


The role of government and marketing strategy in increasing sales of MSMEs Liberty Ecoprint

¹Stivaniyanti Atmanegara, ²Feri Agus Romadhon, ³Indria Dwi Hapsari, ⁴Khusnul Mawazin

Article Info	ABSTRACT
Keywords: Liberty ecoprint, government role, marketing strategy, MSMEs	The government provides strong support for the growth of MSMEs in Indonesia because of their vital role in encouraging people's economic activities. This support is reflected in the policies and regulations implemented, as well as the organization of events or exhibitions facilitated to involve MSME actors. The appropriate research method to reveal the role of the government and marketing strategy for the sale of Liberty Ecoprint MSMEs in Jember is a qualitative approach. The results of this study show that Liberty Ecoprint MSMEs can survive and have the potential to develop further through their innovations. Based on the results of the study, it was concluded that the role of the government and marketing strategies had a significant impact on the sales of Liberty Ecoprint MSMEs. In particular, promotion through social media and participation in exhibitions or events have proven effective in increasing sales as well as expanding the marketing reach for Liberty Ecoprint.
This is an open access article under the CC BY-NC license 	Corresponding Author: Stivaniyanti Atmanegara vaniatmanegara99@uds.ac.id

INTRODUCTION

In Indonesia, the role of the government is very vital in the growth of MSMEs. Especially after the impact of the Covid-19 pandemic, the contribution of MSMEs to the Indonesian economy has become increasingly important. MSMEs have succeeded in creating jobs for many individuals affected by job loss. MSMEs have a significant role in increasing household income, providing job opportunities, and meeting community needs (Prabawa et al., 2020). Indonesia, which is rich in natural resources and biodiversity, has great potential to develop sustainable economic sectors, including the ecoprint industry. Ecoprint, which is printing using natural materials that are environmentally friendly, is increasingly in demand due to increasing public awareness of environmental and sustainability issues. In the development of the ecoprint industry, the important role of Micro Small Enterprises (MSEs) is seen in driving economic activity and creating jobs. The hope is that ecoprint crafts as part of MSMEs will contribute to improving the community's economy. This is in accordance with Chawinga's (2017) view, which states that governments in various countries are strengthening efforts in developing the small and medium enterprise sector to stimulate economic growth.

One of the MSMEs in the ecoprint industry that shows potential and success is Liberty Ecoprint MSMEs in the Lampung region. These MSMEs have played a role in promoting environmentally friendly products and based on local culture. The growth and sustainability

of Liberty Ecoprint MSMEs is very important to consider. However, in achieving optimal growth, Liberty Ecoprint MSMEs are faced by a number of challenges, such as limited market access, capital, market understanding, and regulatory changes.

Public awareness of environmentally friendly products is increasing. The use of natural dyes in textile products, especially batik, is increasingly widespread (Alamsyah, 2018). According to Hikmah & Retnasari (2021), ecoprint techniques have the potential to reduce the amount of liquid waste produced by synthetic dyes in the textile industry by adopting the use of natural dyes derived from plants. In the ecoprint process, components from plant parts that contain color pigments, such as leaves, flowers, bark, etc., are used to give color to the fabric through direct contact. By using these natural dyes, liquid waste from synthetic dyes can be minimized, which can help reduce the textile industry's negative impact on the environment. Ecoprint technique is a process used to transfer colors and motifs directly to fabric (Flint, 2008), such as through punching techniques (pounding) and steaming techniques (steaming). In the application of ecoprint techniques, materials from various parts of plants, such as leaves, flowers, and others, are used as color sources.

As a major stakeholder in the economic and industrial realms, the government plays a significant role in providing support for MSME sales, including Liberty Ecoprint MSMEs. According to Diva (2009), the effectiveness of the government's role in MSMEs can be reflected in three main functions: as a facilitator, regulator, and catalyst. With appropriate policies and effective support from the government, an environment that supports the development and competitiveness of MSMEs globally can be created. In addition, success in marketing ecoprint products in an increasingly competitive market also depends on implementing an effective marketing strategy.

