

Strengthening Marketing Strategies for Micro, Small, and Mediu Enterprises through Integrated Learning

by Trixie Carletta Sandra Aurelia, Riki Martusa, Meythi Meythi, Lidya Agustina, Pin Panji Yapius

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²⁶STRENGTHENING MARKETING STRATEGIES FOR MICRO, SMALL, AND MEDIUM ENTERPRISES THROUGH INTEGRATED TRAINING

Trixie Carletta Sandra Aurelia

Faculty of Digital Business and Law, Universitas Kristen Maranatha

Riki Martusa

Faculty of Digital Business and Law, Universitas Kristen Maranatha

Meythi Meythi

Faculty of Digital Business and Law, Universitas Kristen Maranatha

Lidya Agustina

Faculty of Digital Business and Law, Universitas Kristen Maranatha

Pin Panji Yapinus

Faculty of Smart Technology and Engineering, Universitas Kristen Maranatha

ABSTRACT

²⁰This article discusses the importance of strengthening marketing strategies for Micro, Small, and Medium Enterprises (MSMEs) in rural areas, particularly through an integrated training approach that focuses on improving understanding of basic marketing concepts. In villages, MSMEs still rely on traditional marketing methods that are limited to social networks and the local environment, making it a major challenge to expand their markets to a larger scale. The lack of technology utilization, inadequate education, and limited access to information are the main barriers for MSMEs in adopting more effective modern marketing strategies. To date, the marketing theories discussed include understanding the concepts of needs, wants, and demand. The importance of market segmentation and the marketing mix are 4P (Product, Price, Place, Promotion) and 3P (People, Process, Physical Evidence). The application of these theories also emphasizes that MSMEs need to understand local consumer behaviour, build a strong brand identity, and leverage social media and digital platforms to expand their market reach. Through structured training involving collaboration between universities and communities, it hoped that MSMEs can improve their institutional performance, strengthen customer relationships, and sustainably contribute to overall local economic growth.

KEYWORDS

MSMEs, Marketing Strategies, Integrated Training, Digital Marketing, Local Economic Growth

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Introduction.

The advertising of Micro, Small and Medium Enterprises (MSMEs) in villagers is the source of rural development in any economical or business terms. Those enterprises are the backbone of the development of rural areas because nearly all people in these areas use small firms to supply their needs. Rural micro, small and medium enterprises (MSMEs) are poised to gain increased sale of product from marketable marketing techniques (Aziz et al., 2023).

In addition, local goods may enhance their competitiveness with the assistance of effective marketing policies relative to externally goods. Better marketing ability in the part of MSMEs could also jobs and reduce rural poverty (Ratnaningtyas et al., 2025).

In rural region marketing of MSME products is still traditional with help of the social network and community (Kurniaty et al., 2023). This strategy works well in the local market, however, there are a myriad of problems when a business attempts to grow its market. Therefore, an effective marketing strategy suitable for MSME is important in order to increase the competitiveness of MSME products to the larger market (Haris, 2024).

Inadequate use of technology and information is a common hindrance to the adoption of modern marketing by small and medium enterprises (SMEs) (Caraballo et al., 2024). Poor education and inadequate marketing also limit their ability to be agents of change and respond to innovation. Overcoming these barriers is vital to competitive MSME growth at regional and national level.

The insufficiency of qualified and established capabilities is move marketing innovation to the most challenging characteristics of marketing for village MSMEs. Most MSMEs in villages are still applying traditional marketing ways such as selling to neighbors or to the shop nearby (Rahayu et al., 2023).

Reliance on traditional methods hinders business chance of growth. In addition, lack of access to contemporary technology has term far behind in the competition on a wider scale. As a result, most micro, small and medium enterprises (MSMEs) are unable to scale anywhere beyond their local environment (Nwajiuba et al., 2020).

Active training and socializing with potential clients helps to develop even more advanced marketing techniques. The managing of marketing communication is also helpful to MSME players because they can market their goods and know to relate with at the customers (Rahmawati et al., 2021).

