

Analysis of Marketing Strategies to Increase Competitiveness in Micro, Small and Medium Enterprises (MSMEs) Shoe Industry Ortins Namaste Art Kediri Regency

Rohmat Khasan Bisri*

Universitas Nusantara PGRI Kediri, Jl. KH. Achmad Dahlan No. 76 Kediri, 64112, Indonesia

rohmatkhasan7@gmail.com *

*Author of correspondence

Article Information	Abstract
Submission date : 12 Desember 2023	<p>Purpose of the study: <i>The purpose of this study is to analyze Marketing Strategy as an effort to increase competitiveness in micro, small and medium enterprises (MSMEs) of the Ortins Namaste Art shoe industry, Kediri Regency.</i></p> <p>Design / Method / Approach: <i>This study uses a qualitative approach, where I obtained information through conservation activities in the place of business and interviews with 4 informants, namely owners, and employees, as well as 2 consumers from the ortins namaste art shoe industry.</i></p> <p>Research Findings: <i>The result of this study is that MSMEs Ortins Namaste Art has implemented a 4P marketing mix strategy, where in terms of handmade products that can be reques according to the wishes of MSME consumers this MSME also prioritizes quality both from materials and workmanship, and products can be servive back to craftsmen. In terms of price, it is quite expensive, but balanced with what consumers get, namely quality and durable products. And in terms of place, there is a weakness because it is in an alley and without an identity signpost, but the MSME Ortins Namaste Art has registered its location on google maps. And for promotion, it is still not implementing digital technology optimally, but these MSMEs work with sales sales to market their products. In addition, MSMEs Ortins Namaste Art strives to make innovations by always following existing trends, providing maximum service to consumers with an offline messaging system at the place of craftsmen and accompanied in choosing a model, this is intended so that the choice of consumers is really the best and quality. So that makes these MSMEs have superior value than other competitors. And the sales system only serves the location of craftsmen and is assisted by sales to offer their products to consumers. With these various advantages, there are still some aspects that are lacking that make the strategy in increasing the competitiveness of MSMEs Ortins Namaste Art Kediri Regency has not been maximized.</i></p> <p>Theoretical contribution / Originality: <i>This research is expected to be able to increase information in the field of marketing strategies, especially for shoe craftsman MSMEs. And this research is an additional insight into the treasures of Economics in the field of marketing in increasing competitiveness.</i></p>
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Implications of Practitioner / Policy: For MSME Owners This research is expected to be able to provide input in the form of advice and information to business owners regarding the competitive strategies carried out by these MSMEs. For Readers, this research is expected to be an additional reference for those who are interested in issues related to Competitive Strategies used by MSMEs. And for the local government, this research is expected to be an input or solution to develop MSME competitive strategy policies and the government always supports the sustainability of MSMEs, especially in the shoe industry in Kediri Regency

Limitations of this study: The limitation of this study is the lack of detailed and complete data information because business owners only do simple recording.

Keywords: Marketing Strategy, Micro, Small and Medium Enterprises (MSMEs), Competitiveness, 4P Marketing Mix

1. Introduction

The urgency of the existence of Micro, Small and Medium Enterprises (MSMEs) plays an important role in determining local and national economic growth. According to the Law of the Republic of Indonesia No. 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), it is stated that micro enterprises are productive businesses owned by individuals or individual business entities that have micro business criteria. Micro, Small and Medium Enterprises (MSMEs) show the ability to survive in crisis situations because MSMEs are a sector that can survive when compared to other industries on a larger scale (1). According to the current Indonesian Ministry of Finance MSMEs are in a positive trend with the number continuing to grow every year.

This positive trend will have a good impact on the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, the contribution of MSMEs to National GDP is 60.5%. MSMEs in developing countries such as Indonesia are related to economic and social problems. The MSME sector is proven to be able to provide jobs and opportunities for small and medium enterprises (MSMEs) to develop in the community (2). Several supporting policies are provided by the government such as ease of business licensing, ease of MSMEs to obtain capital loans in the form of people's business loans (KUR) from banks, and final income tax which is only 0.5%. MSMEs are also given access by the government to be able to get partners from large existing companies (3).

