

LAPORAN AKHIR
Penelitian Unggulan Perguruan Tinggi (P)



ANALISIS DAN PERANCANGAN
SISTEM INFORMASI PEMASARAN UNTUK
MENINGKATKAN KEUNGGULAN BERSAING UMKM
DI JAWA TIMUR

Tahun ke 1 dari rencana 2 tahun

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Nomor : DIPA-023.04.2.414989/2013, Tanggal 5 Desember 2012, dan berdasarkan
SK Rektor Universitas Brawijaya Nomor : 153/SK/2013 tanggal 28 Maret 2013

UNIVERSITAS BRAWIJAYA
DESEMBER
2013

HALAMAN PENGESAHAN
PENELITIAN UNGGULAN PERGURUAN TINGGI

Judul Penelitian : Perancangan dan Desain Aplikasi Sistem Informasi Pemasaran Untuk Meningkatkan Keunggulan Bersaing UMKM di Jawa Timur.

Kode>NamaRumpunIlmu : 594/ Ilmu Administrasi (Niaga, Negara, Publik, Pembangunan, dll).

BidangUnggulan PT : Good Governance

TopikUnggulan : Tata Kelola Ekonomi dan Bisnis Lokal

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Penelitian Tahun ke : 1 (pertama)

Biaya Penelitian Keseluruhan : Rp. 50.000.000,00

Biaya Tahun Berjalan

- diusulkan ke DIKTI	Rp.	50.000.000,00
-dana internal PT	Rp.	0,00
-dana institusi lain	Rp.	0,00
- internal (AIABI)	Rp.	0,00


Malang, 20 Desember 2013

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ABSTRACT

The existence of Micro, Small and Medium Enterprises (SMEs) have a very important role in the economic structure of a country , including Indonesia . SMEs can be regarded as a business sector that is elastic because it can move and survive in the midst of turmoil and economic crisis . However, SMEs also have some problems in the development of its business in the midst of intense competition not only with the products of the domestic , but also from the invasion of the products from abroad .

This study aims to determine the problems experienced by the SMEs in the area of Sidoarjo and Pasuruan , East Java, Indonesia especially in the marketing activities . Based on the existing conditions in the field , can be determined appropriate marketing information system to be applied to support the marketing activities of SMEs in Pasuruan and Sidoarjo .

The method used is action research by taking a sample of 39 leading SMEs in Sidoarjo and Pasuruan as informants . The results of this study found several factors that cause the problems that arise in the SMEs . The solution offered is to design a marketing information system based on SMS (Short Message Service) Gate Way or called mobile marketing . The consideration is choosing this technology because the technology by using mobile tools tend to be more applicable to SMEs and are user friendly .

Keyword: SMEs, Marketing Information System, Competitive Advantage, SMS Gate Way

Ringkasan

UMKM di Jawa Timur khususnya di daerah kota Pasuruan dan Sidoarjo banyak yang unggul. Hal tersebut dapat diketahui dari data yang di up-load oleh Dinas terkait. UMKM unggulan tersebut mendapat binaan dari Dinas Koperasi dan UMKM, namun demikian para pelaku UMKM dalam melakukan usahanya masih menghadapi masalah yang berkaitan dengan kegiatan pemasaran. Para pelaku UMKM di kota Pasuruan dan Sidoarjo masih melakukan Pemasaran secara konvensional. Hal ini terjadi karena faktor, mereka tidak mengikuti perkembangan teknologi informasi yang sangat dinamis. Mereka menggunakan teknologi tetapi penggunaannya belum optimal. Terbukti dengan kegiatan promosi yang dilakukan hanya sebatas menyebarkan brosur atau berikutan dengan penggunaan jasa pemasar.