In expansion, ceaseless interaction with consumers makes a difference micro, small, and medium enterprises (MSMEs) to way better get it customers needs and inclinations. This nonstop communication permits companies to tailor their items and administrations more viably. Moreover, building solid connections with customers can increment customers dependability and possibly create positive word-of-mouth advancement (Nurnaja et al., 2024).

Despite various efforts to improve the marketing of MSMEs in villages, challenges still remain. Many businesses actors do not fully understand the concepts and strategies of MSME development. Therefore, socialisation and materials on the importance of effective marketing need to be promoted (Dayumi & Rahmadani, 2022).

Instruction on getting to advanced stages and how to utilize them can moreover contribute to growing the showcasing reach of micro, small, and medium enterprises (MSMEs) in towns. Participation between neighborhood, governments, neighborhood communities, and the private division is fundamental in making a steady environment. In expansion, persistent checking and assessment will offer assistance distinguish crevices and make strides promoting exercises successfully.

By doing so, villagers will better understand the potential of MSMEs and ways to sustainably grow their businesses (Romero et al., 2022). Overall, marketing MSMEs in villages requires a holistic and integrated approach.

By improving their knowledge, skills and access to resources MSME players will be better equipped to compete in a wider market. Through enhanced learning an skill development coupled with enhanced access to knowledge resources, MSME stakeholders will be enabled to better partake in a larger market. These are issues that can be overcome through collaboration between academic and community which are a significant factor in contributing to growth and the sustainability of villages.

Theory And Hypothesis Development.

Understanding marketing concept was highlighted in the literature that is not possible to talk about marketing and micro, small and medium enterprises (MSMEs) without knowing the definition of marketing as well as the functions. The next could be rewritten for the process of marketing as following: creating, communication and delivering value to customers.

There are a few objective also that the MSME's in the villages have to set while entering into marketing, seek for market share growth and not for a quick buck and donor a long term relationships with the customers (Yasmin et al., 2024). So, such definitions should include consumer wants and needs as well.

Consumers personal desires are important to them as well, but the wants are desirable, feel good desires, a need's need, if the entrepreneur will, feeding the consumer's needs. In real life, for example, demand may appear as a the consumer demand that buy rice, the demand will pop up. Hence, the MSME market research should be done to understand which type of consumers in the villages need .

Notably, the 3P (People, Process, Physical Evidence) and 4P (Product, Price, Place, Promotion), based on areas that matter to marketing strategies and also physical evidence that can be proven for the user experience (Sofiah et al., 2023). The 3Ps are all about the people's role in selling, the process itself and the physical evidence that supports customer experience. On the other hand, 4Ps are instruments it spot what are the actions a entrepreneur can take in terms of their product with mainly the villain being the market economy to consider a price, a way of distribution and finally a promotion appealing.

As far the rural market is concerned, the rural nature and the culture will play a pivotal role for MSME markets to ensure success of the marketing strategy. There is evidence that suggest the above is actually true. Some research are showing that from having the right knowledge on the local context the marketing to the targeted local customers can actually improve (Siska et al., 2023).

Process marketing is quite procedural for rural MSMEs. It starts with the market analysis, MSMEs need to identify relevant market segments, learn about customer's behavior and determine the unique selling proposition (Febrianty et al., 2024). This kind of strategy should encompass how a brand designs its product, how it prices and sells that product, and the planning, advertising, and distribution of those products (Haris, 2024).

After implementing the strategy, MSME business actor need to audit their business and assess the progress, plus make corrections if need be (Prasetya et al., 2023). The MSMEs position at structured marketing process, and in a situation of earning quite well in their business achievements. There are a number of things to take into account when branding or imaging (Lestari et al., 2023).

The brand identity is what makes a brand distinctive and it is what differentiates a brand from its competitors (brand title, logo, and packaging). Innovation is the pre-requisite seed from which a thriving brand springs up-one that leads to brand recall, customer retention and the belief that one is getting value of money.

No other brand can match the concept behind the brand. The concept brand itself value is the customer's sensation to the product's quality and features (Imran & Sarkar, 2020).

