

Strategy for the promotion of UMKM Halal go international (Study on UMKM halal products and Indonesian Muslim fashion)

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Abstract. Business competition is often an obstacle for business people in developing their business. This applies not only to small-scale businesses, but also to large-scale businesses. The promotion mix strategy is often the main concern in launching business development by business actors. In the marketing mix which includes the 4 P's, namely product.. And 7 P's on the business scale in the form of services. With the addition of process, people and physical evidence. So it can be ascertained that marketing communication in the form of promotion is a major concern.

To spur halal productivity in the international arena, sharia-based halal UMKM get the government's attention in their activities towards going international. The potential of the world market for halal products is very promising. In this research, the author conducts a study on UMKM halal products and Indonesian Muslim fashion. With qualitative descriptive research methods, case study approach and data collection with literature study techniques. With the object of research on the promotion mix strategy for halal-going UMKM internationally and Indonesian Muslim fashion. With the main purpose and benefit of expanding knowledge for other sharia-based halal UMKM actors.

Keywords: Strategy for promotion, UMKM Halal, Go international

Introduction

In Confronting competition from local companies and universal companies, the advancement of UMKM in Indonesia is right now expanding. The increment in UMKM within the trade world appears that these businesses are able to preserve their trade in competition, for case amid the 1998 financial emergency. This clarifies that the financial emergency in Indonesia in 1998 provoked the government to create UMKM. The advancement of UMKM is empowered by the Government of Indonesia since this segment has succeeded in making occupations and expanding Net Household Item (GDP).[1]

In terms of Indonesian exports, for UMKM, halal products in the fishery sector have reached the 21st world ranking. Then the export of Muslim fashion products is estimated to be the 13th largest in the world. This year's Trade Expo was enthusiastically welcomed by exporters. This can be seen from 34 business actors who participated in opening stands – an increase from the 2020 event which was 690 entrepreneurs. To date, more than 2,900 prospective buyers from 105 countries have registered online - and this number will continue to increase as the Trade Expo Indonesia Digital Edition is held. [2]



Figure1: Exports of Muslim Fashion Products Made in Indonesia Rank 13th in the World

In addition to spurring the productivity of the halal industry in the international arena, the Governor of Bangka Belitung Province, Dr. Ridwan Djamiluddin, invited sectoral actors in the halal industry to move faster and be adaptive to the existing demands, at the 2022 International Halal Forum. The Indonesian Ulema Council Congress Forum (MUI) in Bangka Belitung. The unlimited level of connectivity must be addressed by building closer cooperation with partners between regions within the country and between countries in the regional arena, as a form of cooperation to strengthen the halal industry in Indonesia. Global cooperation and a more regional focus by making it the driving force are not counter-productive competition.

Likewise in the UMKM sector, in the 2017-2021 range, as many as 1,134 UMKM have been certified halal. Every year there is a significant increase in UMKM both in terms of quantity and quality of business value. Although on the one hand, according to Ridwan, there is homework that has not been completely completed where a small number of UMKM are still not certified halal, such as hotels and restaurants that need to be accelerated. process. To speed up the steps referred to, the Bangka Belitung government itself continues to spur the halal certification process, starting from training and coaching, building public enthusiasm for halal certification, to reducing the cost of certification to Rp. 230,000. [3]

The prosperity of fostering UMKM is beneficial in confronting intense rivalry in the current era of globalization. Therefore, UMKM must be capable of meeting global trials and tribulations, which will enhance their market value. UMKM holds a pivotal position in propelling the growth of the Indonesian economy [4]



Figure 2: 2022 International Halal Congress

Aside from serving as an alternate option for new job opportunities, micro, small, and medium enterprises (UMKM) have also played a significant role in accelerating economic growth after the 1997 financial crisis, when large corporations encountered obstacles in expanding their businesses. Presently, MSMEs have contributed greatly to the regional and national income of Indonesia. UMKM are small businesses that are established through the initiative of a particular individual in the community. Many individuals believe that UMKM only benefit specific groups. Nonetheless, UMKM play a crucial role in decreasing unemployment rates in Indonesia.