In the current era of globalization, micro, small and medium enterprises (MSMEs) are growing and playing an important role in the economies of various countries. The number of MSMEs is increasing and companies are faced with challenges in implementing marketing strategies to stay afloat in the midst of increasingly fierce competition. The MSME industry in Indonesia is currently experiencing a difficult time due to changes in the increasingly complex business environment. The birth of globalization has affected changes in the business world and business actors must be able to compete for excellence (4).

In the past markets referred to geographical locations, but now markets no longer have geographical boundaries because modern communication has allowed buyers and sellers to enter into transactions without having to meet each other(5). In this modern era, every MSME owner is required to make adjustments in the face of market competition that occurs by utilizing existing technology. Not to forget, MSMEs must also pay attention to good product quality to consumers. To give consumers a sense of confidence to buy products owned by a business, especially MSMEs, the business must meet the criteria as expected by consumers(6).

Although the growth of MSMEs in Indonesia is very rapid, if it is not balanced with the readiness of strategies in facing problems and changing times. MSMEs will face many problems, including lack of capital, problems in marketing, simple organizational structure with a non-standard division of labor, poor management quality, limited number of workers and low quality, most of which do not have financial statements, weak legality aspects, and low technology. Weakening business networks, lack of market diversification and penetration capabilities, low profit margins, and economies of scale that are too small leave SMEs with no competitive advantage. The empowerment of MSMEs (Micro, Small and Medium Enterprises) in the midst of globalization and high competition makes MSMEs must be able to face global challenges, such as increasing product and service innovation, developing human resources and technology, and expanding marketing areas. (7)

To increase competitive advantage, a business must apply a good competitive strategy in order to be able to win the increasingly modern industrial competition with the existence of a free market that makes goods or products from abroad can go in and out freely, besides that there are also more competitors with similar businesses so that business competition is getting tighter and more competitive. Competitiveness is something done by MSME business actors in order to survive in carrying out their business activities. Competition occurs when a business races to achieve a desired goal such as scrambling for consumers, market share, survey rankings, or resources needed in business activities. One way to win the competition is to make the products sold different from the products sold by rival companies so that customers feel there is a difference so as to attract customers. Companies strive to make their products unique with new packaging, sizes, shapes, and models, known as product differentiation (8)

One type of MSME business in Kediri Regency is a shoe craftsman company ortins namaste art. This company produces various products made of synthetic leather which are processed to become a variety of products ranging from leather shoes, leather sandals, and leather wallets This industry affects the surrounding economic activities, especially in Kediri Regency, precisely in Gedangsewu Village where there are indeed many shoe craftsman companies in this region. This phenomenon has an impact on the gap between large industries and small industries of shoe craftsmen in relation to market competition. Many small industries are no longer able to compete with the large industries that are now increasing. This is based on internal problems that include lack of capital for production and distribution, limited human resources, limited technology used, and business management that does not support changes in the business environment in this industry. Therefore, it takes the ability to survive in this industry (1).

In addition, another important role is the ability to compete, where a company must be able to outperform its competitors. To be able to achieve all that, a company must also understand their competitive strategy. One strategy that must be applied to MSMEs is to produce and always maintain the quality of the products they make. Where quality has a direct impact on the performance of the product (goods or services), because it is closely related to value and customer satisfaction (5). The purpose of this study is to analyze marketing strategies in an effort to increase competitiveness in the micro-small industry of shoe craftsmen. While the focus of this research is located on Jl. Romo, Parerejo Hamlet, gang 5, Gedangsewu Village, Pare District, Kediri Regency.

