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Creative Marketing Strategies to Increase MSME Telur Gulung Sales

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ABSTRACT

This research discusses the importance of economic growth in achieving prosperity for a country through the development of Micro, Small and Medium Enterprises in the food sector, with a focus on the egg roll business. Culinary is a growing and promising industry, and eggs are a popular base in many dishes. Egg rolls are an interesting dish and have a wide variety of flavors and textures. Aje Egg Roll Trading Business, one of the business actors in this field, uses creative marketing strategies by utilizing social media such as TikTok to attract consumer attention. Determining the optimal selling price is also an important factor in this business competition. In this context, Telur Guling Aje offers variations of jumbo egg rolls that attract consumers' interest.
Keywords: *Micro, Small and Medium Enterpries, egg rolls, social media*

INTRODUCTION

According to Yunan (2009), economic growth is needed by every country because an increase in economic growth shows prosperity which is reflected in an increase in per capita output and followed by an increase in people's purchasing power. Through economic growth, a country can change its economic conditions for the better in a certain period of time. The development of SMEs as the foundation of the national economy is one of the strategic steps that need to be followed by concrete steps. One of them is Micro, Small and Medium Enterprises (MSMEs) in the food sector.

Business ventures in the culinary field are always growing and endless, because culinary is one of the things that is in great demand by the public. Even the culinary business is also a promising business opportunity. Various types of culinary appear with a variety of unique creativity that can increase selling value, one of which is food whose basic ingredients are made from eggs. Eggs are one of the animal food ingredients consumed in addition to meat, fish, and milk which contain almost all macro and micronutrients. Egg whites are a source of protein, vitamins B2, B6, B12, and selenium. While egg yolks contain fat, calories, cholesterol, and several types of minerals. Examples of foods that are based on eggs, one of which we often encounter is egg rolls.

Egg rolls are dishes made from eggs that are rolled or shaped into a cylindrical shape. The eggs used are usually chicken eggs where the process of making egg rolls involves rolling eggs that have been beaten and cooked in a special pan or mold that gives it a cylindrical shape. Egg rolls have an attractive appearance and are different from ordinary eggs. Its cylindrical shape makes it suitable as

an ingredient in a variety of dishes. The flavor of egg rolls is generally delicious and their dense texture makes it a satisfying dish. Additionally, egg rolls can also be modified by adding other ingredients, such as vegetables, sausages, meat, or cheese, to provide a variety of flavors and textures. This makes egg rolls a flexible option and can be adjusted to suit each individual's taste. Especially egg roll snacks which are now a snack trend in the community, almost all people like this egg roll snack. With the addition of various toppings, chili sauce adds to the taste of egg rolls to be delicious which is able to attract consumers. Because there are many egg roll businesses in the same place, the business owner must have strong enough competitiveness, quality and price that is appropriate and in demand by the community. For this reason, business owners must set the selling price of egg rolls optimally. In its competition, the Aje Egg Roll Trading Business has a selling price that is considered sufficient to compete. One of the creative marketing strategies carried out by the owner of the Aje Egg Roll trading business is to utilize social media such as the TikTok application so that it attracts the attention of the masses because Aje Egg Roll not only serves ordinary egg rolls, but also provides jumbo egg rolls which people will be interested in trying.

METHODS

In this study, a qualitative method is used that goes through several processes, methodologies or technical approaches used. Among them are field surveys, interviews conducted directly with MSME owners, and document studies so that the data obtained is in accordance with the facts in the field. This is also done so that researchers can gain an in-depth understanding of the role of MSMEs in the culinary industry, creative marketing strategies used by the Agee Egg Roll Trading Business, and other factors that affect the success of the egg roll business in the context of the economy and food market.

