

## CHAPTER V

### CLOSING

This chapter will be providing the conclusion from the findings and discussion of the research which has been shown in the previous chapter which followed by the assessment of the potential limitation in this study and implication for the possible future directions for the research. The analysis of results as follow:

#### 1.1. Research Conclusion

This research was conducted through qualitative method in order to acquire information regarding MSMEs owners' understanding of marketing, MSMEs' marketing strategies formulation, marketing strategies implementation, and competitive advantage. In which the data was collected from primary resources originating from several MSMEs in the area of Bukittinggi.

The aim of this research was to gain deeper understanding regarding marketing practice of MSMEs owner of keripik balado in Bukittinggi. After the data is collected through interviews, then the data was analyzed and interpreted with conclusions as follow:

##### 1. Marketing Understanding

- 1.1. From the result of the interview, it can be concluded that most of the owners associate the term marketing with the act of promoting the products in order to achieve something. In which the end goal was most likely to increase sales

of said products.

1.2. In regards of what marketing activities that can be done by MSMEs, the majority of the answers point to word-of-mouth and social media utilization.

The reason being both activities are considerably easy to do with minimal efforts and require minimum resources.

1.3. In the corresponding whether MSMEs owners consider marketing to be the most important aspect of business in comparisons to production, financial, and human resources, it can be concluded that it is not the case. Only four out of five respondents considered marketing to be the upmost important business aspect. While the rest valued production aspect better.

1.4. For those who considered marketing to be the most important aspect, there were two major reasons. The first being the beliefs that it increased the sales of products at the end of the day and the second because the activities of marketing lead to product recognition by the masses.

## 2. Marketing Strategies Formulation

None of the MSMEs owners created specific marketing strategy in their business practice as most did not understand process nor what it actually is.

Even though when questioned who is the target market of the products, most owners answered the tourist that visit Bukittinggi. Though it should be noted that there was almost no existence of efforts to specifically pander this target market. Furthermore, it is most likely the reason of the target market is what it is, because tourist happened to be the group of people that visit the area of Pasar

Atas the most.

### 3. Marketing Strategies Implementation

3.1. In the question of marketing activities that MSMEs of keripik balado conducted, the most common answer being the usage social media in methods of promotion, though the extend of such activities did not reflect the outcome as desired. The next most common activities would be the use of word-of-mouth to get people to know about the products.

3.2. In terms of product attributes, MSMEs have their packaging as indicators of their products was the norm. The attributes are most likely their labels and plastic bag to indicate their products as their brands.

3.3. There are two major consensuses when it comes to pricing of the products. The first one being trying to match the price that was already set by the market, to an extend the competitors. The other one being the price that was set by the suppliers when MSMEs purchased their products.

3.4. The most common method of selling that was conducted by MSMEs of keripik balado was direct selling to customers in their area of business. Only small numbers of MSMEs utilized online sales to help increase sales of their products.

### 4. Competitive Advantage

In regards to what MSMEs of keripik balado considered to be their competitive advantage, majority of the case pointed to the quality, specifically taste of their

products. However, it should be noted that it hardly can be considered as competitive advantage since they sell the same products. The taste argument is subjective and cannot be measured to a certain standard to determine which one is better.

## 1.2. Research Implication

This research contained some implication in which can be used to enhance the understanding on marketing practice of MSMEs of keripik balado in Bukittinggi. The result of the research has shown to an extend how MSMEs owners of keripik balado in Bukittinggi understand the concept of marketing. The implications of this research are as follows:

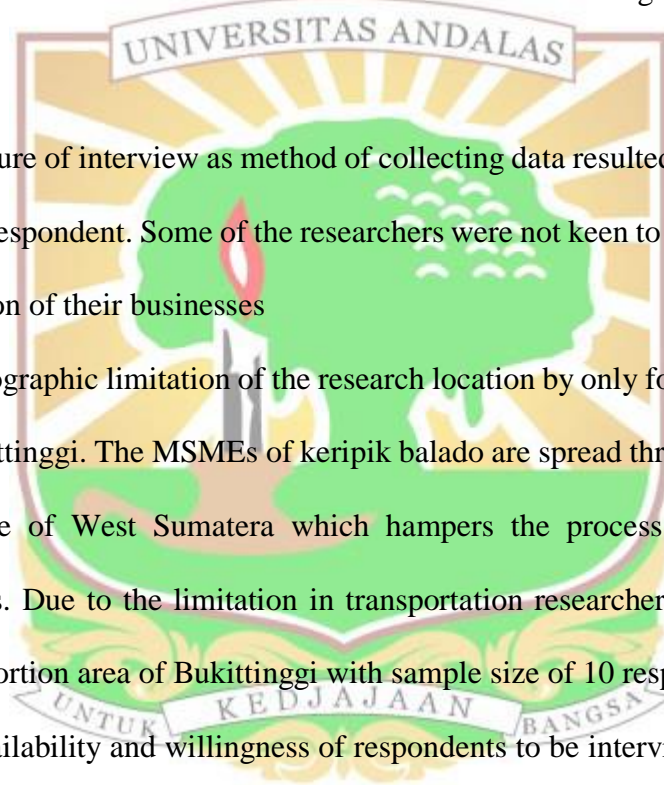
1. With the fact that most MSMEs owners in Bukittinggi are aged beyond forty-years old could stipulate the reason why most of them do not have proper understanding to what constitute as marketing, hence not necessarily practicing them every day in their business activities.
2. The length of business operation does not necessarily determine sales number of most MSMEs. As some business has operated for longer time yet their number of sales do not reflect this added experience in selling. This phenomenon can be attributed to lack of efforts for these owners to improve their business understanding as reflected by lack of sufficient training received.
3. For the MSMEs in the snack food of Karipik Balado can use this information in order to understand the importance of marketing insight and marketing

practices that are relevant to their business which later can increase their competitiveness, gaining higher market share, developing their businesses, increase their marketing performance, which can influence the overall business performance.

### 1.3. Research Limitation

The researched discovered several limitations when conducting the research which are as follows:

1. The nature of interview as method of collecting data resulted in bias responses by the respondent. Some of the researchers were not keen to realize the current condition of their businesses
2. The geographic limitation of the research location by only focusing on the city of Bukittinggi. The MSMEs of keripik balado are spread throughout the entire province of West Sumatera which hampers the process to acquire more samples. Due to the limitation in transportation researcher can only cover a small portion area of Bukittinggi with sample size of 10 respondents.
3. The availability and willingness of respondents to be interviewed also proved to be limitation on doing research. Many were hesitant to answer questions and some were even distracted due to interview being conducted during their operational hour.



#### 1.4. Research Recommendation

1. For researcher who is interested to conduct research with similar topic, it is recommended to use more sample in order to acquire more perspective of respondent and avoid biases in their answers, which prompt researcher to deconstruct each question before being asked to respondent.
2. Future researcher is also suggested to combine both qualitative and quantitative analysis in conducting research. With the addition of quantitative analysis, which was not used in this research, it can help to get a more generalized result at the end.
3. With the overwhelming number of female respondent, future researcher can dive in further to the specific of female entrepreneur of MSMEs in Bukittinggi.
4. Future research can also incorporate more variables such as sales performance to see the extend effect of marketing understanding that MSMEs owners possessed. This can be done to see how marketing understanding influence their sales.