The problem faced by ortins namaste art shoe craftsmen is the competition of trade or marketing of shoes in the surrounding area, especially in the pare sub-district of Kediri regency. Quite a number of shoe craftsman industry companies in this area do have a good impact on the economy of the surrounding community because of the opening of new jobs while generating economic activities. However, the impact on MSME business actors in the shoe industry with quite a number of similar industries certainly makes trade competition tighter and more competitive so that a good competitive strategy must be applied in order to win this marketing or trade competition. The following is the Distance Data of MSME Competitors in the shoe craftsman industry in the surrounding area:

Table 1

Distance Data of MSME Competitors Shoe craftsman industry in the surrounding area

No	Shoe Craftsman Industry Name	Distance with Ortins Namaste Art
1.	UD Katon Ragil Sae shoes craftsman	± 500 meters
2.	UD Legacy shoe craftsman	± 500 meters
3.	Leather shoe and sandal craftsman Joko Wiyono	± 500 meters
4.	Dwizar Shop Parerejo	± 200 meters
5.	Nickname Foot Pare	± 2.7 km
6.	SG Shoes Pare	± 5.5 km

Source: Information from business owners and the Internet in process (2023)

From the table data above shows that competition in the surrounding area is very tight and competitive, with a relatively close distance, of course, strategies in attracting customers must be considered both in terms of product quality, marketing strategies, and promotional activities that must be really optimized in order to win trade competition in this industrial sector. The company can increase sales of its products by increasing the existing consumer market through effective marketing systems and specific strategies. Strategizing requires good concepts and planning, one of the keys to MSMEs to win the competition.

The empowerment of MSMEs in the midst of globalization and high competition makes MSMEs must be able to face global challenges, such as increasing product and service innovation, developing human resources and technology, and expanding marketing areas (7).

Marketing is oneThe process of understanding the needs of consumers who then make these goods or services, so that there will be economic activities either buying and selling or other transactions between producers and consumers. Marketing strategy consists of selecting and analyzing the target market, that is, the group of people that the company wants to reach, and creating the right marketing mix that can satisfy the target market (9). Marketing activities are used as a reference for MSMEs to achieve the goals that have been set in delivering products to consumers. Marketing strategy has an important role in achieving business success, so the marketing field plays an important role in the implementation of business plans. One strategy is to implement the 4P marketing mix proposed by Jeremi Mc Carthy. This marketing mix consists of various things that can be done by companies to influence the demand for their products, known as the "4 Ps", namely product, price, place, and promotion. Where, the

marketing mix is considered as one of the most potential strategic elements in product marketing activities. According to Tjiptono (2013: 18) Products are everything that can be offered to the market to get attention, bought, used, or consumed that can satisfy wants and needs. While price according to Kotler and Armstrong (2015: 161) is the amount of money billed for a product or service. And according to Tjiptono (2015: 92) Place is a certain point chosen by the company to carry out all its business activities, where the point has an influence on the business strategies of the company concerned. And promotion according to Kotler and Armstrong (2015: 76) is a variety of ways to inform, persuade, and remind consumers both directly and indirectly about a product or service sold (10).

Some of these things can be done by companies if they want to maintain and increase sales of their products. By implementing the right marketing strategy, taking advantage of opportunities and increasing sales, the position or position of a company in the market can be improved or maintained (9). MSMEs of the Ortins Namaste Art Shoe Industry have product sales data in 2023, precisely the last 10 months from January to October 2023 as follows:

Table 2
Ortins Namaste Art Product Sales Data for January – October 2023

Moon	Leather Shoes	Leather Sandals	Leather Wallet
January	8pcs	5pcs	1pcs
February	5pcs	8pcs	3pcs
March	15pcs	16pcs	0
April	20pcs	15pcs	4pcs
May	7pcs	3pcs	0
June	25pcs	3pcs	2 pcs
July	10pcs	2 pcs	2 pcs
August	20pcs	6pcs	3pcs
September	5pcs	5pcs	1pcs
October	10pcs	7	3

Source: Ortins Namaste Art 2023 Shoe Craftsman Data

From the sales data above, namely in January – October 2023, sales are inconsistent because they depend on orders from consumers. Products from the Ortins Namaste Art Shoe Industry have the following price range:

Table 3
Price List of MSME products Ortins Namaste Art

Product	Price
Chick Shoes	IDR 100,000- IDR 250,000
Boys' Shoes	IDR 110,000- IDR 500,000
Chick Slippers	IDR 70,000- IDR 150,000
Boys' Slippers	IDR 70,000- IDR 200,000
Wallet	IDR 50,000- IDR 150,000

Source: Information from MSME business owners Ortins Namaste Art (2023)

Product prices vary depending on the model and material used and the level of complexity in the process. Many products are ordered at certain times such as the beginning of school, approaching holidays, and commemoration of national holidays such as August 17. Researchers want to examine how to analyze marketing strategies to increase competitiveness in Micro, Small and Medium Enterprises (MSMEs) of the Ortins Namaste Art Shoe Industry, Kediri Regency.

