

The Marketing Strategy of Small and Medium Enterprises Products Through Language Literacy in Kalanganyar Tourism Village

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Abstract: Marketing language literacy is a communication skill that must be mastered by business people in Kalanganyar tourist village. UMKM's business from processed fish becomes a product that can have high competitiveness if it has a good marketing method to consumers. Kalanganyar tourism village is a fostered area or cooperation partner that will implement an international standard tourist village and language literacy is the answer to the problems of people who do not master this marketing language literacy. Community service in the tourist village of Kalanganyar aims to create a community of business people who can practice the language of communication in English in sales and purchasing activities. In addition, knowledge of an effective marketing system is given to business people to equip the community in marketing processed products online and offline with special language literacy, namely marketing English. With the strengthening of language literacy and a reliable marketing system, the vision and mission of an international tourist village can be realized gradually and is expected to encourage the Kalanganyar community to realize the tourism village program.

Keywords: marketing language literacy, small and medium enterprises, tourist village

INTRODUCTION

The development of the era in the 5.0 era requires business actors to meet every change and competition in the world of product marketing. Small and medium enterprises of processed seafood products require innovation in the sales system and improvement of product quality (Utomo et al., 2019). The main problem faced by business actors is the lack of adapting to these changes due to limited skills, experience, and education, as well as support from other aspects such as the environment. Therefore, marketing language literacy is very much needed by SME business actors in the Kalanganyar tourist village area as a case study (Xu & Wu, 2015). In line with this, literacy includes a variety of abilities and skills that assist understanding the material being communicated and the processing of that information. Literacy is an interesting activity for marketing. However, research that applies theory (Herawati, 2020; Thiede & de Bruin, 2018). Marketing is the process by which companies create value for customers and build strong customer relationships to recapture value from customers. Value is a concept about something that is considered important. Because it is considered important, its existence must be respected, upheld, and prioritized. The most difficult thing to formulate and implement is how to formulate a sales value that is parallel to the value of consumers. That is the challenge from the marketing management aspect (Fitria, 2019).

The ability for enabling people to develop reason, logic, systematic thought, and inquiry is literacy. Reading is the primary condition for intellectual development and learning capacity. Without literacy, it is impossible to access the foundation of human knowledge and apply it to the creation of new knowledge. The degree of literacy and the growth of it in society should be correlated with the advancement of human civilization (Widarno, 2021). Previous research proved literacy training in business education can be used to develop critical awareness and information in business (America, 2014). Furthermore, a study on digital literacy also proved that customers are attracted by the products because of the skill in promoting di products through various means of communication, such as social media platform that is interesting for the people to know the product quality and the accessibility

(Mardiatmi & Pinem, 2021). In line with this, literacy helps the business practitioners to know the risk in their management system, so that it will add the value of business application (Clarence & McKenna, 2017; Locke, 2011). Therefore, this study tries to investigate whether literacy in marketing helps the business community to increase the promotion or marketing strategy.

The current business strategy needed by the community is a relevant business strategy and can be calculated through various sophisticated infrastructure facilities (Widarno, 2021). The marketing system in various industrial worlds is very broad, and not a few still use offline systems such as marketing through brochures, banners, pamphlets, stickers or other media. The rapid development of information technology to take advantage of progress to support the advantages of an industry must continue to be carried out with policies that focus on online marketing methods (Risald, 2021). Therefore, it is very necessary to have knowledge of offline and online marketing language literacy so that business people can improve business creative ideas and product quality (Hanum, 2021). SMEs in the tourist village of Kalanganyar require appropriate language literacy to be applied in product marketing, therefore knowledge of good communication language in English is needed to increase marketing communication skills of business actors so that SME products are better known by the wider community.