MSME's branding is also vital because they make the shopping to be positive or negative and also create good-will in customer's mind. Brands that have high and clear identity can help increasing the quality of MSME business (Khurnia, 2025). It is not only meaningful to market but strategically to survive the business in rural microenterprce as well.

While choosing a brand, MSMEs need to consider which message they want to convey, what will be the expected market share that you target and how it will be different from other brands or products. This business set should include the process of creating a message that one's market cannot but forgive and act upon.

Similarly, massive involvement of MSMEs in social and other internet platforms should be strategically prioritized more that ever before, so as to build trust with would be consumers (Sutrisno et al., 2024). Building solid customer bases one of the main focuses is to maintain good relations with all the customers, thus helping the brand to grow neutrally second to none. Corporate presence in social media helps to generate brand loyalty, expand market coverage, and create sales leads (Khurnia, 2025).

It is, therefore, necessary to integrate all key strategies especially relating to MSME, to fully unleash the potential systems in villages. This is not linear process, though it indicates that it is aware of knowing about the consumer needs and aspirations towards the 3Ps and 4Ps drawing up the brand identity.

It would then mean that the marketing strategies of the rural MSMEs would have to be on the cutting edge and be evolving to an eversharing marketing for the business to remain for them to tap into business opportunity. If managed well, MSMEs will increase their competitive advantage, increase income and in the end contribute to development of the regional economic.

Research Method.

The specific data which the author accumulated for Palintang Village was gathered by means of structured field activities interviewing residents. It can be gathered in other ways to, such as, secondary interviews, direct observation, structured research, indeed even questionnaires.

As part of this study, villagers running Micro, Small and Medium Enterprises (MSMEs) will receive pretest and posttest questionnaires. These tools are used before and after the extension programme provided by the community service programme accounting student team to assess participant's understanding and intimacy in basic marketing concepts.

The main variables in this study include the skills of limiting claim accounting through testing values, understanding of the 3Ps and 4Ps, and the possibility of using the acquired knowledge in real business scenarios. These variables were tested using specific questions in the survey and were based on indicators such as the meaning of marketing, the main purpose of marketing, the 3P and 4P concepts, and brands.

Comparative descriptive analysis was conducted in this study. Testing and assay data were compared by assessing the effectiveness of the training meetings and to assess changes in participant's understanding. Data from the pre-test and post-test were compared in order to determine how well training sessions worked and how much participants' comprehension had changed (Alwi et al., 2025; Banjarnahor et al., 2024; Cristy et al., 2024; Darmasetiawan et al., 2023; Ethelind et al., 2023; Ethelind & Martusa, 2024; Kuang et al., 2024; Lamere & Meythi, 2023; Magdalena, Budiningsih, et al., 2023; Magdalena, Meythi, et al., 2023; Manurung et al., 2023; Martusa, Meythi, Margaretha, et al., 2024; Martusa, Meythi, Rukmana, et al., 2024; Martusa & Meythi, 2023; Meythi, 2024; Meythi et al., 2024; Pandanwangi, Manurung, & Meythi, 2023; Pandanwangi, Manurung, Meythi, et al., 2023; Putri et al., 2023; Putri & Meythi, 2023, 2024; Rohinsa et al., 2022; Setiawan et al., 2022; Tin et al., 2023; Tjahyadi & Meythi, 2022; Veronica et al., 2023; Widjaja et al., 2024).

Quantitative results were added to and interpreted with qualitative data from interviews, observations and other methods to provide a more comprehensive insight into the challenges and potential benefits of legal practice claims in a rural setting. Using a mixed methodology allows individual accounting principles to be used at the local level, especially for small business makers, small-scale makers, trained small business makers. This study is expected to be the basis for future programmes to strengthen communities that focus on improving rural marketing management.

Result.

Marketing is one of the fundamental aspects that determine the success of a business, whether large or small (Cammine, 2023). A thorough understanding of basic marketing concepts such as needs, wants, demand, market segmentation, and marketing mix strategies is essential to improving economic competitiveness in today's era of global competition.