RESULT AND DISCUSSION

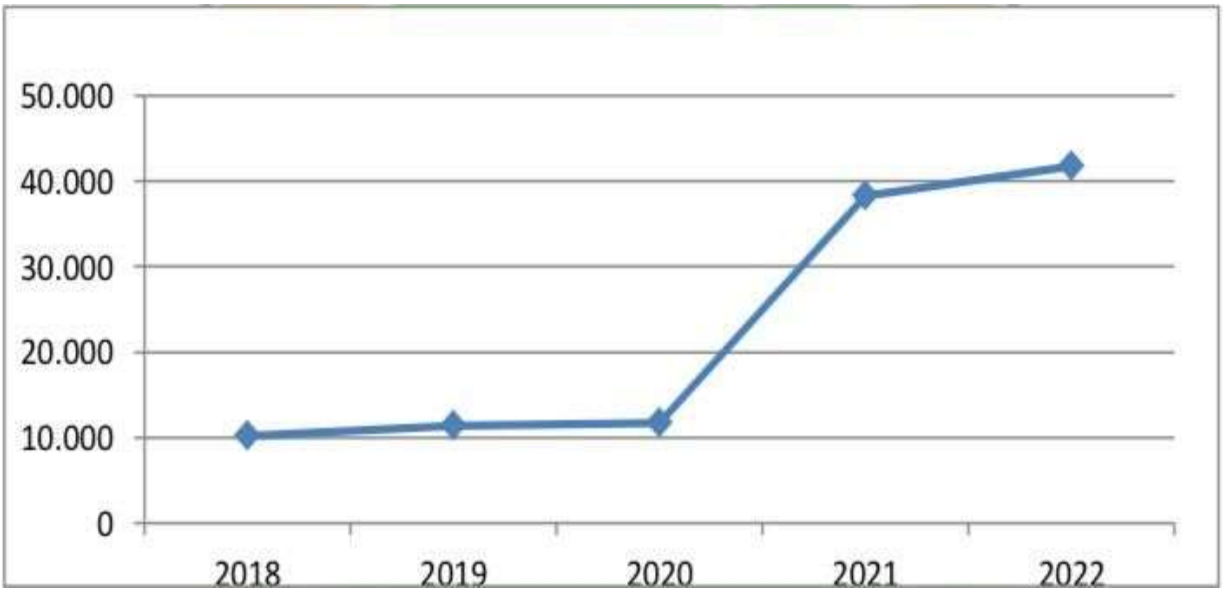
According to Law No. 20 Article 1 of 2008 concerning Micro, Small and Medium Enterprises, MSMEs can be interpreted as follows:

1. Micro business, which is a productive business owned by an individual or an individual business entity that meets the criteria for a micro business as regulated in this Law.
2. Small business, which is a productive economic business that stands alone and is carried out by an individual or business entity that is not a subsidiary or branch of a company owned, controlled or part of a Medium Business or Large Enterprise, either directly or indirectly, that meets the criteria for Small Business in accordance with the rules intended by this Law.
3. Medium Enterprise, which is an independent productive economic business carried out by an individual or business entity that is not a subsidiary owned, controlled or part of a Small Business or Large Business with the amount of net worth or annual sales as intended by this Law.
4. Large Enterprises, namely productive businesses carried out by business entities with a net worth greater than Medium Enterprises, such as state-owned or private national enterprises, foreign businesses that carry out economic activities in Indonesia, and joint ventures.
5. Business World and Micro World, Small Enterprises, Medium Enterprises and Large Enterprises that carry out economic activities in Indonesia and are domiciled in Indonesia.

MSMEs (Small, Medium and Micro Enterprises) are one of the important parts of Indonesia's economy, because they have a role in terms of national economic development and also in the absorption of labor. MSMEs are also a productive effort to support economic development, both macro and micro in Indonesia, and can influence other sectors to develop. The Coordinating Ministry for Economic Affairs of the Republic of Indonesia in a press release HM. 4.6/103/SET. M.EKON.3/05/2021, stated that Micro, Small and Medium Enterprises are an important pillar in the economic world in Indonesia. In addition, MSMEs are also the largest contributor to the Gross Domestic Product (PBD), which is 61.07% or 8,573.89 trillion rupiah (Ministry of Cooperatives and SMEs).

As time goes by, the number of MSMEs in Indonesia is increasing, as well as in West Sumatra where the number of MSMEs is 296,052 and is included in the third largest number of MSMEs on the island of Sumatra. MSMEs themselves also have great potential in improving the economy in the region, one of which is in Padang City which every year always increases as shown in the table below.

Table 1. Graph of MSME Development in Padang City 2018-2022



Source: Padang City Cooperatives and SMEs Office Data Base, Processed by Researchers 2023

Likewise, MSME businesses in the culinary sector are growing and increasing every year. Culinary or food is also a basic need of the community so that there is always a new demand and innovation for food. In addition to being a necessity, food can also be a very potential business opportunity and can be enjoyed by various groups. Just like with egg rolls which are nostalgic snacks that can be found in schools in the past, now egg roll snacks are popular again with a variety of variations that certainly attract attention.

