

PRINTING BUSINESS PRODUCTION DEVELOPMENT PROCESS STRATEGY (CASE STUDY OF PRINTING UKM NOVA FLORIST AND ADVERTISING, LHOKSEUMAWE CITY)

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Abstract

Micro, Small and Medium Enterprises (MSMEs) have a strategic role in national economic development, because apart from playing a role in economic growth and employment, they also play a role in distributing development results. In the economic crisis that occurred in our country several years ago, where many large-scale businesses experienced stagnation and even stopped their activities, the Micro, Small and Medium Enterprises (MSMEs) sector proved to be more resilient in dealing with the crisis. However, there are also weaknesses in MSMEs, namely accessing information is suspected to be directly related to the condition of the internal factors of MSMEs, which are overshadowed by MSMEs, which actually have a large market share internationally, and are not widely known by consumers.

Keywords: *micro enterprises, SMEs, micro small and medium enterprises*

1. INTRODUCTION

Background Research

Micro, Small and Medium Enterprises (MSMEs) have a strategic role in national economic development, because apart from playing a role in economic growth and employment, they also play a role in distributing development results. In the economic crisis that occurred in our country several years ago, where many large-scale businesses experienced stagnation and even stopped their activities, the Micro, Small and Medium Enterprises (MSMEs) sector proved to be more resilient in dealing with the crisis. However, there are also weaknesses in MSMEs, namely accessing information is suspected to be directly related to the condition of the internal factors of MSMEs, which are overshadowed by MSMEs, which actually have a sizeable market share internationally, and are not widely known by consumers.

Nova Florist is an individual business engaged in printing and advertising services, located on Jln. Ocean no. 53 Kp. Old Java (via Kesrem Hospital)-Lhokseumawe. The products produced are ordinary floral boards, digital printing floral boards, banners, billboards, neon boxes, stamps, placards, banners, posters, billboards, invitations, business cards, stickers, envelopes and so on. Nova Florist also has regular clients who use his services, such as several government agencies, offices, and also some members of the public. With the increasing number of products produced and the increasing number of consumer requests for orders, printing companies feel that they must be able to implement a certain ordering system in order to achieve effectiveness and efficiency.

Based on data from Nova Florist & Advertising Printing UKM, it can be seen what goods are produced:

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Table 1.2. goods produced by UKM Printing Nova Florist & Advertising.

No	NAME OF GOODS	PRICE
1	Ordinary Flower Board	Rp 1.000.000
2	Digital Printing Flower Board	Rp 1.500.000
3	Banner	Rp 1.100.000
4	Billboard	Rp 1.200.000
5	Neobox	Rp 900.000
6	Stamp	Rp 150.000
7	placard	Rp 800.000
8	Banners	Rp 1.400.000
9	Poster	Rp 850.000
10	Buboard	Rp 1.300.000
11	Invitation	Rp 500.000
12	Name card	Rp 650.000
13	Stiker	Rp 700.000
14	Envelope	Rp 250.000
Amount		Rp 12.300.000,00

Source: images of owners, members and products of UMKM printing nova florist & advertising, 2022



Source: product image, of UMKM printing nova florist & advertising, 2022



Research Objectives

To find out how the strategy of the production development process of msme printing business nova florist & advertising, Lhokseumawe City, North Aceh. and To find out how the production process of MSMEs Nova Florist in the field of printing. then conclude whether this business is feasible in a sustainable manner and the obstacles encountered during the production development process.

2. LITERATURE REVIEW

Development Strategy

Market Marketing strategy is a process that allows companies to focus their resources on opportunities to be able to increase sales and achieve sustainable competitiveness (Tassede & Ossada 2016). There are 4 strategies that can be used to seize market opportunities, namely (Al-Bostanji, 2015): (1) Market penetration strategy; (2) Market expansion strategy; (3) Product development strategy; (4) Diversification strategy.

