

## EFFECTIVE MARKETING STRATEGIES FOR MSMEs DURING RAMADAN IN INDONESIA

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### Abstrak

Bulan Ramadhan merupakan momen penting bagi masyarakat Muslim di Indonesia yang ditandai dengan puasa selama sebulan penuh. Selain memiliki nilai keagamaan yang tinggi, Bulan Ramadhan juga menjadi momen yang dinantikan untuk berbelanja dan berbisnis bagi UMKM. Di Indonesia, UMKM menjadi salah satu sektor yang cukup besar dan memberikan kontribusi signifikan terhadap perekonomian. Namun, UMKM masih mengalami banyak kendala dalam memasarkan produknya, terutama selama Bulan Ramadhan. Oleh karena itu, diperlukan penelitian mengenai strategi pemasaran yang efektif untuk UMKM selama Bulan Ramadhan di Indonesia. Penelitian ini bersifat kualitatif. Teknik pengumpulan data meliputi menyimak dan mencatat informasi penting untuk melakukan analisis data melalui reduksi data, display data, dan penarikan kesimpulan. Hasil studi ini menyimpulkan bahwa dalam mempersiapkan strategi pemasaran yang efektif, UMKM harus mempertimbangkan kehadiran online, penawaran khusus, event atau lomba, peningkatan kualitas produk dan layanan, kerjasama dengan bisnis lain, memperhatikan kebutuhan pelanggan, dan produk halal. UMKM juga harus memantau kinerja kampanye pemasaran mereka, mempertimbangkan etika dalam pemasaran, dan melakukan penelitian dan analisis yang cukup sebelum merancang strategi mereka.

**Kata kunci:** Strategi, Pemasaran, Efektif, UMKM, Ramadhan

### Abstract

The month of Ramadan is an important moment for Muslim communities in Indonesia which is characterised by fasting for a whole month. In addition to having high religious value, the month of Ramadan is also a moment to look forward to shopping and doing business for MSMEs. In Indonesia, MSMEs are one of the largest sectors and contribute significantly to the economy. However, MSMEs still experience many obstacles in marketing their products, especially during the month of Ramadan. Therefore, research is needed on effective marketing strategies for MSMEs during the month of Ramadan in Indonesia. This research is qualitative in nature. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing. The results of this study concluded that in preparing an effective marketing strategy, MSMEs should consider online presence, special offers, events or competitions, improving product and service quality, collaborating with other businesses, paying attention to customer needs, and halal products. MSMEs should also monitor the performance of their marketing campaigns, consider ethics in marketing, and conduct sufficient research and analysis before designing their strategies.

**Keywords:** Strategy, Marketing, Effective, MSMEs, Ramadhan

### INTRODUCTION

The month of Ramadan is an important moment for Muslims in Indonesia, characterised by a month-long fast. Apart from having a high religious value, the month of Ramadan is also an anticipated moment for shopping and doing business (Alghafli et al., 2019) and (Ma'mun, 2016). Many people hunt for discounts and attractive promos in the month of Ramadan to fulfil their daily needs, such as clothing, food, and other necessities.

In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) are one of the largest sectors and contribute significantly to the economy (Ausat & Suherlan, 2022); (Kamar et al., 2022) and (Sutrisno, Cakranegara, Asri, et al., 2022). However, MSMEs still experience many obstacles in marketing their products (Ausat, Siti Astuti, et al., 2022), especially during Ramadan. They often

struggle to attract consumers' attention and compete with other competitors who also offer similar products (Sampe et al., 2022); (Ausat & Suherlan, 2021) and (Sutrisno, Cakranegara, Hendrayani, et al., 2022).

Therefore, research is needed on effective marketing strategies for MSMEs during Ramadan in Indonesia. This research is expected to provide the right solution for MSMEs in marketing their products during the month of Ramadan and increase their sales. In addition, this research can also provide new insights for entrepreneurs and marketers on how to utilise the month of Ramadan as an opportunity to increase sales and business profits.

## METHOD

This research uses a literature review methodology, in which the researcher does not conduct primary data collection through direct field research. The researcher used various reference sources to ensure the smooth running of the research. The literature used in this paper was obtained from digital media and scientific repositories using keywords relevant to the themes discussed, namely marketing strategy, effectiveness, MSMEs, and Ramadhan. The author used a flexible methodology in selecting relevant reference sources, without limiting the scope to specific journals or digital platforms. The authors used a variety of sources, including the journal portals Emerald Insight, ResearchGate, and Elsevier, as evidence for their arguments. The focal point of this article deals with the effective marketing strategies of MSMEs during Ramadan. We used the technique of emphasising certain keywords to limit the scope of the discussion and ensure coherence. The researcher's search query focused on scholarly journals, articles, and publications published between 2015 to date. In the source collection process, we used keywords to conduct searches across various publishing platforms. It should be noted that only papers, journals, and publications that are highly relevant to the topic of MSMEs' effective marketing strategies and their influence on their existence during the month of Ramadan, while others can be ignored. This scholarly article includes a comprehensive total of 22 sources.

