
Village Owned Enterprise Survival Strategy by Raising Brand Awareness of Advertising Through Marketing on Social Media

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ABSTRAK

Desa sebagai pusat perkembangan perekonomian selalu menarik untuk dikaji, ini dikarenakan struktur desa di Indonesia pada umumnya mendukung pergerakan perekonomian perkotaan. Tujuan penelitian ini adalah untuk menganalisis bagaimana peranan marketing dan citra diri pada salah satu organ desa yaitu badan usaha milik desa (BUMDes). Sebagai salah satu cara bertahan hidup adalah bagaimana BUMDes bisa meningkatkan *brand awareness* terhadap bisnis dan usaha yang dijalankannya. Metode yang digunakan adalah penelitian kualitatif dengan memadukan penjelasan deskriptif. Sebagai salah satu layanan publik yang kewajibannya mendapatkan tambahan pendapatan lewat bidang usaha maka BUMDes melakukan komunikasi pemasaran terhadap para konsumen dan memperluas jejaring pemasaran melalui perbaikan citra diri melalui dua strategi. Strategi yang secara langsung atau *below the line* lalu dengan menggunakan strategi tidak langsung atau *indirect preposition*. Hasil responden menunjukkan ada tahapan yang harus dilewati terkait dengan perbaikan citra diri diantaranya melalui strategi, iklan dan brand awareness dijalankan untuk strategi langsung, sedangkan strategi tidak langsung bisa dengan membuat pemasaran dengan menggunakan kegiatan atau aktifitas event sebagai ujung tombak. Citra diri yang baik akan membantu siklus bisnis BUMDes menjadi lebih kuat dan mendukung program desa sebagai pusat kemajuan perekonomian bangsa bisa tercapai dengan baik.

Kata kunci : Citra diri, Iklan, Strategi Pemasaran, media sosial

ABSTRACT

The village as the center of economic development is always interesting to study, because the village structure in Indonesia generally supports the movement of the urban economy. The aim of this study was to analyze the role of marketing and self-image in one of the village organs, namely village-owned enterprises (BUMDes). One way of survival is how BUMDes can increase the brand awareness of the businesses and businesses they run. Quantitative research supporting by descriptive analysis is the method used. As one of the public services whose obligation is to obtain additional revenue through the business sector, BUMDes conducts marketing communications to consumers and expands marketing networks by improving self-image through two strategies. Direct strategies or below the line, use indirect prepositions. Respondents' results show that there are steps that need to be taken. In order to improve self-image, including through strategy, advertising and brand awareness, which are implemented for direct strategie. Indirect strategies can be implemented with activities or event activities as a spearhead. A good self-image will help the BUMDes business cycle to become stronger and support village programs as the center of the nation's economic progress.

Keywords: Brand image, advertising, Marketing Strategy, Social media.