UMKM can provide jobs for many Indonesians who are still unemployed. Moreover, UMKM have significantly contributed to the economic development of Indonesia. Due to their high level of labor absorption and minimal investment requirements, UMKM can easily adapt and respond to fluctuations in market conditions.[5]

As a result, they are less susceptible to various external changes. MSMEs can swiftly seize opportunities, such as producing import substitutes and increasing domestic fulfillment. Therefore, the development of UMKM can support economic diversification and accelerate structural changes, which are essential for stable and sustainable long-term economic growth. According to Suhendar (2010), UMKM's ability to compete in the era of free trade, both in the domestic and export markets, is primarily influenced by two critical requirements that must be met.

Firstly, UMKM must have a conducive internal environment that covers aspects such as human resource quality, technology and information mastery, organizational structure, management system, business culture, capital strength, business network with outside parties, and entrepreneurial level. Secondly, the external environment must also be favorable, and this includes government policies, legal aspects, market competition conditions, socio-economic conditions, infrastructure conditions, public education levels, and changes in the global economy. In addition to these two requirements, it is crucial to empower UMKM to enter the global market to ensure their sustainability. However, there are various limitations that MSMEs face, such as limited access to market information, limited market reach, limited network, and limited access to strategic business locations. [6]

For this reason, efforts are needed to increase UMKM access to market information, business locations and business networks so that their productivity and competitiveness increase.



Figure 3: The Ministry of Trade officially opens the largest trade exhibition in Southeast Asia, the 36th Trade Expo Indonesia Virtual-Exhibition

To enable go international marketing, the government even held the 36th Trade Expo Indonesia (TEI) in 2021 as part of Indonesia's efforts and strategies to revive global trade. This Trade Expo Indonesia event also creates a new breakthrough for traders in the country in promoting their products to the world level. The largest trade exhibition in Indonesia with the theme "Reviving Global Trade" will also promote halal products and Indonesian Muslim fashion for the first time. A special platform is provided for these local halal products. in the Opening Ceremony of Trade Expo Indonesia which was broadcast online on Thursday (21/10/2021) [7]

The Vice President of the Republic of Indonesia, KH Maruf Amin, encouraged Indonesia not only to become the world's largest halal consumer which reaches 10 percent, but also to become a halal producer in the world. Kiai Maruf also said that global Islamic economic and financial trends are growing. This is driven by the increasing growth rate of the world's Muslims and accompanied by a consumer mindset. This changing consumer mindset is because today's consumers only need to consume food that is in accordance with religious, ethical, high-quality and safe food. In fact, this need is not only felt by Muslims, but also by non-Muslims, even countries where the majority are not Muslim majority. "This makes halal products and sharia economics inclusive, not intended only for followers of the Islamic religion, but requires a variety of groups [8]



Figure 4: synergy in accelerating UMKM in the halal industr

To spur the productivity of the halal industry in the international arena, PJ. Governor of Bangka Belitung Province, Dr. Ridwan Djamaluddin, invites sectoral players in the halal industry to move faster and be adaptive to the existing demands. The borderless level of connectivity must be responded to by building closer cooperation with partners between domestic regions and between countries in the regional arena. This is a form of collaboration to strengthen the halal industry in Indonesia.

In terms of halal certification, in the UMKM there are also 1,134 UMKM that have been certified halal in the 2017-2021 range. It is recorded that every year there is a significant increase in UMKM both in terms of quantity and quality of business value.

According to Islamic doctrine, we are instructed and directed to partake in halalan thayyiban. This decree is explicitly mentioned in verses 168 and 172 of surah al-Baqarah. Consume what is permissible and wholesome from the bounties of the earth, and do not tread the path of Satan, for he is your clear adversary. (Albaqarah 168). Surely, Satan commands only wickedness and falsehood, and to utter about Allah that which you do not know. (Albaqarah 169)

يَتَأْتِيهَا الَّذِينَ ءَامَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلّٰهِ اِنَّ

كُنْتُمْ اِيَّاهُ تَعْبُدُونَ ﴿١٧٢﴾

Oh believers! Consume the nourishing and wholesome provision that We have bestowed upon you, and express gratitude towards Allah, if you are truly devoted to Him. (Albaqarah 172)

From this description it can be seen that the Government is increasing the role of micro, small and medium enterprises in national export agreements. Related to these efforts, UMKM products must be designed to meet export standards. In addition, not only do they face competition on the international stage but MSMEs also compete locally. In addition, UMKM products compete with similar products from other countries in the world market.