In this case, research that identifies the role of the government and marketing strategies implemented by Liberty Ecoprint MSMEs in Lampung becomes relevant and important to implement. Hopefully, the results of this study can provide a deeper understanding of how the role of government and marketing strategies affect the sales and success of Liberty Ecoprint MSMEs.

RESEARCH METHODS

A suitable approach to understand the impact of the government's role and marketing strategy on the sales of Liberty Ecoprint's Micro Small Enterprises (MSEs) in Lampung is through qualitative research methods. Data was collected through in-depth interviews, case studies, and literature reviews. Data analysis is carried out with a qualitative approach. The qualitative data analysis model used is the Miles and Huberman Model, which is used to tidy up, analyze, and understand data obtained from qualitative research. The model of Miles and Huberman (1992) emphasizes the importance of the relationship between data, analysis, and interpretation. This approach allows researchers to explore the data thoroughly and deeply, so as to be able to come up with precise and valid conclusions.

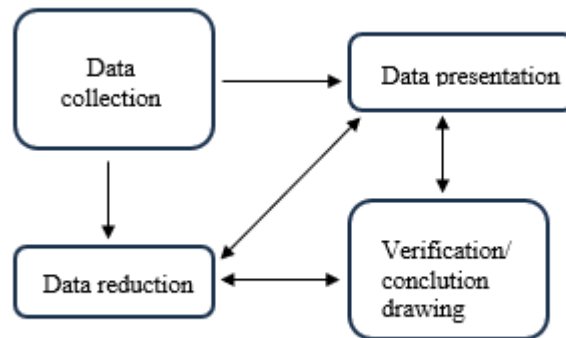


Figure 1. Miles and Huberman Interactive Data Analysis Model

RESULTS AND DISCUSSION

Overview

Liberty Ecoprint, a brand derived from Liberty, features the tagline "Ecoprint Modest Fashion: Fashionable outside, Sustainable inside." Liberty Ecoprint is a Micro, Small and Medium Enterprise led by Ir. Prihatini Setiowati as the Founder of Liberty Ecoprint. Liberty Ecoprint was established in 2020 at Gunung Batu Permai E-1 Housing, Jember. Liberty Ecoprint is a local fashion brand that adopts the concept of Sustainable Fashion with a focus on making simple clothing and crafts using Ecoprint techniques. This business relies on community empowerment efforts, collaboration with other business actors, the use of safe and efficient raw materials, and minimizing waste in the production process (Zero Waste). In addition, Liberty Ecoprint also uses biodegradable packaging to support environmentally friendly principles. The products produced by Liberty Ecoprint are designed to be everyday options that can be sold at affordable prices, while offering an exclusive, eco-friendly impression, and are available in limited editions.

Liberty Ecoprint's vision is to develop ecoprint and educational products, based on the values of local wisdom in Indonesia. Meanwhile, its mission is first, to increase the degree / value of Indonesia's ecoprint. Second, Support the development of ecoprint products and ecoprint material plants for the preservation of nature. The basic principle adopted is to produce clothes that are environmentally friendly and sustainable. Liberty Ecoprint is determined to empower the local women's community by producing value-added products that use natural materials such as Ecoprint Modest Fashion, Craft, and Home deco.

Since 2020, Liberty Ecoprint has introduced Ecoprint techniques at their location in Gunung Batu Permai E-1 Housing, Jember. Ecoprint is a natural dyeing method in which colors from plant materials are transferred to fabrics through the process of steaming, pressing, or boiling. Liberty Ecoprint offers products to individuals who are committed to adopting a modest style of dress and using eco-friendly items in their daily activities. The standard size of fabric available is 200cmx150cm.



Figure 1. Ecoprint products are still in the form of fabric sheets

Liberty Ecoprint offers the same variety of designs but with unique variations in detail and color. The resulting products are made in very limited quantities and exclusively, with the guarantee that no two products are identical. The price of each item depends on the specific design and type of material used. The price range generally ranges from Rp300.000,- to Rp750.000,-

Liberty Ecoprint actively utilizes various social media platforms for marketing its products, including, WhatsApp with contact number +62 818-0358-6466, Instagram Liberty_eco Information and pictures of Liberty Ecoprint products can be found on their Instagram account.