1.1. Problem Statement

Based on the existing background, the formulation of the problem in this study is as follows: 1. What is the marketing strategy for Micro, Small and Medium Enterprises (MSMEs) of the Ortins Namaste Art Shoe Industry in Kediri Regency? 2. How are efforts to increase competitiveness in Micro, Small and Medium Enterprises (MSMEs) of the Ortins Namaste Art Shoe Industry in Kediri Regency?

1.2. Research Objectives

The purpose of the study refers to the background and formulation of the research problem. The objectives of this study are as follows: 1. To analyze marketing strategies in Micro, Small and Medium Enterprises (MSMEs) Shoe Industry Ortins Namaste Art Kediri Regency? 2. To analyze efforts to increase competitiveness in Micro, Small and Medium Enterprises (MSMEs) of the Ortins Namaste Art Shoe Industry in Kediri Regency?

2. Method

The approach used in this research is qualitative through case studies with an in-depth investigation of a thing or group of individuals (Creswell, 2010). This research uses a qualitative approach that is descriptive. Descriptive research focuses on gathering information to gain understanding or confirmation of a concept or symptom and to answer questions related to the current situation under investigation (9). Researchers make observations, interviews and collect documents directly according to the theory used. Identify activities to be researched to obtain the latest information through the presence of researchers directly.

During this research, researchers were at the location because they were allowed to conduct research, namely visiting the research location of Ortins Namaste Art shoe craftsmen on Jalan Romo RT 004 RW 016 Parerejo Hamlet, Gedangsewu Village, Pare District, Kediri Regency. The determination of research informants is based on the following criteria:(11)

1. Relevance, researchers ensure informants who understand the problem under study
2. Recommendation, researchers select informants based on recommendations from shop owners
3. Readiness, the researcher conducts an interview when the informant states he is ready to be interviewed
4. Reassurance, informants stated that they were willing to provide honest, clear, and open answers without pressure from any party.

Based on these criteria, four informants were obtained, including the owner or owner of the Ortins Namaste Art shoe craftsman MSME itself, employees of the ortins namaste art shoe craftsman, and buyers or consumers of ortins namaste art shoe craftsmen each 1 man and 1 woman.

Then researchers conducted observations as well as interviews to ask for various information related to marketing strategies and efforts to increase the competitiveness of these MSMEs. The series of interview questions in this study are as follows:

- A. Questions related to marketing strategies for micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?
 1. What do you think about the products of micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?
 2. What is the price set by micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?
 3. What is the place or location of sales from micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?
 4. How is the promotion carried out by micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?
- B. Questions related to competitive strategy efforts in micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?
 1. How is the innovation applied to micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?
 2. How is the service or responsiveness (responsiveness) from craftsmen to consumers in micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?
 3. How are the advantages of micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen that make them different from other craftsmen?
 4. What is the sales system of micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?

3. Results and Discussion

Interview results

The interview results are presented in the table below:

Table 4

The results of interviews related to marketing strategies at MSMEs Ortins Namaste Art