Different considers have appeared that organized showcasing preparing courses can have a positive impact on competition and community information, particularly in miniaturized micro, small, and medium enterprises (MSMEs) (Axmedov, 2022). Be that as it may, the challenges in embracing cutting edge showcasing concepts at the community level are still very noteworthy, especially in connection to constrained get to data and assets.

Subsequently, educational interventions through marketing education based on neighborhood request are profoundly important and imperative for assessing their viability. This paper points to examine the comes about of basic marketing education conducted through the thematic community service programme (KKN Thematic) actualized by Maranatha Christian University within the towns of Palintang village.

In specific, it underscores that changes in participant's understanding sometime recently and after the instruction and a comprehensive assessment of the programme's usage. The table underneath appears the pretest and posttest information collected from the villagers who work in micro, small, and medium enterprises (MSMEs) after accepting showcasing instructions materials.

Table 1. Pretest and Posttest Result Data.

No	Pretest	Posttest
1	80	80
2	70	60
3	20	0
4	50	60
5	50	60
6	70	80
7	70	90
8	70	50
9	50	40
10	20	20
11	70	90

Source: Data From Researcher Processing.

¹³ This research was conducted using data collected through questionnaires distributed before and after the presentation of the material. A total of 11 residents of Palintang Village, Ujung Berung, Bandung Regency, who are micro, small, and medium entrepreneurs, actively participated in the outreach activities on basic marketing concepts.

The results based on Table 1 show that there was a significant change in participant's understanding of basic marketing concepts after the training. Based on pretest and posttest data, researchers recorded an increase in scores, with four participants showing significant improvement and five participants showing improvement. The average pretest score indicated that most participants generally understood marketing concepts, but there were some errors in terms of segmentation and market positioning.

The phenomenon has also been observed in similar studies on the effectiveness of marketing education. These results align with a study that confirmed the importance of improving marketing skills. Specifically, this training positively influenced participant's knowledge improvement, particularly in social groups with limited access to modern marketing information and proved effective despite the need to consider individual differences in outcomes.

Also, it is important to verify that normally distributed data ensures that validity of statistical tests, especially hypothesis testing. Many parametric statistical analysis rely on the basic assumption of normal distribution. As part of this study, researchers evaluated the distribution of the data using the K-S test, which contributed to selecting appropriate statistical assumptions for hypothesis testing.

Table 2. Normality Test

	Pretest	Posttest
Asymp. Sig. (2-tailed)	0.156	0.158

Source: SPSS Data Calculation.

²⁴ ²⁸ The result of the normality test based on Table 2, which indicate a normal distribution, show that data follows a normal distribution. The p-value of the pretest data is 0.156, and the p-value of the posttest data is 0.158, both of which exceed the significance level of 0.05. Therefore, when performing parametric tests such as two-sample t-test on the data, researchers can accurately determine that the data is not significantly different from the population.

¹⁰ The normal distribution test is often used to determine the normality of data distribution. If the p-value associated with this test is less than 0.05, this indicates a significant difference between the sample and the normal distribution, and normality is rejected. In the normality test, the researchers performs a paired sample test to verify the hypothesis.

- H0: There is no significant difference between the results before and after the test.
- H1: There is a significant difference between the results before and after the test.

Furthermore, after testing the normality of the pretest and posttest data and confirming that they are normally distributed, the data can be subjected to further testing, namely the t-test. The 2-tailed t-test is used to compare the means of two related groups and determine whether there is statistically significant difference between the two groups.

Therefore, this test is an appropriate tool. This test is often used in educational research and is used to analyse the effects of interventions on participants' performance before and after the intervention.

In accounting, combined T-test can too assistance assess changes in villager's rational considering capacities after getting instructions on competency measures. In expansion, this procedure permits examiners to isolated the affect of particular course modules by comparing pretest and posttest scores inside the same gather.

The decision-making guidelines in the paired sample t-test should be based on the significance value (Sig.) of the SPSS output results. If the Sig. value (2-tailed) is less than 0.05, then H₀ is rejected and H₁ is accepted. Conversely, if the Sig. value (2-tailed) is greater than 0.05, then H₀ is accepted and H₁ is rejected.