Production/Operations

The production/operations function of a business is all the activities that transform inputs

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into finished goods or services. Production/operations management takes care of inputs, transformations, and outputs that vary from one industry or market to another. Production/operations activities often represent the largest portion of a company's human and capital assets (David, 2010).

Product Development

Product is one of the marketing mix (Marketing Mix), which is very important for the success of the company. Products are also one of the determining factors for company profits, products are not only in the form of something tangible, such as food, clothing, and so on, but also something intangible, such as services. Everything is intended for the satisfaction of the needs and desires of consumers.

According to Kotler and Keller in the book *Marketing Management* (2009: 4) that: "Products are anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, information and ideas." Meanwhile, according to Agustina Shinta in the book *Marketing Management* (2011: 81) that: "A product is something that is offered to the market, both real products and intangible products (services) so that they can satisfy market desires or needs." Furthermore, according to Fandy Tjiptono in the book *Marketing Strategy* (2008: 95) that: "Products are anything that can be offered by producers to be noticed, requested, searched for, purchased, used, or consumed by the market as a fulfillment of the needs or desires of the relevant market." From the definition above, basically all give the same meaning, namely everything that can fulfill or satisfy human needs or desires, both tangible and intangible.

Strategy to develop SMEs

in dealing with competition, in marketing besides there are steps in determining strategy there are also marketing elements which of course have an important role in marketing objectives (Alma, 2006). These main elements include:

a. Product strategy

Product strategy carried out by traders in developing a product include: creating a brand, creating packaging, innovation and label decisions.

b. Pricing Strategy

Price is the value listed in the price list or price can also be interpreted as the final value received by the company as income. The purpose of pricing in general is to survive, to maximize profits, to increase market share, product quality and because of competitors.

c. Venue Strategy

Determining location and distribution along with supporting facilities and infrastructure is very important, this is because consumers can easily reach every existing location and distribute

goods and services. Facilities and infrastructure must provide a sense of security and comfort to all consumers (Kasmir, 2005). Place strategies include strategic locations, according to the target market being targeted

d. Promotion Strategy

Promotion is a marketing function that focuses on persuasively communicating marketing programs to target customers or potential customers to encourage the creation of exchange transactions between companies and customers (Hasan, 2009).

SWOT analysis

SWOT analysis is based on the assumption that an effective strategy comes from a healthy "fit" between the company's internal resources (strengths and weaknesses) and the external situation (opportunities and threats) (Pearce II, Robinson, 2011).

a. Opportunities

is a major advantageous situation in the corporate environment. Key trends are another source of opportunity.

b. Threats

is a major unfavorable situation in the corporate environment. Strengths are resources or capabilities controlled by or available to a company that give it an advantage relative to its competitors in meeting the needs of the customers it serves.

c. Weakness

are limitations or deficiencies in one or more of the company's resources or capabilities relative to its competitors that impede the company's effective performance or create a disadvantage in meeting customer needs effectively.

d. The SWOT matrix

is a tool to help managers to develop four types of strategies: SO Strategy (strengths-opportunities), WO Strategy (weaknesses-opportunities), ST Strategy (strengths-threats), Strategy WT (weaknesses-threats) (David, 2010).

3. IMPLEMENTATION METHOD

Research Place

In conducting this research, the researchers determined the research location at Umkm Nova Florist & Advertising Printing, Lhokseumawe City, North Aceh in December 2022. Because Nova Florist & Advertising Printing Umkm is the most superior among other businesses. It has been proven that Nova Florist also has regular clients who use its services, such as several government agencies, offices, and also some members of the public. To get focused research results, the researcher will determine the object of research somewhere regarding business development strategies. small and micro.

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Research Data

Researchers chose to use a qualitative type research method. Qualitative research methods are research methods that focus more on aspects of understanding in depth on a problem rather than looking at problems for generalization research. This research tries to ask people to express their thoughts on a topic with lots of directions or guidelines so they can express their opinions in words that come directly from them (Moleong, 2015). The research approach uses case studies. Case studies are research aimed at describing situations or events that occur.