Meskipun demikian, terdapat juga beberapa pelaku UMKM yang sudah menggunakan teknologi informasi seperti memanfaatkan jejaring sosial di internet sebagai media promosi. Bagi yang telah menggunakanpun juga menghadapi kendala, masih sering saja terjadi gagal dalam menjual produk yang ditawarkan. Hal ini dikarenakan para pelaku UMKM belum bisa memanfaatkan teknologi informasi secara tepat guna. Hal-hal yang melatar belakangi kegagalan mereka dalam menggunakan teknologi informasi antara lain rendahnya pengetahuan mereka dalam menggunakan dan memeliharanya. Dengan kata lain *computer literacy* nya rendah. Mereka memiliki kemampuan untuk membeli suatu perangkat teknologi, namun hal itu tidaklah cukup, yang utama adalah pengetahuan mengenai pemeliharaan dan bagaimana memanfaatkan teknologi tersebut secara tepat, merupakan hal yang sering dilupakan. Padahal ketika para pelaku usaha ini memahami bagaimana memanfaatkan teknologi informasi secara tepat guna khususnya di bidang pemasaran, maka akan menjadi sebuah senjata strategis untuk menjaga eksistensi di tengah persaingan.

Kesulitan dalam mengaplikasikan teknologi sering kali menjadi alasan bagi para pelaku UMKM dalam menerapkan teknologi informasi secara tepat guna. Meskipun teknologi tersebut sebatas telepon seluler. Berdasarkan alasan tersebut maka peneliti berusaha untuk menganalisis dan merancang sistem informasi pemasaran yang memanfaatkan teknologi telepon seluler. Pertimbangan mengapa teknologi telepon seluler dipilih, karena seluruh pelaku UMKM memiliki telepon seluler namun belum dimanfaatkan dengan optimal. Selain, perancangan *mobile-marketing (m-*

marketing)berbasis *short message service(sms)* ini menjadi opsi yang tepat karena sangat *applicable* dan bersifat *user friendly*. Di samping itu para pelaku UMKM sudah tidak merasa asing dengan teknologi telepon seluler berbasis sms dan rancangan *m-marketing* yang sangat mudah diaplikasikan. Perancangan *m-marketing* berbasis sms ini bekerja sama dengan Dinas Koperasi terkait.

Summary

SMEs in particular in the area of East Java town of Pasuruan and Sidoarjo much superior. It can be seen from the data in up-loaded by the relevant agencies. The flagship SME had guidance from the Department of Cooperatives and SMEs, however, the SMEs in the conduct of its business is still facing problems related to marketing activities. The SMEs in Sidoarjo and Pasuruan city still perform conventional marketing. This occurs because of factors, they do not follow the development of information technology very dinamis. Mereka using technology but its use has not been optimal. Terbukti the promotional activities undertaken merely distributing flyers or markers struggling with the use of services.

Nevertheless, there are also some SMEs are already using information technology such as the use of social networking on the Internet as a promotional medium . For those who have menggunakanpun also face obstacles , they often happen to fail in selling the products offered . This is because the SMEs have not been able to take advantage of appropriate information technology . The things in the background of their failure to use information technology , among others, their lack of knowledge in the use and maintain . In other words, computer literacy is low . They have the ability to purchase a technology device , but it was not enough , the main thing is knowledge about maintenance and how to properly utilize these technologies , it is often forgotten . Yet when these entrepreneurs understand how to utilize information technology is particularly appropriate in the field of marketing . it would be a strategic weapon to maintain existence in the midst of competition. The difficulty in applying the technology is often the reason for the SMEs in applying information technology precisely the extent of phone technology guna. Meskipun seluler. Berdasarkan these reasons, the researchers attempted to analyze and design a marketing information system that utilizes cell phone technology. Reasons why cell phone technology chosen, because the entire phone seluleramanun SMEs have not been utilized to the optimum. In addition, the design of a mobile-marketing (m-marketing) based short message service (SMS) has become the right option because it is very applicable and are user friendly. In addition, the SMEs already do not feel unfamiliar with technology based mobile phone sms and design of m-marketing is very easy diaplikasikan. Perancangan SMS-based m-marketing is working with the Department of Cooperatives related.

Conclusion

The problem that often arises in the SMEs in Sidoarjo and Pasuruan area is still doing conventional management in its product offering. There are 5 factors that cause the problems. To that end, researchers offer solutions offered in the marketing of SMEs products based on information technology by using SMS Gate Way which allows it to be used and easily understood by SMEs Sidoarjo and Pasuruan.

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