The role of the ruler to MSMEs

To strengthen the role of Micro, Small and Medium Enterprises (MSMEs) in the structure of the Indonesian economy, the participation of local governments is very important. In this effort, it is important to keep considering the vital role of MSMEs in creating an inclusive economy, as well as their role in spurring domestic production growth which in turn affects price stability and people's welfare.

The role of the government in facilitating infrastructure and facilities that support MSMEs in local events such as exhibitions has become a major focus. In Jember, to support the growth of MSMEs, the district government regularly organizes events such as Jember Expo and Jember Craft. In addition, initiatives such as Jember Bangsa Entrepreneurial Industri and Satu Bumi Juta Karya have also been implemented. Annual agendas, especially on district birthdays or other important moments, are often a platform to promote and support MSMEs.

Continuous government programs to advance product quality, competitive strategies, and market expansion from local to national scale are important. The government is not only

responsible for providing points of sale and providing coaching to MSMEs, but also plays an important role in promoting their products. In addition, the government also organizes trainings on financial and business management for MSMEs through related agencies. This allows MSMEs to focus more on developing their products.

Liberty Ecoprint marketing strategy

The marketing strategy implemented by Liberty Ecoprint involves a series of actions, including targeting specific markets by ensuring that the products produced are in accordance with consumer needs; and strengthen brand identity with logos, colors, and messages that demonstrate the values and quality of products or services; Liberty Ecoprint uses social media as a marketing tool, by creating engaging and interacting content, as well as utilizing images and videos to promote its products and services to potential customers.; Liberty Ecoprint actively participates in various exhibitions and events, allowing them to interact directly with customers and expand their network. They participate in various events held at the local, national, and international levels supported by the government, and collaborate with other parties in an effort to market their products.

Liberty Ecoprint has advantages in its products that rely on environmental friendliness, because in the manufacturing process it uses materials that are friendly to the environment. This product is strengthened by the use of natural dyes and the use of cotton materials such as voal miracle. Liberty Ecoprint, as a representative of MSMEs in the ecoprint sector, produces fashion products that are highly dependent on market tastes because of the importance of continuously developing innovation. UMK Liberty Ecoprint has succeeded in achieving market share at the local, provincial, national, and even global levelsLiberty Ecoprint relies on effective marketing strategies both through online and offline platforms. In online marketing, Liberty Ecoprint focuses on utilizing social media and marketplace platforms. While in offline marketing, they prioritize activities such as exhibitions, fashion shows, workshops, and cooperation with resellers.

In the evolution of business, social media has become an economical promotion platform and suits the preferences of today's market, especially since the majority of internet and social media users are young people. The role of social media for Liberty Ecoprint is significant, not only as a promotional tool but also as a platform to strengthen the brand, marketing, and sales. Most Liberty Ecoprint sales start from the interest of customers who find their social media pages, where potential customers can look carefully and continuously at the products displayed until finally making transactions and becoming loyal customers. On their Instagram account, Liberty Ecoprint showcased the various stages of fabric production, product transformation from fabric to fashion, providing tips on sustainable fashion, as well as providing other education. This is so that consumers can understand the uniqueness and advantages of Liberty Ecoprint products. Thus, social media becomes a tool to increase exposure to Liberty Ecoprint MSE products, expand market share, and reach a wider target consumer. One of the challenges in developing Liberty Ecoprint's business is limited working capital, where until now the available capital still comes from internal capital sources. As a fashion product, consumer preferences are often not satisfied just by looking at the product through social media, but they also want to see and try the product firsthand.

Despite facing various challenges, Liberty Ecoprint has managed to survive until now, demonstrating the continuity of production and increased sales of products since its inception. They innovate both in products and marketing strategies, which continue to adapt to the times. The focus, confidence, and passion that Liberty Ecoprint continues to maintain with their partners are key factors in their success.

CONCLUSION

Based on the results of the study, it can be concluded that the role of the government and marketing strategies have a significant impact on the sales of Liberty Ecoprint MSME products. Promotion through social media as well as participation in exhibitions and events have been proven to increase sales and expand Liberty Ecoprint's marketing network.

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