Population Determination

The population in this study are the direct owners and employees of the production department of the Nova Florist & Advertising Printing Umkm, which are in Lhokseumawe City, North Aceh. In this study the samples taken were all members of the population used as samples. Then the number of samples used were 19 respondents who owned it at the same time and employees of the Nova Florist & Advertising Printing Umkm & Advertising section of production.

Sampling

The sample collection method used in this study was a purposive sampling technique, namely a sampling technique by determining certain criteria (Sugiyono, 2008). The criteria used in this study were adjusted to the needs of the Nova Florist & Advertising Printing Umkm research, Lhokseumawe City, North Aceh. managed by the owner himself, and employees in the production section with a total of 18 employees and have locations and facilities that can be observed by researchers.

Data Analysis Technique

The data analysis technique used by researchers in this study is data during the field model of Miles and Huberman contained in Sugiyono's book (Sugiyono, Quantitative Qualitative Research Methods R&D, 2019).

a. Data reduction

In this study, the researcher selected and simplified the data grouping data from written notes during observations and interviews regarding business development strategies and the impact of the Nova Florist & Advertising Business Production Development Process Strategy for Printing, Lhokseumawe City, North Aceh. then becomes a complete data unit. Data reduction is done in order to make it easier for researchers when presenting data.

b. Data Presentation

The next process after reducing the data is the process of presenting the data. In this study, the presentation of data will be presented with narrative text descriptions originating from interview excerpts from informant research related to the Production Development Process Strategy for the UMKM Printing Business, Nova Florist & Advertising, Lhokseumawe City.

c. Conclusion Drawing

The final step in data analysis is drawing conclusions. With this step, it is hoped that it will be able to answer the formulation of the problem related to the Production Development Process Strategy for the Nova Florist & Advertising Printing UMKM Business, Lhokseumawe City.

Credibility Test

Credibility test in research conducted by researchers is to use the triangulation method. Triangulation in testing is defined as checking data from various sources in various ways, and at various times. There are source triangulation, technical triangulation and time triangulation. Triangulation aims to test the validity of qualitative research data. In this study the researchers chose to use triangulation techniques. Source triangulation, and time triangulation to test the validity of research data (Moleong L. J., 2015)

Source Triangulation

Triangulation of sources to test the credibility of data can be done by checking data that has been obtained from several sources or other informants. The data that has been obtained is analyzed by the researcher so that it produces a conclusion. The researchers here are digging for information from sources directly, namely the business owner of the Business Production Development Process Strategy for the UMKM Printing Nova Florist & Advertising, Lhokseumawe City to ensure that the interview data provided by the informants is correct

4. RESULTS AND DISCUSSION

Background to Nova Florist & Advertising Printing Business

Nova florist started as a hobby, namely arranging flowers and decorating at every event held in the neighborhood or decorating family events such as weddings. Then he continued his apprenticeship and worked in a florist business when he was still in high school.

Nova Florist is a small, individually owned business that was founded in 2005 which was founded while still studying in his 3rd semester at Malikussaleh University as well as being a staff member at Unimal in the Faculty of Agriculture. The first start of the business was due.

hobby in seeking their own sustenance without dependence on parents. The two owners of the Nova Florist printing business have skills in this field. At that time, Nova Florist's printing business started running and he had to divide his time between being a diunimal staff and running his printing business. In the end the owner of Nova Florist printing chose to leave work at unimal and chose to focus on the printing business that was being run. In 2005, the business of printing Mr. mus began with 2 boards, at that time we still hired pedicabs to deliver orders. The capital spent when opening the Nova Florist printing business for the first time was around 3 million rupiah. As for the place where he is still befriending his future wife, who is now officially Mr. Mus' wife. Along Over time, the printing business grew, from the beginning which only had 2 boards, until in 2011 it had reached 60 boards. But God had other plans, Mr. Mus' printing business suffered a fire and had to start from zero again, in a different place with the same business. Initially, Mr. Mus' business was located on Jln. Iskandar Muda was right in front of the sub-district office and then moved to mon geudong from there he slowly tried to get back on his feet until he was where he is today. From what

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was originally a shop and a house for rent, now Mr. Mus can buy it.