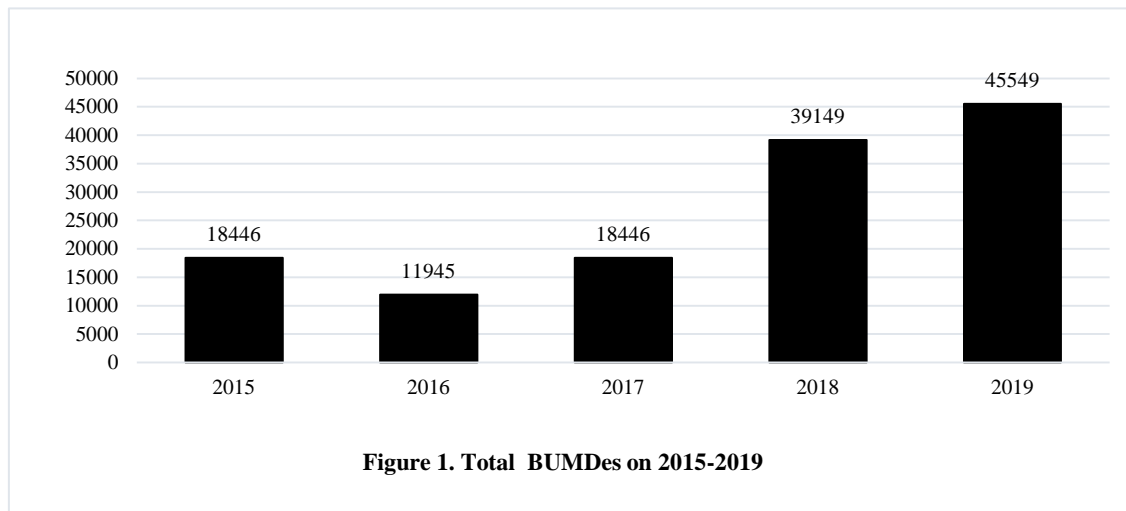
INTRODUCTION

In selling its products or services, a company must do marketing. Marketing is an important stage because marketing can make a company achieve its goals in a target market (Slater, Hult, & Olson, 2010). To carry out company marketing requires a strategy; companies that have been running for a long time, newcomers also need to run their business (Slater, Hult, & Olson, 2010), do not only need marketing strategy. In addition, the role of marketing communication is equally important for companies, because the main purpose of

marketing communication is communication, from which communication can generate awareness, knowledge, preferences, preferences and behavior of the community (Key & Czaplewski, 2017). There are many ways that companies can do promotions, one of which is creative advertising to increase brand awareness of a product in the community. Advertising has become one of the most popular marketing communication tools for companies to market their products and has an important role in increasing brand awareness to sales. The journey of the world of advertising is very long,

advertising has been used by the Romans to advertise gladiatorial competitions in its time, besides the Romans, the Phoenicians used advertisements to promote their wares by painting the pictures they sell, they paint them on big rocks along the route (Moriarty, Mitchell &

Wells, 2009). Along with the times and technology, at the beginning of the 19th century, printed media were used. Advertising in this era uses newspapers, leaflets and posters as the main media.



Source : The Ministry of Villages, Development of Disadvantaged Regions, and Transmigration, 2019

The end of the 19th century advertisers had given brands for their products, until the era of agency and creativity emerged as it is now. Advertising can make potential consumers interested in buying products or services that the company offers because of its attention-grabbing nature. According to (Moriarty, Mitchell, & Wells, 2009) advertising will attract attention, provide information, and sometimes be a little entertaining, and is intended to elicit a response, such as a sale also as mentioned potential consumers are made to pay attention and care about products that provide benefits to them which will provide a reason for them to buy (Hermawan, 2012).

Based on the picture above (Figure 1), it can be seen that the number of BUMDes in Indonesia itself is increasing and has considerable potential in developing the uniqueness of its business. Year 2015 with the number 18.446. It fell in 2016, and rose again in 2017, and gradually increased until 2018 and 2019. The peak in 2020 predicted to 50.000. Village Owned Enterprise services became an accelerator for the running of village funding sources, especially with the village fund program that was launched by the government.

Similar to business development that is carried out in general, conducting marketing promotion activities is still considered very minimal and not balanced with productivity. That is, in this case the village government is only an initiator that facilitates the issuance of village regulations regarding the establishment of Village BUMDES by considering 5 things, including: Village government or village community initiatives, village economic business potential, natural resources in the village, capable human resources managing and capital participation from the village government in the form of village financing and assets that are submitted to be managed as part of the BUMDes business. Creative advertising in increasing bumdes brand awareness. Thus this study describes the survival strategies of the bumdes and at the same time sees how advertising can help marketing using social media.

LITERATURE REVIEW

Strategy

According to Faulker and Johnson (1992) strategy is closely related to the vision, mission and long-term goals of each company. Besides that, it is also an important strategy for the

company to be able to compete with its competitors (Widyowati, 2009). While (Kotler, 2003) defines that strategy is an adhesive that aims to help and provide a consistent value proposition and build a different image to the target market (As'ari, 2012).

The strategy must have what specifications, namely the objectives to be achieved, where the industry and product market will be targeted, and the last one is how, namely how resources and activities will be allocated to each product market to meet the opportunities and threats that exist in the environment and for achievement of competitive advantage (Siregar, 2009).

Quoting (Stoner, Freeman and Gilbert Jr. in Tjiptono, 1997) the concept of strategy is classified into two different points of view: first, based on what you want to do or intends to do, meaning that managers play an active role in setting programs to determine and achieve goals. organization and implementing the organization's mission, and second, based on what it ultimately does or eventually does, meaning that managers play an active role in the dynamics of the organizational environment (Widyowati, 2009).