The current investigation is categorized as a type of qualitative inquiry. The data collection process entails the utilization of diverse techniques, including attentive listening and meticulous recording of relevant information. The aforementioned methods are utilized to aid in the analysis of data, which is achieved through the procedures of data reduction, data presentation, and inference drawing. The overarching objective of this analysis is to acquire a thorough comprehension of the literature review conducted as a component of this research undertaking. In the phase of data reduction, the data is organized, classified, and removed in a way that enables the production of meaningful findings and eases the task of making inferences. The requirement to conduct data analysis during the reduction phase is a result of the extensive and complex characteristics of the data. The reduction phase was executed to ascertain the pertinence of the information to the final aim. At the outset, a cumulative sum of 30 sources were procured. Following the initial process, the numerical quantity was altered to 22. Following that, the information will be exhibited via a visual representation. The present phase constitutes a subsequent step in the process of data reduction, whereby a set of data is systematically arranged in a structured format to enhance comprehension and facilitate the derivation of inferences. The modality of data presentation employed in this particular context is written discourse (in the form of field notes). The manner in which data is organized and arranged in a relational pattern is made more efficient through the utilization of this data presentation. The ultimate stage of the process entails deriving inferences from the gathered data. The ongoing stage signifies the termination of our utilized qualitative data analysis approach, in which we scrutinize the results of data reduction and data display to guarantee congruity with the proposed analysis goals. The aim of this stage is to extract meaning from the collected data through the identification of correlations, similarities, or differences, with the purpose of developing solutions to pre-existing problems. The sources employed are considered dependable for deducing conclusions. The objective of this undertaking is to obtain dependable and accurate conclusions, thereby aiding understanding.

## RESULT AND DISCUSSION

The month of Ramadan in Indonesia is a very important time for MSMEs as during this month, consumption of goods and services increases rapidly, especially on products related to Ramadan necessities such as food and beverages, clothing, and worship equipment. Therefore, the right

marketing strategy is crucial to help MSMEs increase their sales during the month of Ramadan. In this article, we will discuss some effective marketing strategies that MSMEs can utilise during Ramadan in Indonesia.

1. Increase Online Presence

In today's digital era, online presence is crucial for businesses. This applies to MSMEs looking to increase their sales during the month of Ramadan. MSMEs should ensure that they have a strong and active online presence by optimising their websites, promoting products through social media, and participating in relevant online campaigns (Gadzali, 2023); (Kraugusteeliana et al., 2022) and (Harahap et al., 2023). In the context of Ramadan, MSMEs should also consider featuring their products in Ramadan-related online campaigns. For example, sending emails with special offers or creating content about product needs during Ramadhan on social media. By increasing their online presence, MSMEs can increase their customer numbers and expand their consumer base.

2. Provide Special Offers

MSMEs can expand their market share during Ramadan by offering special promotions and discounts on their products. This can include offering discounts on bulk purchases or promos such as "buy one get one free". This marketing strategy will not only increase sales, but can also expand the MSME's customer reach (Subagja, 2023) and (Subagja et al., 2022).

3. Organise Events or Competitions

Organising events or competitions can be an effective way to promote MSME products during Ramadan. For example, food and beverage MSMEs can organise free food and beverage events or cooking competitions with attractive prizes. Meanwhile, clothing and worship equipment MSMEs can organise clothing design competitions or mosque decoration competitions. By organising events or competitions, MSMEs can increase their brand awareness, increase the number of visitors to their stores, and expand their consumer base (Ausat, Widayani, et al., 2022) and (Supatmin et al., 2022).

4. Improve Product and Service Quality

Besides offering special deals and organising events or competitions, MSMEs should also focus on improving the quality of their products and services. High-quality products and good customer service can make customers come back again and recommend MSME products to others (Ausat & Peirisal, 2021). To improve the quality of products and services, MSMEs can do various things such as expanding their product range, improving the quality of raw materials, improving production processes, and improving customer service. In this way, MSMEs can provide a better shopping experience for their customers during Ramadan.