In the beginning, only from the flower board business and then moving on to printing, where for the initial capital to open a flower board and printing business, he used his own capital from Mr. Mus' salary while working as a staff at Unimal. Mr. Mus' business started from zero and returned from zero to where it is now. Therefore, to open a business, for example in printing, is not as easy as one might imagine. There were many obstacles and risks that were encountered while Mr. Mus was running his business. Most of it comes from finances, uncertain orders, and also from fellow competitors in the same business venture. The owner of the nova florist markets his goods manually and online. As for how to market manually, namely distributing flyers, fellow friends (mouth to mouth) and from relationships, for example in offices. In an office like that, the price you get is quite large, but the pay is quite long, it can be up to 3 months or once a year and a half due to a budget deficit. Then in online marketing you can do it through social media, especially in an increasingly sophisticated era like today and it also saves time and effort. The owner of Nova Florist also has a community of fellow printers from all over Indonesia, all over Aceh and all of Sumatra who are very helpful in boosting and developing Nova Florist's business.

The nova florist business does not have branches but only has a community, because there are lots of risks and no one manages it. Mr. Mus has 18 employees, all of whom have their own duties, such as flower arrangement, design, machine operator, and flower delivery. At Nova Printing, employees are paid a percentage or per order, not a monthly fee. But calculated boards that can be completed. Meanwhile, the target market for Nova Florist is every moment or day important in Indonesia. For example, Kartini's Day, Independence Day, election/inauguration, graduation and other important days.

Development Strategy for umkm Printing Nova Florist & Advertising

In developing a business there is a strategy that must be applied. The strategy is the steps that must be carried out by a business to achieve its goals. In achieving the goal, the steps that must be faced are steep and tortuous, but there are also steps that are relatively easy. Besides that, there are many obstacles or trials faced to achieve the goal, therefore every step must be carried out carefully and directed to (Hendro, 2011) there are several strategies that are commonly used in the development of small and micro enterprises according to (Hendro, 2011) which are divided into:

a. Capital

Capital is the most important thing in starting a business that will be run. So capital becomes a support for developing a business. If the capital they have is very minimal then the business also certainly cannot develop as it should. Therefore, Nova Florist & Advertising Printing continues to prioritize capital as business development so that in the future more product variants will be sold.

b. Labor Determination

Labor is a supporting factor for those who run a business, because if there is no workforce, the business that is being owned cannot run well. Therefore, labor is the main thing to run a business. It can be seen from the Nova Florist & Advertising Printing employees that they are very serious in carrying out their work and are able to support business development.

c. Service and maintain good relations with customers

In running a business, service must still be considered as service in running a business must be good. And can attract the attention of customers, so that customers are more interested in buying the product. So that customers will come back to buy it. In this way, of course, you can establish good relationships with customers and make the business run by the owner of Nova Florist & Advertising Printing run smoothly. So Nova Florist & Advertising Printing can continue to develop its business and have been able to survive for a long time because so far the snack business has had no problems in maintaining the quality of its products.

d. Service and maintain good relations with customers

In running a business, service must still be considered as service in running a business must be good. And can attract the attention of customers, so that customers are more interested in buying the product. So that customers will come back to buy it. In this way, of course, you can establish good relationships with customers and make the business run by the owner of Nova Florist & Advertising Printing run smoothly. So that his business can develop even better. With this method, Nova Florist & Advertising Printing can establish good relations with customers in terms of not disappointing them in timely delivery and complaints from customers are immediately corrected so that customers do not move.