Strategy can be useful through tactical activities that are able to build and create strength through continuity and consistency. In addition, a clear strategic direction and mutual agreement will make tactical planning easier and faster. Strategy in essence is planning (planning) and management (management) to achieve a goal. However, to achieve this goal, the strategy does not function as a road map, only shows the direction, operational tactics must be better able to show the right direction (As'ari, 2012).

One of the strategies that companies can use to achieve their goals is to use a marketing mix that includes product, price, place and promotion. The marketing mix is a tactical marketing tool that can be controlled by the company to produce the desired response in the target market (Kotler & Armstrong, 1997).

The following is the definition of each marketing mix variable according to (Kotler & Armstrong, 1997): Product, which is a combination of goods and services offered by the company to the target market. Price, which is the amount of money that must be paid by the customer to get the product. Place (Distribution), which is the company's activity to make products available to target consumers. Promotion, namely activities that communicate product advantages and persuade target customers to buy it.

Along with its development, the elements of the existing promotional mix continue to increase, such as the addition of the element of people, which concerns the quality of human resources who carry out marketing. power, which concerns the strength of the company's efforts to approach consumers, and physical-evidence, which refers to the physical evidence of the company and the products it markets. Kotler and Armstrong further explained that marketing strategy consists of a specific strategy for the target market, product positioning, marketing mix, and marketing spending levels.

Marketing Strategy

Marketing according to (Kotler & Armstrong, 1997) is a social and managerial process that allows individuals and groups to get what they need and want through the creation and exchange of value with others. Meanwhile, according to (Shinta, 2011) it is a process and managerial that allows individuals or groups to get what they need and want by creating, offering and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers.

Another expert, namely (Tjiptono, 2002) defines that marketing is a social and managerial process in which individuals or groups get what they need and want through the creation, coloring, and exchange of everything of value with other people or groups. From the above definition, it can be concluded that marketing is based on the needs and demands of the market, then there is creation, offering, until there is an exchange of value.

As explained by (Moonti, 2015) that this definition of marketing rests on a core concept which includes needs, wants, and demands. Thus, this marketing concept is based on the reality of human needs and desires. Marketing in today's adults does not only market products or services to consumers, but there must also be satisfaction that is felt by consumers. Apart from targeting new customers, marketing must also be able to retain existing customers. According to (Lin, F., & Ho, C, 2019) marketing strategy is a fundamental tool that is planned to achieve a company by developing a sustainable competitive advantage through the entered market and the marketing programs used to serve these target markets (Kesa, 2019).

People as consumers do not easily buy a product without considering several factors such as product, location price and promotion (Kotler

& Armstrong, 1997). In addition, in a purchase decision making, it does not only end with the occurrence of a purchase transaction, but is also followed by the post purchase behavior stage (Moonti, 2015). At this stage, you will feel a certain level of satisfaction or dissatisfaction that will affect the next behavior.

To create customer satisfaction, companies need to have a marketing strategy that is precise in marketing their products, according (Tull and Kahle in Tjiptono, 1997) marketing strategy is also a fundamental tool planned to achieve company goals by developing competitive advantages that are used to serve target markets (Aroembinang, 2013). Even though the company is oriented towards the profit from the products it sells, in fact the company cannot sell the product to the whole society. People who are very large, widely spread, and too varied in meeting their needs, require segmentation, targeting and positioning the company in the market.

Companies can do effective and targeted marketing. The following is the definition and steps to do it according to (Kotler & Armstrong, 1997): firstly, Segmenting which is to divide the market into groups of buyers who are differentiated according to different needs, characteristics, or behavior that may require a separate product or marketing mix.

Segmentation itself is divided into several elements, namely geography, demographics, psychographics and certain behaviors. Geographical segmentation that divides the market into units such as countries, regions, states, cities, or villages. Then there is a classification based on demographics which classifies the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, and nationality. Demographic segmentation is a very popular segmentation, because consumer needs, wants, and usage levels are often very close to demographic variables. Psychographics divide buyers into different groups based on characteristics of social class, lifestyle and personality.