Question	Informant (initials)	Answer	Interpretation
A. What do you think about the products of micro, small and medium enterprises (MSMEs), Ortins Namaste Art shoe craftsmen?	Informant 1 (TN)	<i>Produk e ini handmade mas jadi buatan manual tangan ,dari sepatu ,sandal, dompet semua bisa reques modelnya, terus bahannya dari kulit sapi yang saya beli di Mojokerto. Jadi produk e apik lah mas kualitas e juga top....</i>	The answers of all informants show that the products from MSMEs have good quality, because they can reque models, from genuine leather, and of course comfortable to wear and durable, and can be serviced again.
	Informant 2 (DO)	<i>Kalo produk e pastine apiklah mas soale tekan bahane ae tekan kulit asli ,terus model e iso reques, terus garapane yo apik-apik barange...</i>	
	Informant 3 (R)	<i>Produk e apik mas, soale aku wes tau tuku. Iso reques model, kulit e yo akeh pilihane, digae yo penak..</i>	
	Informant 4 (MK)	<i>Barang e apik apik mas di gae yo awet , biyen tuku sepatu model e yo apik ,awet, terus lek rusak yo kenek di servisne ngone mas e..</i>	
B. What are the prices set by micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?	Informant 1 (TN)	<i>Kalo hargane iku beragam mas ,terus rodok lumayan laranglah lek dibanding karo sepatu sepatu biasa, soale yo bahan e teko kulit asli terus yo imbang lah rego karo kualitas e mas...</i>	Based on answers from several informants, it shows that the price set by MSMEs Ortins Namaste Art is quite expensive but comparable to the quality of products from genuine leather which is certainly durable.
	Informant 2 (DO)	<i>Hargane iku lumayanlah mas, soale bahane yo larang , terus gawene yo manual , tapi sebanding lah mas karo kualitas e</i>	
	Informant 3 (R)	<i>Lek regone lumayan mas, tapi sebanding lah karo barang e yo apik tur awet menisan..</i>	
	Informant 4 (MK)	<i>Hargane sebanding mas , soale sepatune yo soko kulit asli.</i>	

Question	Informant (initials)	Answer	Interpretation
C. What is the place or location of sale of micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?	Informant 1 (TN)	<i>Lokasine gak pati ketok mas, dadi durung enek koyo etalase ngunu kui, kadang yo enek wong bingung golek i soale gak tak kei plang, terus rodok melbu menisan ngone hehee.. (sambal tertawa)</i>	From the answers of all informants, it is true that the location or place of business of MSMEs Ortins Namaste Art shoe craftsmen are not widely known to many people because they enter the alley and there is no identity sign, but Ortins Namaste Art has registered its location on google maps.
	Informant 2 (DO)	<i>Lokasine rodok melbu mas dadi gak patek enek wong ngerti tapi lak ngawe google maps penak wes pas lokasine..</i>	
	Informant 3 (R)	<i>Lokasine nde jero gang mas, coro wong awam golek i rodok angel, lek aku tonggone yo penak mas haha...(sambil tertawa)</i>	
	Informant 4 (MK)	<i>Tempat e gak pati enek wong ruh mas, soale koyo duduk tukang gawe sepatu tapi koyo omah biasa</i>	
D. How is the promotion carried out by micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?	Informant 1 (TN)	<i>Kalo promosi biasane aku kerjasama lewat sales sales ngunu kui mas, di tawakne nde sekolah sekolah, karo biasane tak gawe status whatsapp ngunu kui lo mas,lek lewat online online liyane whatsapp durung tau jajal mas hehe.....(sambil tertawa)</i>	Based on the answers from informant 1, 2, 3 promotional activities were carried out through cooperation with sales, and also through whatsapp status, while informant 4 did not know the promotional activities of these MSMEs.
	Informant 2 (DO)	<i>Lek promosi koyoe status WA mas e, karo sales sales biasane sing jipuk barang terus di tawak tawak ne..</i>	
	Informant 3 (R)	<i>Aku ruh e kadang enek sales karo lewat status whatsapp tok mas ...</i>	
	Informant 4 (MK)	<i>Durung tau ngerti mas promosine koyo opo , soale aku tuku runu jarene wong wong kok mas e gawe sepatu...</i>	

Table 5

Interview Results on Efforts to Improve the Competitiveness of MSMEs Ortins Namaste Art