Reading participation is required to gain a grasp of the literacy reading process (Hanum, 2021). Reading involvement refers to how much, specifically how frequently a person reads (Thiede & de Bruin, 2018). The outcomes of achievement among demonstrate the significance of literacy in reading. international nations (Lea & Street, 2006). The majority of people do not read regularly as part of their culture. Some students have not applied reading techniques to enhance their comprehension. Due to this impact academic performance (Mardani & Afghary, 2017). Reading literacy and metacognitive strategy together can predict academic achievement in skill, which means that the higher the reading literacy and metacognitive strategy, the higher the academic achievement in skill will be. The higher metacognitive strategy, the higher academic achievement in skill will be (Papashane & Hlalele, 2014; Fitria, 2019).

Micro, small and medium enterprises (MSMEs) are the national economy as well as the domestic economy. In addition, growing and developing businesses to build the national economy is the goal of MSMEs in Indonesia (Utomo et al., 2019; Siregar & Nasution, 2020). However, MSMEs in Indonesia are still faced with various problems, competition and challenges (Risald, 2021). So, SMEs are expected to can keep up with technological developments to market their products have and with a smartphone that is in hand without having to sell with around the neighborhood by meeting people (Yuliana, 2000; Kusumaningrum & Safitra, 2020). SME business people in the tourist village of Kalanganyar have difficulty in marketing products with a more communicative language in accordance with the demands of digital marketing advances, namely online marketing, as well as offline marketing communications. This is felt by the community because the products developed do not have their own uniqueness and creativity. Business actors only produce goods and generally do not have creativity that is different from the products sold by other business actors. So that the resulting product does not increase in terms of marketing. After the observation and interview with the village head, it was found that the minimum knowledge and literacy mastery of the product marketing language possessed by the business actor. This is because the public has not been given an explanation and strengthening of marketing language literacy. This is a new learning for them, and enthusiastic participants consisting of youth groups and business people are very active in participating in the practice of marketing communication language both offline and online (Yuliana, 2000; Richards, 2015; Van Schalkwyk, 2008)

There are two things that are applied in marketing language literacy activities, namely increasing knowledge and practice of English literacy, as well as product marketing techniques. These two things, namely language and marketing are closely related in improving the quality of SME products where business people in the Kalanganyar tourist village want progress and breakthroughs in their tourist village. Because these two needs are very much needed by the community, because of the minimum knowledge of these two things. The language literacy and product marketing techniques are carried out by providing assistance to business people and youth organizations in the Kalanganyar tourist village. The existence of exposure from practitioners and experts in the field of language and marketing has provided support in mastering language and marketing for SME business practitioners. In this case, there are several findings that become evaluations and findings which can be used as further applications for further activities.

In accordance with the vision and mission of Kalanganyar tourist village in the future that this area will be known internationally, namely processed fish products, and water tourism which is developed sustainably by Kalanganyar village office in collaboration with various stakeholders to maximize the performance of the community and village officials. Therefore, the output produced from marketing language literacy activities is a language mastery program for youth and business people which was proclaimed by the Village Head to be like an English village in the future. This is programmed in accordance with the village's vision and mission, which is to make the Kalanganyar tourist village known internationally. Through this language literacy activity, it can support language skills or offline and online marketing communications.

Previous research indicates that business literacy will have a significant impact on SMEs' performance. The effectiveness of business entrepreneurs' managers has an impact on SMEs' performance. If the business manager manages risk, the impact of entrepreneurial self-efficacy on SME performance will be better (Mardiatmi & Pinem, 2021). It means that literacy has impact on business practice because it will enhance knowledge and creativity. For this reason, the purpose of the study is to implement the literacy strategy in business community in Kalanganyar district in improving the marketing strategy for the business products.