Then the second step is Targeting (Target Market), which is the process of evaluating the attractiveness of each market segment and selecting one or more segments to enter. After determining a market segment, a company can enter one or several segments of a particular market. Targeting the market includes evaluating the attractiveness of each market segment and selecting one or more segments to enter.

Meanwhile, the third is positioning (Positioning yourself in the market) by making arrangements so that a product occupies a clear, differentiated, and coveted place in the minds of target consumers against competing products. Formulate product positioning and detailed marketing mix to compete. After deciding which market segment to enter, a company must decide what position it wants to occupy in that segment.

Surviving BUMDes

The proper definition of BUMDes is an agency formed by the initiation of the community and / or village government to utilize all economic potential, economic institutions, as well as potential natural and human resources in order to improve the welfare of rural communities. BUMDes specifically cannot be equated with a legal entity such as a limited liability company, CV, or cooperative.

Therefore, BUMDes is a business entity characterized by a village which in carrying out its activities is not only to assist in the implementation of village governance, but also to meet the needs of the village community. Then, in its activities, BUM Desa is not only oriented towards financial profit, but is also oriented to support the improvement of the welfare of the village community and is expected to develop business units in utilizing the economic potential of the village.

According (Olujimi Kayode, 2014) marketing communication is a targeted interaction with consumers using one or more media such as letters, newspapers and magazines, television, radio, billboards, telemarketing and the internet (Widyastuti, 2017). Meanwhile, according to (Sukoco, 2018) communication is a tool company tool that is tasked with informing, reminding, and persuading consumers consciously and unconsciously about the products being sold. In simple terms, both of them can be concluded that the effectiveness of marketing depends on the effectiveness of communication.

Marketing emphasizes more such as strategy and creation process for consumers, whereas, if it has been done, it will involve a lot of communication activities to convey to consumers. Many marketing activities involve the communication process in it. To communicate a product it has, a company needs an effective and efficient strategy. This strategy is structured to promote products with various existing media, besides that, such as promotional costs must also be considered, in order to use

media that get maximum results with minimum costs (Arbi, 2001).

Media that can be used to achieve the goals of corporate marketing communications are often referred to as marketing communication mixes or promotional mixes and these media are: Further (Kotler & Armstrong, 2008) explains the definitions of the five main promotional tools as follows : Advertising is paid for all forms of non-personal presentation and promotion of ideas, goods, or services with certain sponsors. Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service.

Personal selling is a personal presentation by a company salesperson for the purpose of generating sales and building customer relationships. Direct marketing is direct marketing with individual consumers and is carefully targeted to elicit immediate responses and build lasting customer relationships - the use of direct mail, telephone, television, direct response, e-mail, internet, and other means of communication. directly with certain consumers. According to (Widyastuti, 2017) the marketing communication strategy is designed to improve several aspects, including: Cognitive, which affects the intellectuality of the message recipient. Affective, which does not only affect the intellect of the recipient of the message but also feelings. Conactive, which affects the behavior of the message recipient.

Advertising

Advertising is one of the many promotional mixes. According to (Richards and Curran,2002) advertising is a form of paid communication from an identifiable source, designed to persuade recipients to take action in the present or in the future. (Thorson & Duffy, 2012). Another expert (Moriarty, Mitchell, & Wells, 2009) defines advertising itself as a type of marketing communication, which is a general term that refers to all forms of communication techniques used by marketers to reach their consumers and convey their messages.

According to (Aeker,1991); (Batra, et al ,1995); (Keller, 1993); (Rossiter and Percy,1987); and (Yoo et al, 2000) stated that advertising can create and increase brand awareness or brand awareness by exposing the brand to customers (Huang & Sarigöllü, 2012). (Krishnan and Chakravarti,1993) say that advertising can also increase the likelihood of a brand being put into consideration by consumers before making a decision, this can improve the

performance of a brand (Huang & Sarigöllü, 2012).

Advertising has different goals in its implementation, it depends on the goals of the company itself, usually advertising has the aim of increasing sales, but there are stages where the company must build awareness and a good image first. According to (Kotler & Armstrong, 2008) advertising has objectives which include: informative advertising, informative advertising persuasive advertising, reminder advertising. Kincaid and William (1990) classify media that can be used in advertising including social media (Arbi, 2001).