Meanwhile, domestic UMKM products must also compete with imported products which are easy to obtain through online shopping, and for the same product it can be 40 to 60 percent cheaper than local products. UKMs continue to face various problems, including improving their business skills. These aspects include the low quality and competence of human resources and the lack of entrepreneurial skills

In this study, the authors took UMKM halal products and Indonesian Muslim fashion research subjects. This is the author's question regarding the promotion strategy of UMKM for halal products and Indonesian Muslim fashion. What is the promotion mix strategy?

Literature Review

To develop a promotional program to customers effectively, information and communication technology tools can be used which are currently very sophisticated. Companies can serve the needs and desires of customers through a system that is online in cyberspace (internet). With an online system, customers will easily, quickly, and cheaply access everything related to their interests in the business organization. Quoting from Kotler's own opinion (2005), the elements of the promotion mix consist of five main tools, namely advertising, sales promotion, public relations and publicity, personal selling and direct marketing.

State of the art

1.STRATEGY ANALYSIS OF MARKETING COMMUNICATIONS IN "ONLINE KURBAN" WALLET DHUAFA CENTRAL JAVA IN INCREASING DONOR TRUST. [9]

The two issues that this study brings up are as follows: (1) How is the online qurban management system in Dompot Dhuafa, Central Java? (2) How effective is Dompot Dhuafa

Central Java's online qurban marketing communication strategy in boosting donor confidence? The first goal of this study was to determine how the online qurban program in Dompot Dhuafa, Central Java, is managed. (2) Understanding how to communicate with donors online to increase their trust. In conducting research, the author looks at UMKM's promotion strategy for halal goods and Indonesian Muslim clothing.

2. IMPLEMENTATION OF FATHANAH VALUE IN THE PROMOTIONAL MIX IN DHUAFA WALLET AMIL ZAKAT INSTITUTIONS[10]

This study aims to determine the implementation of the fathanah value in the promotion mix of the amil zakat institution in Dompot Dhuafa. The implementation of fathanah values in the promotion mix are: advertising, face-to-face sales, events and experiences, sales promotion, public relations, direct marketing, word of mouth marketing at the zakat institution. While in the research the author examines the promotion mix on UMKM for halal products and Indonesian Muslim fashion.

3. THE INFLUENCE OF PROMOTION STRATEGIES AND QUALITY OF SERVICES ON THE LOYALTY OF INDONESIAN ZAKAT INITIATIVES (IZI) IN THE CITY OF BANDAR LAMPUNG IN ISLAMIC ECONOMIC PERSPECTIVE[11]

In Islam all efforts made by marketers to be creative and innovative in an effort to attract new customers and retain existing customers are allowed, including carrying out promotional activities. Coupled with the development of existing technology makes business people try to be more innovative in order to be able to maintain their products. Includes advertising, promotions, public relations and publications, personal selling, interactive marketing, direct marketing:[12]



Figure 6: Promotional Mix elemen

Research Methodology

The study is looking into whether different types of promotional strategies and the quality of service help to keep donors loyal to an Indonesian Islamic charity campaign called izi. The study will also look into the role of Islamic economics in this. The way that scientists research things is by doing experiments and collecting data. They use this data to figure out how things work and how they can be improved.

This type of research is called descriptive qualitative research. It uses data from people and actors who are observed and describes what they say or do in written or spoken words. The qualitative approach is a research procedure that produces descriptive data by looking at what people say and do in their own words. This research uses different data collection methods, including looking at information from the mass media, journals, articles, and other related research. The analysis technique is used intensively and continuously to get a lot of data, then it is reduced, displayed, and finally conclusions are verified.