5. Collaborate with other businesses

MSMEs can look for opportunities to collaborate with other businesses during Ramadan to promote their products and services. For example, food and beverage MSMEs can collaborate with restaurants or grocery stores, while clothing MSMEs can work with boutiques or beauty salons. With these partnerships, MSMEs can expand their market share and reach new customers that they may not have seen before (Ausat et al., 2023).

6. Paying Attention to Customer Needs

To be successful in selling products during Ramadan, MSMEs must understand the needs and wants of their customers. For example, customers may need lighter and more refreshing products during the fasting month, or products that are easier to carry and use during homecoming trips. MSMEs can pay attention to customer trends and preferences during Ramadan, and customise their products and services to meet those customer needs. In this way, MSMEs can increase the appeal of their products and improve customer loyalty.

7. Provide Halal Products

During Ramadan, the demand for halal products increases drastically. Hence, MSMEs should ensure that their products are halal and halal-certified to reach a wider market share. MSMEs may consider obtaining halal certification and displaying the certificate prominently in their stores or on their websites (Hasan et al., 2020); (Kifli, 2023); (Jamaluddin et al., 2022) and (Ramadhan & Gunanto, 2021). This way, customers who are concerned about the halalness of products can feel comfortable and confident in purchasing MSME products.

It is important to underline that effective marketing strategies are crucial for MSMEs during Ramadan in Indonesia. By increasing their online presence, offering special deals, holding events or competitions, improving product and service quality, collaborating with other businesses, paying attention to customer needs, and providing halal products, MSMEs can increase their sales and expand their market share during Ramadan. However, there is no one marketing strategy that fits all MSMEs, as each business has different needs. Therefore, MSMEs should figure out the marketing strategy that works best for them, and create a structured and measurable marketing plan to achieve their business goals during Ramadan. This way, MSMEs can maximise their chances of success during the month of Ramadan and beyond.

In addition, it is important for MSMEs to continuously monitor and evaluate their marketing strategies during the month of Ramadan. By measuring the performance of their marketing campaigns, MSMEs can determine what worked and what didn't, and refine their strategies for the future. Finally, MSMEs should also be mindful of ethics in marketing during Ramadan. While this month can be a lucrative time for businesses, MSMEs should avoid engaging in marketing practices that deceive or manipulate customers. MSMEs should also consider how their marketing campaigns can provide tangible benefits to customers and society in general.

In essence, effective marketing strategies can help MSMEs in Indonesia to increase their sales and expand their market share during the month of Ramadan. By increasing their online presence, offering special deals, organising events or competitions, improving product and service quality, collaborating with other businesses, paying attention to customer needs, and providing halal products, MSMEs can increase the appeal of their products and improve customer loyalty. However, it must be remembered that effective marketing strategies must be tailored to the unique needs and characteristics of each business. Therefore, MSMEs should conduct sufficient research and analysis before designing their marketing strategies during Ramadan. This way, MSMEs can maximise their chances of success and survive in the long run.

## CONCLUSION

In conclusion, the month of Ramadhan can be a favourable time for MSMEs in Indonesia to increase their sales and expand their market share. In preparing an effective marketing strategy, MSMEs should consider online presence, special offers, events or competitions, improving product and service quality, collaborating with other businesses, paying attention to customer needs, and halal products. MSMEs should also monitor the performance of their marketing campaigns, consider ethics in marketing, and conduct sufficient research and analysis before designing their strategies.

## SUGGESTION

The following are some suggestions that can help MSMEs in Indonesia in designing an effective marketing strategy during the month of Ramadan: Firstly, start preparing your marketing strategy well in advance, so that you have sufficient time to plan and execute an effective marketing campaign. Secondly, focus on the quality of your products and services. Having quality products or services that fulfil customer needs will help you retain existing customers and attract new ones. Third, utilise social media and other online platforms to boost your online presence. By optimising your website and social media, you can increase your visibility and reach new customers. Fourth, offer special deals and discounts during the month of Ramadan. This can help you attract new customers and retain existing ones. Fifth, organise events or competitions related to the Ramadan theme to attract customers' attention and increase your brand awareness. Sixth, collaborate with other businesses that are relevant to your business to increase the attractiveness of your products and expand your market share. Seventh, pay attention to customer needs and ensure that your products are easy to find and easy to buy during Ramadan. Eighth, ensure that your products are halal and meet the quality and safety standards expected by customers. Ninth, evaluate the performance of your marketing campaign regularly and adjust your strategy as needed. Lastly, avoid marketing practices that deceive or manipulate customers and always pay attention to ethics in your marketing. Ultimately, by taking these suggestions into account and designing the right marketing strategy, MSMEs in Indonesia can maximise their opportunities during the month of Ramadan and increase their long-term success.

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