B. Production/Operations

The production/operations function of a business is all the activities that transform inputs into finished goods or services. Production/operations management takes care of inputs, transformations, and outputs that vary from one industry or market to another. For products to be marketed, Nova Florist & Advertising Printing has several types of products, namely Ordinary Flower Boards, Digital Printing Flower Boards, Banners, Billboards, Neoboxes, Stamps, Plaques, Banners, Posters, Buboards, Invitations, Name Cards, Stickers and Envelopes.

one of the products of Nova Florist Printing & Advertising is flower boards. In the work of making flower boards, there are several stages, including: Making a Wooden Framework, Covering the Framework with Styrofoam, Arranging flowers, give a few words, attach the framework. For more details, it can be interpreted one by one as follows:

1. Create a Wooden Frame

When you want to make a decorative flower board, especially if you are going to give it to someone's special event, then at least you need a wooden frame. The goal is that when you paste the styrofoam and decorate it with flowers, the board doesn't break or fall, so it stands up. You need to make at least 3 wooden legs that can support the flower boards so that they stand. The framework should also sleep a little backwards so that it is more sturdy.

2. Cover the Framework with Styrofoam

When the framework is ready, cover the framework on the front with styrofoam to make it easier for you to decorate it. Usually it would be better if you also cover the styrofoam with carpet. The goal is to make it look neater when decorated with various types of flowers. You need to remember that making this flower board requires quite wide styrofoam. So it's best if the styrofoam

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has a size that is wider than the wooden frame. This is so that the flower board that you make looks like it was made by someone who is already professional and looks more impressive.

3. Flower arrangement

Before you cover the wooden frame with styrofoam, it's better if you arrange flowers on the table. the goal is to make it easier for you to assemble it and of course so that there are more creative ideas. In addition, this also minimizes damage to the board when you arrange it with several flowers.

4. Give Some Words

Board flowers that you have previously arranged will be less special if you don't give a few words. The goal is to convey the meaning of the wreath. You can use this flower board for various purposes, from events with happy nuances or events with sad nuances.

5. Assemble the Framework

After everything is ready, the last step is to install all the flower frames with a wooden frame. This is especially for those who have previously arranged flowers before installing them. If you prefer attaching Styrofoam to a wood frame and then decorating it, you can skip this step.

Production and Operations Functions

1. Planning

Sequence work with the fastest deadlines and ask employees to do it.

2. Organizing

Reasserting the work to be done for each employee.

3. Actuating

For employees, briefing on how to use each machine. As for the driver, briefing on the right routes in one delivery for several consumers.

4. Controlling

In the production section, employee evaluation will be seen based on processing speed and accuracy. As for the employees in the delivery section, the evaluation is seen based on the costs required for the delivery and the speed of delivery to consumers. For warehouse employees, an evaluation is carried out by seeing whether there are items that are lost or damaged when the goods are in the warehouse

5. CONCLUSION AND RECOMMENDATIONS Conclusion

Based on the results of observations and interviews obtained by the study, the conclusion is that the Nova florist printing house is an MSME managed by the father of the mus always the owner of the printing house and several workers who help in the development of his business. some of the inhibiting factors in Nova florist printing are getting erratic orders, not only that, financial problems are also factors that are very influential in the operation / running of the Nova florist printing business, as well as competitors engaged in the same field. Nova florist printing house has no branches but has a club/community that can help the business grow and be known outside aceh.

Suggestions

Based on the results of the study, there are things that need to be done further, including:

1. It is hoped that the company should maintain the quality of the product, and the existing promotions so that consumers do not switch to other printing houses. and personal selling to be further improved, so that Nova florist & Advertising printing is better known to the public to be able to increase sales volume.
2. Based on the results of the study, it is known that the production development strategy has a positive and significant effect on production development, from these results it is suggested that in developing products, companies should make new innovations and follow the changes in shape desired by consumers made by competitors.
3. The researchers suggested that Nova florist & Advertising printing should consider branch openings in order to expand the network/reach of Nova florist & Advertising printing business.

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