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## **Business Network Analysis of Gurilem Crackers MSMEs In Cililin Sub-District, West Bandung Regency**

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**Andi Sutisna<sup>1</sup>, Resya Dwi Marselina<sup>2</sup>, Pramia Andriana Putri<sup>3</sup>**

<sup>1,2,3</sup> Universitas Teknologi Digital Bandung

Email: andi10120571@digitechuniversity.ac.id<sup>1</sup>, resyadwi@digitechuniversity.ac.id<sup>2</sup>,

pramia10120539@digitechuniversity.ac.id<sup>3</sup>

### **ABSTRACT**

*In order to mitigate the elevated unemployment rate in Indonesia, the community must investigate other business prospects, such as small and medium-sized enterprises (SMEs), exemplified by Gurilem Crackers. Gurilem Crackers, a small and medium-sized enterprise (SME), possesses a robust and established infrastructure encompassing business networks, production methods, marketing strategies, and financial resources. These elements contribute to the improvement of firm productivity and market competitiveness. The data gathering method employed is descriptive qualitative, including interviews and observations. This study examines the business network, production processes, marketing tactics, and finances of Gurilem Crackers SME, which Mang Teten owns in the Bongas hamlet. The research findings suggest that Mang Teten's company utilizes business networking by collaborating with Gurilem cracker suppliers, employs essential production tools, relies exclusively on word of mouth for Gurilem Cracker marketing, and achieves a monthly profit of Rp—1,236,000.00 with a profit margin of 8.9%.*

*Keywords: MSMEs, Business Networks, Production, Marketing and Finance.*

### **INTRODUCTION**

Over time, the unemployment rate in Indonesia is steadily increasing. According to the Central Statistics Agency (BPS), the number of unemployed individuals in Indonesia was 7.86 million in August 2023. This represents a decrease of around 560 thousand people, or 6.77 percent, compared to August 2022. Despite a downward trend in the unemployment rate in Indonesia over the past three years, the current figure is higher than pre-COVID-19 levels. In February 2019, the number of unemployed individuals was at 7.05 million.

This decline can be ascribed to the growing number of individuals, including former workers, opting to establish small enterprises or Micro, Small, and Medium Enterprises (MSMEs). In 2021, the Ministry of Cooperatives and Small and Medium Enterprises (KUKM) reported that there were 64.2 million MSME participants in Indonesia. These MSMEs contributed 61.07 percent to the Gross Domestic Product (GDP), which amounts to Rp. 8,573.89 trillion.

As the proportion of MSMEs grows annually, the number of unemployed individuals in Indonesia will also diminish. Micro, Small, and Medium Enterprises (MSMEs) are crucial to Indonesia's economy and deserve attention due to their ability to create jobs and decrease unemployment, particularly in the face of competition from the formal sector. Micro, Small, and Medium Enterprises (MSMEs) are local economies characterized by small-scale operations overseen by individual entrepreneurs.

Moreover, it is undeniable that Micro, Small, and Medium Enterprises (MSMEs) are intricately connected to business networks. Business networks or contacts are crucial in micro, small, and medium enterprises (MSMEs) to amplify economic scale, optimize business management, and broaden market share. (Dambiski Gomes de Carvalho et al., 2021; Kurt & Kurt, 2020; Rachmawati et al., 2022) Kerupuk Gurilem Mang Teten is a micro, small, and medium enterprise (MSME) that operates in the snack food market. It specializes in selling a variety of Gurilem crackers, which come in different flavors such as coconut, peanut, spicy, and a mixed flavor that combines all four.

Networking refers to the cooperative interaction, connectivity, and affiliations with external entities such as other businesses, financial institutions, and organizations. (Aliyu et al., 2019; Tarigan & Mawardi, 2024) This collaboration is crucial for a company to operate effectively and efficiently and attain optimal productivity and competitiveness. Ultimately,

the objective is to generate the desired profit and foster business expansion. An extensive network is crucial in business as it facilitates product introduction, placement, and promotion to consumers. (Assaad & El-adaway, 2020; Buchnea & Elsahn, 2022; Martia et al., 2021)

Business networks seek to cultivate associations and affiliations with individuals in similar or interconnected industries. (Prabowo, 2021; Stergiopoulos et al., 2020) Through these associations, entrepreneurs of all scales can enhance their businesses in diverse domains, including augmenting sales, devising effective marketing strategies, broadening networks and connections, fostering personal growth, accessing an extensive professional network, creating opportunities for relationship building, and expanding access to information and resources. (Das et al., 2021; Fatimah et al., 2021)

This study aims to determine the factors that impact the efficacy of business networks for Kerupuk Gurilem Mang Teten items, with the goal of offering suggestions to enhance efficiency in expanding the market reach. The objective is to assess the quality of Kerupuk Gurilem Mang Teten products and evaluate the business networks associated with these items, specifically focusing on innovation and enhancements to improve consumer happiness and competitiveness in the market.

Marketing is vital in helping organizations optimize their sales strategy to generate revenues and ensure the company's long-term viability. Marketing is a strategic process in which individuals or groups acquire desired goods and services by developing, presenting, and trading valuable things with others. It also encompasses activities related to the distribution of products or services from producers to consumers. (MUAFI, 2020; Widjanti & Sugiyanto, 2024)

Marketing strategies are essential in the field of marketing. A marketing strategy is a deliberate plan to sell goods or services to create financial gains effectively. As Alhidayatullah et al., (2022) state, marketing oversees the critical tasks of managing customer-driven marketing strategies and the marketing mix.