Question	Informant (initials)	Answer	Interpretation
A. How is the innovation applied to micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?	Informant 1 (TN)	<i>Kalo inovasi selalu enek mas sing terbaru tekan buku model, tapi buku model e baru tak terapne nde akhir tahun iki mas, terus biasane tekan pengrajin nyaranne di tambahi ornamen liyane...</i>	The answers of all informants show that MSMEs Ortins Namaste Art provides innovation with the latest model books, always following trends, and additional ornamental innovations in their products as reques from consumers.
	Informant 2 (DO)	<i>Inovasine lek tekan pengrajin ngeneki koyoe manut tren sing lagi munggah mas...</i>	
	Informant 3 (R)	<i>Aku wingi custum sepatu di duduhi buku model mas, terus masalah model iku iso di kembangne karo pihak pengrajin karo sing tuku dadi hasil e iso apik..</i>	
	Informant 4 (MK)	<i>Inovasine lek tuku iso di model sak karep e sing tuku ngunulo mas koyo di kek i jeneng utowo tanda opo ngunu dadi sandal/sepatusu bedo karo liyane..</i>	
B. How is the service or responsiveness (responsiveness) from craftsmen to consumers in micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?	Informant 1 (TN)	<i>Pelayanan lek rene pesen nk omah yo di duduhi buku model terus karo diarahne amprih apik e karo dadine cepet 1-3 hari</i>	The answers show that the service from these MSMEs is good. Where apart from being assisted in choosing the model, the work on the goods is also fast and also carried out optimally
	Informant 2 (DO)	<i>Lek tekan aku garapan barang e, tak garap maksimal,dadine yo cepet mas 1-3 hari</i>	
	Informant 3 (R)	<i>Pelayanan e apik mas diarahne pie ben apik, terus garapan e yo rajin ..</i>	
	Informant 4 (MK)	<i>Pelayanan e apik mas,lek arep pesen mesti dijelasne ben barange dadine apik..</i>	

Question	Informant (initials)	Answer	Interpretation
C. How are the advantages of micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen that make them different from other craftsmen?	Informant 1 (TN)	<i>Nde kene iku garapan e apik mas soale tlaten arek arek garap barang e. Terus lek arep reques model sing pie iso di gawekne yoan..</i>	The informant's answer shows that these MSMEs have product quality advantages both from materials and production, which can request the model and quickly become it.
	Informant 2 (DO)	<i>Paling kualitas karo garapan e apik mas soale kan tekan bahan e barang yo apik..</i>	
	Informant 3 (R)	<i>Dadine lumayan cepet mas tur hasil e yo apik. Lek nde liyane iku kadang suwi eram dadine..</i>	
	Informant 4 (MK)	<i>Penak mas nde kunu pomo reques yo iso, dadine yo apik..</i>	
D. What is the sales system of micro, small and medium enterprises (MSMEs) Ortins Namaste Art shoe craftsmen?	Informant 1 (TN)	<i>The sales system is dominated by direct sales nde omah mas, soale I don't know how to try the online shop ngunu kui, at least gae status nde whatsapp ngunu tok, lek ga ngunu barangku payokne mbe sales sales ngunu kui..</i>	The answers of all informants show that the sales system in MSMEs is still offline by coming to craftsmen and ordering products, and through sales, sales are pre-order and sales are only busy at certain times.
	Informant 2 (DO)	<i>Sales e average pre order mas, asline yo enek that we're going to be but not much, so the one who is happy to continue to run the first model, just like in working with me.</i>	
	Informant 3 (R)	<i>I don't understand me mas, koyoe kok mek pesen sek nde omah e continue in gaekne goods e ngunu..</i>	
	Informant 4 (MK)	<i>Most pesen sek continue in gaekne ngunu mas..</i>	

Source: Primary data from MSME interview results Ortins Namaste Art (2023)