Table 3. T-test Paired Hypothesis Testing.

	Description	t	df	Sig. (2-tailed)
Pair 1	Pretest - Posttest	-5.164	10	0.000

Source: SPSS Data Calculation.

Further analysis of the results in Table 3 t-test shows that participant's understanding of the definition of marketing, marketing objectives, and the concept of needs, wants, and demand has increased. The Sig. (2-tailed) value is 0.000, which is less than 0.05, therefore, in accordance with the decision-making guidelines for the paired sample t-test, it can be concluded that H₀ is rejected and H₁ is accepted.

In posttest, most participant's were able to accurately answer how the brand's role in differentiating products in the market differs from key marketing objectives. This is consistent with previous research findings and shows that education can greatly enhance the effectiveness of interventions (Rahmawati et al., 2021).

However, some participants still did not fully understand the concepts of segmentation and market positioning. This was reflected in differing answers on both aspects. This situation highlights the need for a more contextual and interactive learning approach in future marketing educational materials.

Important aspects emphasise the importance of understanding marketing concepts and highlight the use of the 4Ps and 3Ps marketing mix as a response to STP (segmentation, targeting, positioning strategy). This is a modern market theory that is used in various international studies (Sahir et al., 2020).

The educational materials also emphasise that brands can enhance customer trust and loyalty by serving as the identity of a product (Remesovschí, 2024). Previous research has shown that strengthening local brands through marketing education can enhance the competitiveness of MSMEs in both domestic and global markets. Therefore, preparing relevant educational materials is key to improving participant's understanding and marketing capabilities.

Overall, the results and discussion of this study show that marketing education can improve participant's knowledge and understanding of basic marketing concepts based on local requirements. However, there are challenges in ensuring that all participants uniformly understand the materials, particularly in terms of segmentation and positioning.

Therefore, it is recommended to conduct ongoing evaluations and develop more interactive learning methods, such as case studies and business simulations, to enhance future educational outcomes. These results support the literature suggesting that adaptive and participatory education is more effective in enhancing marketing capabilities in local communities. Thus, structured marketing education tailored to the local context is an effective strategy for strengthening the competitiveness of economic actors at the local level.

Conclusions.

The conclusion drawn from this article is that marketing plays an important role in the regional economic development of micro, small and medium enterprises (MSMEs) in rural areas. MSMEs are the most important driving force behind rural economic growth, and effective marketing strategies can help them expand into broader markets and increase their sales potential.

However, MSMEs in rural areas face many problems including inadequate access to advanced technologies, limited marketing knowledge and constraint in their available marketing practice. This has hampered the development of their business.

First introduced by MSME participants at the village, established integrated education, this form can help participants in a big way to deepen their knowledge of basic marketing concepts. For example, individual understanding of marketing, market behavior and marketing mix strategies (4Ps and 3Ps) is strengthened. This case is similar to those conducted in Palintang Village through its theme-based community service programme.

Following the education, participants' understanding was significantly enhanced, as demonstrated by comparing pretest and posttest scores. Through acknowledgement of this education, people in the countryside can instead seek to build on their community-sourced capital and thus create even better marketing relations and consumer communications, with local products then being able to compete nationally and internationally.

It stresses that fully integrating market and consumer sensitivity into communications rather than just asking part in one of these areas will raise village residents' effectiveness in marketing strategies. The paper notes that use of new media and digital platforms will further help in opening up markets, promote customer loyalty. An organic and comprehensive approach will enable micro, small and medium enterprises (MSMEs) to work better in the village and contribute to regional economic growth in a sustainable way.

The basic thesis held by this paper is that marketing strategy need to be strengthened and micro, small and medium-sized enterprises (MSMEs) in the countryside must establish a broad new understanding of marketing concepts if their performance is to be improved. Cooperation among academic, community, local governments and the private sector plays an important role in constructing an environment conducive for the revival as well as continuation of rural MSMEs.

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