Brand Awareness

Brand awareness according (Keller,2003) is about all brand information stored in the customer's memory personally (Foroudi, 2019). Meanwhile, according to (Valkenburg and Bujizen ,2005) brand awareness is an individual knowledge of a particular brand about the brand name, logo and symbols associated with the customer's memory (Sürücü, Öztürk, Okumus, & Bilgihan, 2019); (Hoyer and Brown,1990). brand awareness or brand awareness has a significant impact when consumers make purchase decisions, a brand that is more recognized by customers has a greater chance of being chosen by customers, than brands that are not recognized (Huang & Sarigöllü, 2012).

Direct selling or marketing is a multi-channel marketing system that uses a variety of media to connect sellers with consumers who make direct transactions, such as retail and wholesale (Moriarty, Mitchell, & Wells, 2009). Direct marketing is an interactive marketing system that uses one or more advertising media to generate responses and transactions that can be measured at a given location.

The use of non-personal communication tools for direct business communication, such as e-mail marketing, telemarketing, internet marketing, fax and others to get responses from certain customers or potential customers (Widyastuti, 2017). Direct marketing has several characteristics, following characteristics according to (Widyastuti, 2017): Nonpublic, the message is addressed to certain customers. Customized, customized messages tailored to attract specific customers or potential customers. Up-to-date, messages that are prepared quickly to be given to specific customers or prospects. Interactive, messages can be changed depending on the response of the prospect or customer.

Direct marketing includes a focus on marketing research to guide strategy and database development in order to target customers and potential customers and invite them to interact with the company. Direct marketers use a variety of media such as catalogs, letters, telemarketing, advertising, to new media such as websites and search engine marketing.

METHODOLOGY

Writing Method

This type of research is quantitative, using respondent as primary data and analyse with descriptive to support fact and to answer research question. According to (Mantra, 2004) in the book (Moleong, 2007) suggests a qualitative method as a research procedure that produces descriptive data in the form of words or words from people and observable behavior (Siyoto & Sodik, 2015). Interviews are a form of direct communication between researchers and respondents. Communication takes place in the form of question and answer in a face-to-face relationship. The respondent's movements and mimics are a media ball that complements verbal words. (Gulo, 2002). Respondents who were drawn and extracted into qualitative data answered questionnaire were fifty- respondents consisting of BUMdes officials, village stakeholders in Bandung, Bogor, Purwokerto, Sukabumi and Kuningan.

Data Collection Techniques

The interview and collecting primary method that the author uses is by asking several questions based on questionnaire to several sections in the official employee of a village-based business entity. Interviews were conducted face-to-face regarding the strategies they applied. Literature study is the search for information that comes from written heritage, such as books, archives research and other reference sources describing with regression and chart or table to explain the results.

RESULT AND DISCUSSION

In running its business, village-based business entities need to do marketing in selling their products and services. Competition is very tight in the small-village business entity industry in Indonesia, requiring village-based enterprises to innovate in marketing their products and services to the wider community, this is needed because the times are constantly changing in order to achieve consumer satisfaction. In order for customers to stay afloat or be loyal to the products and services they offer, micro-village business entities must maintain good communication and relationships with customers.

In communicating their products and services, small village enterprises need to communicate using a marketing communication strategy showing in Table 1. The standard deviation of Marketing strategy reaches 0.782.

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Marketing Strategy	50	1	3	2.60	.782
Age of Respondent	50	23	80	42.38	13.793
Highest Year Of School Completed	50	3	20	14.52	3.553
Brand Image And Brand Awareness	50	1	2	1.24	.431
Survival Strategy Social Media	50	1	4	1.92	1.140
Respondents Sex	50	1	2	1.64	.485
d	0				
Valid N (listwise)	0				

Sources: Author Data Collection, 2020

The methods or methods used by BUMDes Entity in delivering or communicating the products and services they offer are very important for the success of marketing and the

formation of the brand of BUMDes Entity itself. Village business entities can communicate their products and services in several ways, including advertising, sales promotion, public relations,

personal selling and direct marketing to create brand image and brand awareness 0,431.