DISCUSSION

A. Marketing Strategy for Micro, Small and Medium Enterprises (MSMEs) Shoe Industry Ortins Namaste Art Kediri Regency

Marketing Strategy in MSMEs Ortins namaste art is carried out using a 4 P marketing mix (product, price, place, and promotion). There are 4 components that are believed to be able to support a business in an effort to increase competitiveness in this industrial sector including in terms of products produced by MSMEs Ortins Namaste Art ranging from shoes, sandals, and wallets. Based on the results of interviews that have been conducted, products from MSMEs are made by handmade using quality materials from genuine leather done by professional craftsmen which of course the results are good, and consumers can request what model they want, and the product can be serviced back to the craftsman. This can be a marketing strategy for these MSMEs in attracting consumers to buy their products. Then the price or price set by MSMEs Ortins Namaste Art can be said to be quite expensive for the middle to lower class. But if people understand the quality at such a price and getting shoes or sandals from genuine leather is a balanced thing because this product is not only good but also durable to use. And the place or location or place of the Ortins Namaste Art MSME craftsman is indeed in the alley and is rarely known by ordinary people, because it is not installed with an identity signpost and is not like a shop in general. However, this MSME has registered its business location on Google maps, so that the location can be searched on the internet. As well as promotional activities at MSMEs Ortins Namaste Art is carried out in collaboration through sales sales who offer shoes, sandals, and leather wallet products to consumers. In addition, in terms of online owners, MSMEs only post products through Whatsapp status so that they cannot reach a wider range of consumers. The marketing strategy applied by MSMEs has not been maximized even though it has a good quality product, but in terms of inadequate location that makes consumers who want to buy feel confused, and in terms of promotion only through sales and just posting photos on whatsapp so that it does not reach consumers widely. this results in sales from MSMEs are unstable and only busy at certain times such as the start of school, approaching holidays, and commemorations of national holidays.

B. Efforts to Increase Competitiveness in Micro, Small and Medium Enterprises (MSMEs) Shoe Industry Ortins Namaste Art Kediri Regency

Efforts to increase competitiveness carried out by MSMEs Ortins Namaste Art are by making various innovations by following the current rising trends and providing the latest model books both from shoes, sandals, and wallets. In addition, MSMEs Ortins Namaste Art also provides good service when there are consumers who want to order their products, in addition to being shown product model books, consumers also get direction and explanation so that the products consumers buy are really in accordance with their wishes and of course have good quality as well. Because from the MSME, Ortins Namaste Art always uses quality leather and is done by professional craftsmen. This MSME also accepts shoe orders according to consumer wishes. So that the products used by consumers are in accordance with consumer tastes and needs. And the weakness is the sales system of these MSMEs which is still going offline only at the location of craftsmen with a pre-order system and through sales sales who offer products from these MSMEs to consumers.

4. Conclusion

MSMEs Ortins Namaste Art has carried out marketing strategies to support competitive strategies carried out by applying the 4P marketing mix concept proposed by Jeremi Mc Carthy, namely Product, Price, Place, Promotion. in terms of products produced by MSMEs Ortins Namaste Art varies from shoes, sandals, and wallets. which is made by handmade using quality materials from genuine leather done by professional craftsmen which of course the results are good., and consumers can request what model they want, and the product can be serviced back to the craftsman. Then the price set by MSMEs Ortins Namaste Art can be said to be quite expensive. But prices like that and getting shoes or sandals from genuine leather is a balanced thing because this product is not only good but also durable to use. And the place or location or place of the Ortins Namaste Art MSME craftsman is indeed in the alley and is rarely known by ordinary people, and is not installed with an identity sign. However, the owner or owner of this MSME has registered his business location on Google maps, so that the location can be searched on the internet. As well as promotional activities at MSMEs Ortins Namaste Art is carried out in collaboration through sales sales In addition, in terms of online owners, MSMEs only post products through Whatsapp status so that they cannot reach a wider range of consumers. The marketing strategy applied by MSMEs has not been maximized even though it has a good quality product, but in terms of inadequate location that makes consumers who want to buy feel confused, and in terms of promotion only through sales and just posting photos on whatsapp so that it does not reach consumers widely. this results in sales from MSMEs are unstable and only come at certain times.

In an effort to increase competitiveness, MSMEs Ortins Namaste Art carry out various innovations by following the current rising trends and providing the latest model books both from shoes, sandals, and wallets. In addition, MSMEs Ortins Namaste Art also provides good service when there are consumers who want to order their products, in addition to being seen product model books, consumers also get direction and explanation so that the products consumers buy are really in accordance with their wishes and of course have good quality as well. Because from the MSME, Ortins Namaste Art always uses quality leather and is done by professional craftsmen. This MSME also accepts shoe orders according to consumer wishes. So that the products used by consumers are in accordance with consumer tastes and needs. And for the sales system from MSMEs, it is still through offline at the location of craftsmen and through sales sales who offer products to consumers. With these various advantages, there are still several aspects that are lacking which means that the strategy for increasing the competitiveness of Ortins Namaste Art MSMEs in Kediri Regency is not optimal.

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