RESEARCH METHODS

This study uses qualitative method and the marketing language literacy activity was carried out in the Kalanganyar tourist village, Sedati sub-district, Sidoarjo district. As for the implementation of activities at the Kalanganyar village office, which was attended by youth organizations and SME business players, there were around thirty people. The method of marketing language literacy activities is carried out in two stages, namely explanation and practice of English in daily communication between sellers and buyers. In this first stage, participants are invited to do role-playing, namely to practice direct communication according to the case study provided (Satriani et al., 2012). Participants act as sellers and buyers and practice communication in Indonesian and English according to their literacy. While the second stage is the explanation and practice of product marketing. In this second stage, participants are given FGD (focus group discussion) activities to share the problems they face and are given creative solutions and ideas according to the experience of business practitioners. Thus, data processing is carried out through interviews and questionnaires (Hollstein, 2014). The interviews were carried out during field observations with village heads, village officials, and several business people. The purpose of this interview is to find out the main problems faced by SME business actors, while the questionnaire is carried out during marketing language literacy activities, namely filling out questions about participant assessments to find out how much understanding the participants have in

participating in this activity. The results of the questionnaire can be described by providing conclusions on the results of participants' answers to find out responses and marketing language skills.

RESULTS AND DISCUSSION

The spread of literacy from the mid-20th century grew rapidly (Lea & Street, 2006). Data published by UNESCO shows that the literacy rate of adults in the world has increased 5% every decade. In four decades the population grew very rapidly which caused the number of illiterate adults to increase. At first 700 million in 1950 then up to 878 million in 1990. Since then, the number has decreased significantly to 745 million in 2015, still higher than in 1950, despite the fact that it has occurred in decades of global education. Education policies, interventions in literacy, distribution of printed teaching materials, as well as information and communication technology are increasingly providing impetus to improve literacy levels with a variety of striking things throughout the region (Shin, 2018).

The situation analysis of this community service activity, namely the Kalanganyar village area, Sedati District, Sidoarjo Regency, East Java province has local potential and natural resources that can be developed and support community welfare. The area which is located in the northern coastal area of Java Island, most of the area is in the form of fish ponds. This affects the way of life and socio-economic conditions of the community, namely the number of fishermen and pond farmers, the abundance of fish ponds in the form of milkfish and other marine products, as well as influencing the development of culinary tourism with the main menu of milkfish being an icon for the village of Kalanganyar. In this regard, it is hoped that business actors have a high awareness of the importance of marketing language literacy. Business practitioners need education and training on marketing science to innovate in market their products using digital marketing media, therefore the digital marketing system can provide a lot of changes in terms of trade processes and business or business development that uses an e-commerce base application. In order to optimize marketing, the business people are starting to take advantage of the development of digital technology to open a wider market to help small and medium enterprises.

Along with the MEA (ASEAN Economic Community), the role of Indonesian as an important language at the Asian level is increasingly important (Huhmann, 2017). In this regard, it seems that more and more producers have a high awareness of the importance of product marketing language to market their processed products well and are better known by the wider community (Planken, 2018). The impact of language literacy in marketing local products has a significant impact on the community, especially residents in Kalanganyar Village, where most of the people are engaged in selling marine processed products. The marketing of these products must be improved by understanding marketing language literacy, so that public sales activities become effective and known by the wider community in accordance with the times that are increasingly leading to E-commerce. However, the field of marketing has always been a major problem in the field of product marketing which of course will also have an impact on sales volume (Rozaan et al., 2018; Rahmidani, 2015).

During the marketing process there is an important thing that cannot be ignored, namely consumer perceptions of marketing quality. One component of marketing quality includes having a well-known and trusted brand or brand. One of the innovations and creativity in marketing strategies to improve the quality of marketing is through a linguistic approach or language literacy (Hollis, 2021). Therefore, the purpose of this community service is to provide literacy education on the marketing language of coastal community products in Kalanganyar village in selling processed fish and provide recommendations for the use of English for product marketing. Thus, marketing language literacy education as a stimulus for the community in Kalanganyar village is very important to be developed

which aims to increase the marketing of processed products to be better known by the wider community by using available e-commerce. The purpose of this community service is to provide language literacy related to the promotion of processed products so that the products available in Kalanganyar village are better known by the wider community. This community service activity is carried out by carrying out marketing language literacy in Kalanganyar Village, through interviews and briefing education where the results of this activity will provide an overview or effective language literacy to increase product sales directly or with E-commerce, such as online marketing at Tokopedia, Shopee, and other E-commerce.