Egg rolls are traditional foods whose main ingredient is eggs rolled using skewers in a pan containing cooking oil. This snack is now made more modern and varied with a more attractive appearance which is the attraction of this MSME business. Such as the Aje Rolled Egg Business which is located on Jl. Ujung Tanah No.60, Lubuk Begalung Nan XX, Lubuk Begalung District, Padang City. This egg roll has various variants of egg roll filling, including meatballs, sausages, nuggets, otak-otak and vermicelli. The price of Aje Egg Rolls also varies, ranging from original egg rolls, double egg rolls, jumbo egg rolls and monster egg rolls that are rolled up to more than ten times. For the variants of chili sauce or dip, there are three types, namely original sauce, spicy level three and spicy baque. This Aje Egg Roll is open from 5 pm to 23.30 pm. An example of an Aje Egg Roll is as follows:



Figure 1. The difference between the original egg roll and the monster egg roll

As in the picture above, this is the attraction of Aje Egg Rolls which can be seen from the size comparison. For the original egg roll, the size is the same as the egg roll in general, and for the monster egg roll, the size is much larger because the egg is rolled more than ten times and put together in one skewer.

Egg rolls have gained immense popularity thanks to new innovations in jumbo sizes, meeting the needs of consumers who are always looking for something special and mouth-watering. This phenomenon cannot be separated from the big role of social media which is the main platform in

spreading culinary trends like this. In its marketing, Egg Roll Aje not only conducts promotions around the location, but also uses social media to attract customers, such as Tiktok and Instagram. This technique was also found in a relevant study conducted by Indrawati et al., (2017) with the title "The Effectiveness of Advertising Through Facebook and Instagram Social Media as One of the Marketing Strategies (Miller, 2020). TikTok marketing is one of the strategies in digital marketing that uses the TikTok social network as a medium or container. With all its advantages, both in terms of the user community and the features offered, business people can try to market their brand here.

Through tempting and alluring content on these platforms, Egg Roll Aje is able to attract the attention of many people, creating a new sensation in the culinary world. The combination of appetizing jumbo size and often overwhelming presence *Feed* Social media makes egg rolls a lip service and an object of desire for many individuals. Thus, it can be concluded that egg rolls are not just a food, but also an interesting and inspiring cultural phenomenon, bringing a significant impact in daily life through the influence of such strong social media. Especially at this time when all circles have social media, both from gen z and millennials. Everyone is focused on social media for any problem, including in choosing food or snacks. Currently, the average person is more confident in buying food or snacks from Tiktok reviews conducted by influencers, especially since the influencer has a lot of followers.

According to Hariyanti and Wirapraja (2018), an influencer is a person or figure in social media who has a large or significant number of followers, and what they convey can affect the behavior of their followers. The use of influencers as a means for marketers to promote a product by advertising directly to the target audience.

One of them is an influencer who is familiarly called "Uda Lambuang/Rijal", he reviewed one of the snacks near the UPI campus, namely Egg Roll Aje which until now has received nearly 40 thousand people who like the video. This video then went viral and not a few people wanted this Aje Egg Roll because it looked very appetizing, even many commented that they would buy Aje Egg Roll when they returned home because they were very curious about the taste.

In addition, there is also a tiktoker named Yogi (@yogiwishenpurnama5) who also reviews Egg Roll Aje. The video also got more than 30 thousand *like* , he also explained the various variants of egg rolls. Yoi also explained that if you want to buy Aje Egg Rolls, you will be given a queue number so that customers get an even and orderly order.

The existence of reviews from influencers and tiktokers is very beneficial for the Egg Roll Aje trading business, because when the product or food has been recommended by the influencer or tiktoker, the followers will believe that the product or food is indeed good and worth trying. In addition, the Aje Egg Roll trading business will be known in various circles and also experience a significant increase in sales because many people flock to buy the food.

CONCLUSION

Based on the research, it can be concluded that Egg Roll Aje, as part of the MSME business in the culinary sector, has experienced significant development in Padang City. With innovations in its products, such as jumbo size and variety of contents, as well as the use of social media for promotion,

Egg Roll Aje has managed to attract the interest of many consumers. Support from influencers and tiktokers through reviews also has a positive impact in increasing the popularity and sales of Aje Egg Rolls. This shows the great potential of MSMEs in their contribution to the local economy and the importance of marketing strategies that are adaptive to the trends of the times, such as utilizing the power of social media.

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