Research Result

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Marketing communication is a way of communicating with the market to get them to know about new products or services from a company. There are six different types of marketing communication: advertising, personal selling, sales promotions, publicity, direct marketing, and indirect marketing.

1. Advertising Marketers are constantly trying to find ways to become more efficient by replacing advertising tools with other tools. Every company and organization treats advertising differently. In small businesses, advertising is handled by sales representatives who work with advertising companies. Large companies may have a separate advertising section under their business or marketing section. However, most companies rely on advertising agencies to develop their advertising campaigns. Advertising is a powerful way to get your message across to the masses and can be used to build the long-term image of your product or company. Advertisement, according to Sulaksana, can be defined as any form of non-personal presentation promoting an idea, product or service funded by a particular sponsor [13]

In this research, advertising is done both online and offline. With the consultation and business assistance which is a collaboration of various parties, such as the local government, campuses, as well as the participation of banks and the community. For online they do it on social media such as Instagram, Facebook, Twitter, website, Tokopedia and Google ads, they also broadcast messages via Whatsapp, email, online shop, marketplace. If offline they open outlets in shopping centers (Malls) in collaboration with retail stores such as hypermart and carrefour, then also open branches so that customers and prospective customers can go directly to the nearest store in their city. and also put up banners containing information about their products, distributing flyers in big cities. They also come to where the

customer/prospective customer is. These are all forms of service or convenience to customers and potential customers, so that wherever they are, they can transact.

2. Promotions Unlike advertising that encourages purchases of specific brands, promotions encourage purchases. Promotions, often abbreviated as promotions, are a key element of any marketing campaign.[14] Provide additional incentives for consumers to take action, at least to pay attention to the products on offer. Businesses typically use promotions to stimulate a faster and stronger consumer response. Generally, the focus is on short-term effects, such as dramatizing a company's offer to re-stimulate weak sales. As part of the marketing mix, promotions should be integrated into the company's strategic plan, along with advertising, personal selling and public relations.

In this study, UMKM activities for halal products and Muslim fashion are carried out by providing price discounts, especially at certain moments such as holidays, bazaars, expos, ordering in large quantities, pre-ordering new products to buy 1 get 1 one free. In essence, this promotion is carried out in order to increase product awareness. At the UMKM assisted by Dompot Dhuafa they help UMKM actors by providing training through collaboration with Bank Permata Syariah.

Both in terms of capital and business assistance, so that promotional activities can be carried out without becoming a burden for business actors. In addition to this activity, publication has been helped through a kick off program at the location of the Sunday Market Ragunan which is quite strategic.

In addition, to realize the Government's plan to declare Indonesia as the center of the world's halal producers in 2024, continuous innovation is needed to meet the needs of halal products and services. The increase is starting to enter the tourism sector to halal recreation. This is a response to the needs of consumers who need Muslim-friendly tourist and travel places. In addition to the various existing regulations, several agencies and institutions have been formed that concentrate on making halal products a life style that continues to grow. So it is known internationally

3. Interactive marketing Since entering the 21st century we are witnessing an increasingly dynamic and revolutionary change in the marketing activities of companies. This company is driven by advances in communication technology that allows interactive communication through mass media, in this case the internet. Interactive media allows users to interpret and modify the form and content of information at a moment's notice. In addition to functioning as a promotional medium, the internet is also seen as an independent marketing communication instrument.

In this interactive marketing is done both online and offline. Offline interactive marketing is still being carried out even though the ease of technology for interactive marketing has been supported. Given that in the era of technology 4.0, marketing is still a combination of online and offline. Where customers or prospective customers sometimes look for products online but buy in the offline market, or search in the offline market but buy in the online market. The combination of traditional markets and technology is still mingling in the era of technology 4.0. So that marketing is done online and offline.