One of the objectives of the marketing communication strategy is to increase brand awareness, table 2. Show of variance analysis a

Predictors: (Constant), Brand Image And Brand Awareness, Marketing Strategy with dependent Variable: Survival Strategy Social Media. 0.956 significant marketing strategy and brand areness influenced survival strategy.

Table 2. Analysis of Variance (B)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.121	2	0.060	0.045	0.956(a)
	Residual	63.559	47	1.352		
	Total	63.680	49			

a Predictors: (Constant), Brand Image And Brand Awareness, Marketing Strategy

B Dependent Variable: Survival Strategy Social Media

Sources: Author Data Collection, 2020

Marketing strategy through advertising and social media marketing

In a company, the role of each division in carrying out its duties is very important, for example in the division that is in charge of

marketing the BUMDes village-based business entity. In the first stage, what the marketing communication division does is to develop a brand showing on table 3.

Table. 3 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	2.037	.775		2.628	.012
	Marketing Strategy	.009	.213	.006	.041	.967
	Brand Image And Brand Awareness	-.113	.386	-.043	-.292	.771

a Dependent Variable: Survival Strategy Social Media

Sources: Author Data Collection, 2020

With 0.967, by setting a target audience, identifying audience perceptions and behavior, developing a brand image, and brand rebranding. The next stage, the marketing communication division undertakes market development or market development by conducting promotions through Above The Line (ATL) and Below The Line (BTL). By doing these activities, it will generate brand value including brand image and brand awareness 0.771.

BUMDES Workflow

After getting directions from the product owner, the marketing communication division carries out brand development or brand development by paying attention to segmenting, targeting and positioning of a brand. The marketing communication division prepares a concept and media strategy for publication

through ATL and BTL. Through ATL activities carried out are in print media, electronic media and online media or the internet (website and social media). In BTL activities, the marketing communication division can carry out brand activation through sponsorship, events and multi brands. The evaluation results can be used as a reference for determining the next strategy.

Segmenting, Targeting and Positioning of BUMdes

Segmenting or segmentation is an activity to classify markets into groups with various categories. In segmenting it can be divided based on geographic, demographic and psychographic. The geographic segmentation of the market is categorized by region, the segment determined by the BUMDes village-owned enterprises for services is people who live in sub-urban or on

the outskirts of the city, and rural or in agricultural areas.

Demographic segmentation divides the market by grouping by gender, age, profession, income and others. The segments determined by BUMDes based on gender target both men and women. From the types of professions, namely people who work as micro entrepreneurs or micro entrepreneurs, fixed income employees, housewives, civil servants and blue collar workers. And the target age is from 15 to 60 years old. When viewed from a professional perspective, for income, Village-owned enterprises target people with permanent or non-permanent income.

Psychographic segmentation that divides the market according to social class, lifestyle and personality. In terms of behavior, the village business entity targets for services are people who have a non-consumptive lifestyle. After

segmenting, the company then sets a target market or targeting. Targeting, namely the company determines one or more segments that will be used as target markets and develops strategies for the segments that have been selected.

Based on the segmentation above, the village-owned micro business entity targets for services are provided people who live in sub-urban and rural areas needs.

The final stage carried out by the company is positioning. Positioning is positioning the product in the market in the face of competition. The village-owned enterprises position selected strategy that are very close to the community as shown on figure 2, especially the micro segment by expanding the BUMdes campaign program that is spread throughout the country.

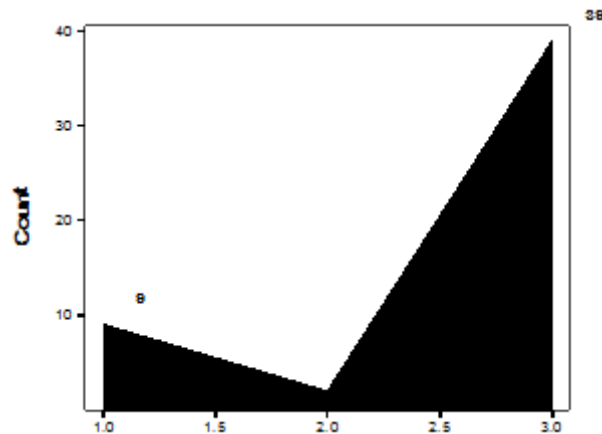


Figure 2. Marketing Strategy
Sources: Author Data Collection, 2020

Media Selection Strategy

Based on information obtained from interviews with staff of the marketing communication division of the media management section, before publishing an advertisement, there are several steps that must

be done, one of which is the selection of the media. This is done so that the advertisements published can be right on target according to the target set by the village-based business entity, especially for services.