Product marketing language literacy in the tourist village of Kalanganyar carries out two main activities, namely English literacy, and product marketing system. Table 1 shows program activities and findings that are solutions to the problems of MSME business actors in Kalanganyar village.

Table 1 implementation of marketing language literacy activities

No	The activity and purpose	The implementation	The result from the implementation
1	<p>-Communication literacy</p> <p>-Aims to introduce effective communication using English for online and offline sales.</p>	<p>-Business actors are given an explanation of English literacy for marketing</p> <p>-Business actors are given examples of cases of using effective English literacy</p> <p>-Business actors are given an explanation of the benefits of marketing language literacy in English</p> <p>-Giving examples of dialogues using marketing language literacy</p> <p>-Role playing, namely the practice of dialogue between the seller and the buyer according to the example of the dialogue</p> <p>-Explanation of the correct intonation and pronunciation for the pronunciation of the dialogue</p> <p>-Evaluation from village heads and communities about marketing language literacy</p> <p>-Questions from participants about marketing language literacy</p>	<p>-Participants/business actors are enthusiastic about listening to the presentation about marketing language literacy</p> <p>-Business actors can give their participation to dialogue on language literacy practice with other participants</p> <p>-Business people can ask questions in both English and Indonesian</p> <p>-Business people can respond to answers in English with a good understanding without a translator</p> <p>-Business people understand enough English, just a lack of courage and encouragement to dare to speak English in public, especially with buyers</p>
2	<p>-Explanation of offline and online marketing systems</p>	<p>-Explanation of marketing theory</p>	<p>-Participants can understand new things about how to</p>

	-Aims to provide examples and applications of effective marketing	-Explanation of examples of effective marketing both online through the Shopee application, Tokopedia, and others, as well as offline marketing -Provides ways/applications of online and offline marketing -Explanation of internationally recognized proof of sale	create online and offline marketing -Participants receive feedback for changes to the way they market their products -Participants understand the given method to market the product effectively -Participants provide critical questions for the progress of their products (Implementation of focus group discussions)
3	Question and answer session	-Business actors are very enthusiastic about the marketing language literacy program which can be seen from the question and answer activities to improve the ability to communicate with buyers and related to product marketing (Focus group discussion)	-Business people learn new things about effective offline marketing which is currently more practiced by them.
4	Questionnaire	-From the results of the questionnaire, it can be seen that the community really needs knowledge of marketing language communication, but limited time and courage to practice are the main obstacles. This happens because the environment in which they live speaks Javanese or Indonesian, and very few people can speak English. However, language literacy activities make them aware that they can speak English and encourage the courage to practice it.	- Planning for the village head to make an English village program which will be carried out at the PAUD building which can be attended by youth groups, PKK, and the public.

From the results of this product marketing language literacy, it can be seen that people receive English language learning and sufficient knowledge about marketing, but due to time constraints and lack of practice, this knowledge is not honed and most have forgotten this valuable knowledge. With marketing language literacy activities, people are encouraged to improve processed products by marketing them creatively both online and offline. In addition, brands are encouraged to be able to communicate in English specifically for literacy in the language of sales.

CONCLUSION

Literacy of the marketing language of processed products in the tourist village of Kalanganyar has the potential to be developed properly. One solution to the problems of business people can be answered by the existence of communication language literacy in English to create an international standard tourist village, as well as equip business people to know how to market products by following the latest technological developments and marketing systems. From the results of the discussion, it can be seen that with the literacy of product marketing language, it can encourage community members to be more daring to communicate in English in order to support the vision and mission of an international standard tourist village. In addition, knowledge of product marketing also increases the skills of business people to be able to market their products online through Shopee, Tokopedia, and other applications on the internet. Business people also realize that offline marketing methods are still limited, therefore this literacy activity can awaken and provide insight into creative and communicative offline marketing methods. Through this program have responsibilities to help MSMEs to be ready to face the digital and online-based era through community service activities with methods that in the form of socialization/education and digital marketing training using applications e-commerce and also become a business opportunity.

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