4. Publicity and publications

According to Lock and Wright, PR is the ability to generate active interest in a particular company and its products by broadcasting breaking news, holding press conferences, organizing special events, or sponsoring reportable third-party activities. an attempt to create The importance of public relations and PR functions is now recognized by many companies, so smart companies take concrete steps to manage their relationships with key elements of society. According to Kotler , public relations are various programs designed to promote or protect the image of a company or its individual products. Organizations that have good relationships with the mass media have the opportunity to prevent news that is harmful to them. Conversely, public relations can improve a company's image.[15]

This research has been carried out by the community, banks, local governments and campuses in holding talk shows, webinars, seminars, and other activities which are efforts to develop, mentor and at the same time introduce halal UMKM products, as well as digital training for UMKM. Halal.. In addition, in Muslim fashion, they are required to fulfill Muslim wear that is simple but still stylish and fashionable. Therefore, this field requires superior and global designers as part of the object of public relations activities and publications that can be accepted by customers and potential customers.

In addition, public relations and publicity activities were carried out with the National Committee for Islamic Economy and Finance (KNEKS) together with the Ministry of Finance (Kemenkeu), the Ministry of Cooperatives & UMKM (Kemenkop & UKM) inaugurated collaboration in order to support the acceleration of sharia economic development. This is done by building an ecosystem that involves stakeholders that can accelerate the Halal Industry UMKM on the basis of a digital ecosystem. In product marketing, personal selling is an attempt to make a profit through face-to-face or telephone contact between sales representatives and the people the seller wants to buy their products (potential buyers). The advantage of this method is that the seller can communicate the specific needs of the consumer and take advantage of

5. Private Sales Professional or private sales are the only promotional tools used to communicate directly with potential consumers. In other words, face-to-face selling is a face-to-face communication activity designed to make a difference, including thoughts and feelings, between producers represented by sellers and potential consumers. In product marketing, personal selling is an attempt to make a profit through face-to-face or telephone contact between sales representatives and the people the seller wants to buy their products (potential buyers).

The advantage of this method is that the seller can communicate the specific needs of the consumer and take advantage of Feedback from the process of hearing consumer needs allows sellers to use a more flexible approach. Personal sales in research on UMKM halal products and Muslim fashion are carried out through retail stores, exhibitions in the form of bazaars, expos to online sales through online stores, digital platforms. Where quite a lot of internet users will be personally connected to the seller directly.

6. Direct Marketing Direct Marketing is an interactive marketing system that uses one or more advertising media to generate structured responses and transactions anywhere. Technological

advances have enriched our communication media and removed our reliance on traditional media such as newspapers, radio, telephone, and television. However, new media such as computers, faxes, mobile phones and the Internet are also available. these new media can be used to directly offer their products to customers or to get new prospects, companies can also measure the results more accurately.

In this research, they did this by setting up booths at the Indonesia trade expo, the 100 UMKM bazaar and the like. Especially at the moment of gathering or certain events. And attended by more than 100 booths. Especially in the Indonesian expo which was attended by business actors from other countries. This makes it possible to become a product promotion event that launches Indonesian exports in other countries. Likewise for fashion through the Jakarta Muslim fashion week, modest fashion project. Moreover, Indonesia is targeted to become the world's Muslim fashion mecca. In addition, through iiMotion (Indonesia Industrial Moslem exhibition) as well as an international product introduction event.

Conclusion and suggestions

Promotions carried out by UMKM for halal products and Indonesian Muslim fashion are divided into 2, namely offline and online. They in doing promotions offline and online provide information as clear and as it is by using media promotional tools. For online they do it on social media such as Instagram, Facebook, Twitter, website, Tokopedia and Google ads, they also broadcast messages via Whatsapp, email, online shop, marketplace. When offline, they open outlets in shopping centers (Malls) in collaboration with retail stores such as hypermart and carrefour. Then also open a branch so that customers and prospective customers can come directly to the nearest office in their city. and also put up banners containing information about their products, distributing flyers in big cities. They also come to where the customer/prospective customer is. These are all forms of service or convenience to customers and potential customers, so that wherever they are, they can transact This is in accordance with the promotional ethics that Rasulullah SAW taught by providing clear and honest information.

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