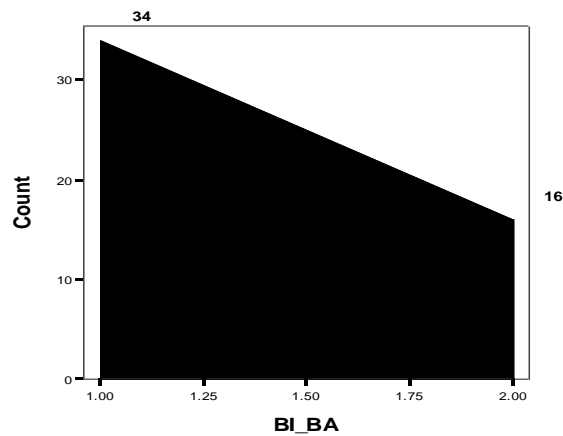


Figure 3 .Brand Awareness and Brand Image
Sources: Author Data Collection, 2020

Figure 3 showed that The following steps are taken to select the media are determining the target audience. The first step is to determine the target audience.

Above The Line (ATL)

Above The Line (ATL) advertising is an advertising activity using mass media such as television, radio, newspapers, magazines and billboards (Widyastuti, 2017). The following are some of the advertisements published by the BUMdes Village Business Entity regarding figure 3. As survival system to enhanced BUMdes on social media;

a. Newspaper

Four respondent preferred choose Newspapers, newspapers can adjust news or content according to the preferences of their readers (Ho, Song, & Kim, 2020) or in other words already have their target audience respectively. Apart from that, advertising in the newspaper also does not have a deadline for publication like in other media. The right media for advertising, because according to Litman and bridges (1986), Headlines must be able to convey the main message so that people immediately understand the points of the advertisement, therefore they are the most important element in advertising (Moriarty, Mitchell, & Wells, 2009).

b. Television and Radio

Television is still one of the most widely used media for advertising, because television has many users. This is because television is the most trusted source of news and information. (Joo et al, 2014). In addition, television can also influence the behavior and attitudes of the

audience (Boyland & Halford, 2013). Ads are affected by the duration containing the benefits that consumers will get by continuing to save at the village-owned enterprises. The advertisement shows the benefits that will be obtained by informing the available gifts and taxes that will be borne entirely by the village business entity.

Twelve respondents choose TV and Radio, along with the development of the technological age, it has developed rapidly until the presence of the internet. These technologies have changed the way companies do business, and especially the methods they use to increase awareness of their products and services. A growing paradigm, advertising is now shifting from traditional advertising media (TV, direct marketing, etc.) to digital-centric (Aslam & Karjaluoto, 2017). The weakness this technology depending on coverage and also expensive.

c.. Social Media

The choice of Social media as an advertising medium is the right thing to advertise services, because according to Stephen and Toubia (2010) social media can build brand awareness. Since social media is widely used, a brand that is widespread on these social media networks can create brand awareness. (Dehghani et al, 2016).

The choice of social media such Youtube, facebook, Instagram, Twitter as an advertising medium is the right thing to advertise services, this is because according to Ashley & Tuten (2015) image-based social media platforms such as Instagram continue to show growth, this platform is also a great place for marketing and advertising, besides brands that are advertising on this platform also continues to develop ways

to increase user engagement (Kim, Seely, & Jung, 2017).

Another reason seventeen respondents for choosing social media as an advertising medium is because services have targeted high tech applicant become consumers. Social media advertise ad that this time airs on every social media. This ad informs the reader about the benefits that services consumers can get. In addition, the advertisement also informs what benefits can be obtained.

The headline of the advertisement this time contains and has informed the main message to be conveyed to readers. The headline has also worked in a combination of images, this is shown in the headline which contains realizing dreams represented by the intended dream images. According to (Kumar, 2009) headlines must have characteristics including influencing the reader's mind, creating desire and stimulating interest.

