Limun area.

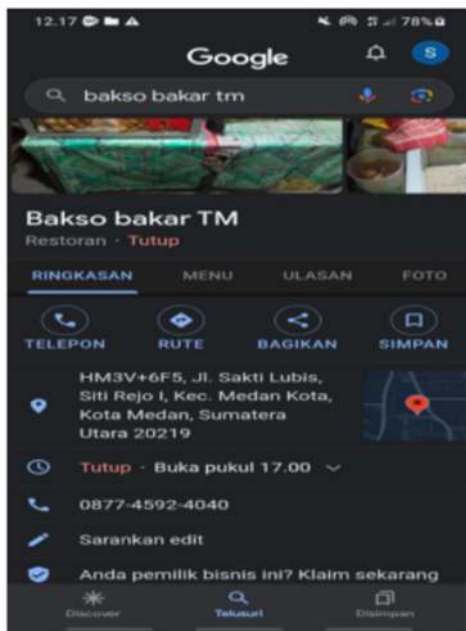


Figure 4 . Google Maps Bakso Bakar TM
<https://maps.app.goo.gl/L122qsN8muT1jg6u8>



Figure 5 . Bakso Bakar TM e-brochure

CONCLUSION

Through the implementation of the business location registration strategy on Google Maps, micro, small, and medium enterprises (MSMEs) in the Simpang Limun area have experienced significant positive changes. This implementation not only increases the visibility of the businesses but also alters the dynamics of interaction with customers and their competitive position in the local market.

Firstly, there has been a noteworthy increase in the visibility of MSMEs after being registered on Google Maps. Potential customers can now easily find information regarding business locations, products, and services offered. This opens the door for potential customers to more easily access and explore the products offered by MSMEs. Positive interactions with consumers are also among the positive impacts of this strategy. Through the review and feedback features on Google Maps, MSMEs can build a positive reputation and customer trust, creating closer relationships between

businesses and consumers, and fostering ongoing customer loyalty.

By registering on Google Maps, MSMEs have also succeeded in increasing their competitiveness. Detailed and easily accessible information provides a competitive advantage, helping MSMEs compete more effectively with similar competitors in the region. This is a strategic step to attract and retain customers amidst intense competition. The importance of brand awareness is also realized through the implementation of this strategy. By becoming more visible on digital platforms, MSMEs in Simpang Limun have succeeded in expanding their market share and improving their brand image, positively impacting public awareness of the products and services they offer.

Additionally, MSMEs are also able to optimize their digital marketing. Through performance monitoring and data analysis provided by Google Maps, business owners can make better decisions, identify consumer trends, and adapt their marketing strategies on an ongoing basis. Besides direct benefits, the strategy of registering business locations on Google Maps also stimulates collaboration and networking between MSMEs in the region. They can support each other, exchange experiences, and create mutually beneficial synergies. Overall, the strategy of registering business locations on Google Maps has had a significant positive impact on MSMEs in Simpang Limun, contributing meaningfully to the growth and sustainability of micro, small, and medium enterprises in the region.

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