Below The Line (BTL) Marketing

Below The Line or BTL is an advertising activity using more specific media in reaching certain consumer groups, such as through distribution of brochures, product sampling,

organizing certain events and so on (Widyastuti, 2017). The following events according seventeen people asking on the questionnaire held by village owned business entities are events carried out as a form of appreciation to consumers, consumers and market share.

Internal inhibiting factors include limited budget. If we compare it to start-up companies village owned business are still unable to be like these start-up companies in promoting with advertisements. The budget is still an internal obstacle to conducting promotions for them, but They must still be able to maximize this promotion by choosing the appropriate media.

Starting from planning, procurement, choosing the appropriate media to be done by BUMdes village-based business entities itself. On the other hand, large companies have used agencies to work on it from strategy to placement for their advertisements. This is related to the status of village-owned enterprises which are small and medium or micro economy. Village-owned enterprises are very closely regulated and supervised and cannot publish carelessly, this is done to maintain the company's image as a Villages assets.

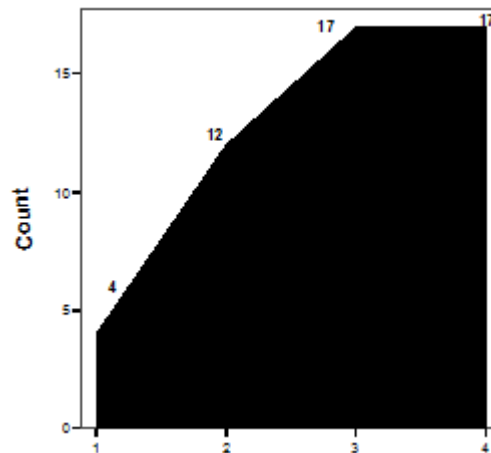


Figure 4. Survival Strategy-Social Media
 Sources: Author Data Collection, 2020

External Barriers, village-based business entities must also be able to adjust quickly according to ongoing trends and conditions. For example, during a pandemic like this, companies that advertise through billboards located on the sides of the road will rent the billboards for one year to advertise. Without knowing it, conditions change rapidly due to a pandemic, so companies must be able to quickly adjust to digital advertising, because people will spend a lot of

time indoors. In addition, because consumers and market share have also targeted the public demand but village-owned enterprises also advertise a lot in digital which was previously rarely done.

CONCLUSION

Based on the description and discussion with marketing survival strategies through creative advertising in increasing bumdes brand

awareness, the conclusion is: The role that the marketing strategy has is very important in increasing consumer brand awareness and market share. Because in the process that starts from brand development, market development to produce brand value.

Advertising strategies are used through Above The Line (ATL) and Below The Line (BTL). At ATL, the village owned business entity can use the newspapers to advertise consumers and market share. In addition, BUMDes also choose Television local or national to advertise consumers and market share. The BUMDes also advertises consumers and market share through digital media, namely Instagram, Facebook, and Youtube in order to target the millennial generation to become consumer consumers and market share. At BTL, the village business entity holds events in their marketing area. This event was held with the aim of increasing brand awareness and loyalty to consumers. The inhibiting factors are internal and external. Internal factors consist of the limited existing budget and all processes carried out, and the external inhibiting factors are competition with competitors and also conditions & trends that are rapidly changing.

RECOMMENDATION

In order to approach the millennial generation, village-owned enterprises need to advertise more consumer products and market share in media that are widely used by millennial generations such as digital media. In digital media, village business entities can take advantage of social media such as Instagram, Twitter, Facebook and even Youtube. For example on Instagram social media, BUMDes village business entities can hold events and mix with social media to boosting the influence. Village owned enterprises-like business entity can further promote consumers and market share to the millennial generation, and as a result, it will increase the awareness of the millennial generation. Regarding external inhibiting factors, especially trends and conditions that are rapidly changing, the author suggests BUMdes village-owned enterprises to always be ready to deal with this, such as the current condition that is currently happening in a pandemic, BUMdes village-owned enterprises must be able to immediately adjust to existing conditions by how to use other media to advertise consumers and market share such as the media. This research can be developed with a larger and more adequate number of samples, using a multi-

regression method to explore many other influencing factors.

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