## **METHOD**

This study utilizes a qualitative descriptive approach, collecting data through interviews and direct field observations. Sugiyono (2020) employs the concepts of postpositivism philosophy in the research methodology to investigate the inherent state of the object. The researcher serves as the primary tool, and the data analysis is based on induction. The data collection method employed in this study included conducting on-site observations at the business establishment and interviews with the proprietor, Mr. Teten, who owns the gurilem business.

Moreover, this research methodology enables a thorough investigation of the subtle details and complexities inside the authentic environment of the business activity. By fully immersing oneself in the physical environment where the business functions, one can acquire a more comprehensive awareness of the various aspects that influence its performance. This methodological decision highlights the importance of personal experiences and direct involvement with the studied circumstances.

In addition, the combination of direct observation and interviews increases the depth and accuracy of the obtained data. By directly observing, the researcher can catch nuanced features and occurrences that may not be readily visible through alternative methods of data collecting. Interviews offer a chance to obtain firsthand information from the business owner, allowing for a clear understanding of their viewpoints, difficulties, and tactics. By employing this combination of methodologies, a comprehensive approach to data collecting is achieved, facilitating a meticulous study of the research issue.

## **RESULT AND DISCUSSION**

Mang Teten Gurilem Crackers is a micro, small, and medium enterprise (MSME) in the snack food sector. They specialize in selling gurilem crackers in a variety of flavors, including coconut, peanut, spicy, and onion. Customers can also request custom-mixed flavors using these four options. Mang Teten retails its crackers in its own production facility in KP. Bongas, district, Cililin, West Bandung district, West Java.

The industrial network of Gurilem Mang Teten in the Bongas Region, Cililin, has a strong partnership with local raw materials suppliers. Gurilem Mang Teten establishes

robust partnerships with local farmers who provide the primary raw material, specifically gadung tubers, to ensure product quality and authenticity preservation. This procedure requires effective coordination between the stall and the farmers to provide a consistent and high-quality supply of raw materials. By collaborating, Gurilem Mang Teten not only promotes the economic survival of local farmers but also guarantees the availability of high-quality raw ingredients to preserve Gurilem's distinctive flavor.

In addition, the Gurilem Mang Teten stand frequently forms partnerships with nearby souvenir shops. This agreement offers Gurilem Mang Teten a chance to broaden its marketing outreach, guaranteeing that its items are readily available to tourists and visitors seeking to purchase region-specific gifts. The relationship between Gurilem Mang Teten and local inhabitants, both as employees and through the gift store, is crucial in establishing the long-term viability of local culinary enterprises and promoting Gurilem's delicacies to many segments of society.

Gurilem Mang Teten devised an all-encompassing marketing plan to reach different consumer segments. This was achieved by positioning their products as delectable snacks and offering a distinctive selection of meatball toppings. Gurilem Mang Teten promotes Gurilem crackers as a versatile snack that caters to all age groups, from youngsters to adults. Gurilem Mang Teten employs extensive demographic segmentation to target diverse consumer groups. Gurilem Mang Teten created universally appealing products by comprehending the requirements and inclinations of clients across different age demographics.

Gurilem Mang Teten is a supplier of genuine Gurilem crackers with an unparalleled traditional flavor. The shop prides itself on offering products made using traditional manufacturing techniques handed down through generations. The shop places great importance on ensuring that each product is authentic and high-quality. This position implies that Gurilem Mang Teten is not only a shop that sells crackers but also plays a role in preserving and promoting local knowledge in producing traditional snacks.

Mang Teten has employed a product differentiation strategy by incorporating unique and undisclosed spices into his crackers. This not only enhances their flavor but also sets them apart from other similar products in the market. Additionally, the crackers are seasoned at the time of purchase to ensure they are served fresh.

Furthermore, the quality of the raw materials Mang Teten utilizes for Babangi crackers is exceptional. The crackers are made from high-grade ingredients, resulting in a crispy texture that is not easily chewy. Mang Teten's pricing is relatively high compared to that of its competitors. However, this can be attributed to the exceptional taste and variety of flavors it offers. In addition, Mang Teten offers innovative marketing strategies and competitive discounts to resellers interested in selling their cracker goods.

Mang Teten has successfully implemented a capital of around Rp through a business network and a well-designed marketing strategy. 13,746,000.00. Mang Teten can make 1,500 crackers each pack every month with this capital. In order to generate revenue for Rp. 15,000,000.00 and a profit of Rp. 1,236,000.00.

## **CONCLUSION**

The findings of the investigation can lead to several inferences. Various factors can be deduced about the establishment of business networks, marketing strategies, production methods, and financial systems in Gurilem Mang Teten's cracker MSME company. Gurilem Mang Teten's cracker MSME forms business networks by first purchasing crackers from a supplier named KB Pasir Meong factory in Pasir Meong. Then, they create different flavor variants using an in-house production system and various raw materials, such as onion, chili, coconut, and peanuts.

They mostly rely on word-of-mouth marketing as part of Gurilem Mang Teten's cracker MSME marketing strategy. However, the company does not engage in online marketing or own physical stores. Gurilem Mang Teten's cracker MSME financed itself with approximately Rp. 13,746,000.00 in the financial system. With this funding, they can manufacture 1,500 packets of crackers per month. The outcome is a turnover of Rp. 15,000,000.00, accompanied by a profit of Rp. 1,236,000.00. Based on these findings, it can be deduced that Gurilem Mang Teten's cracker MSME has undergone substantial growth in the last six years. This growth can be attributed to the successful implementation of many processes in Gurilem Mang Teten's cracker business, which has resulted in the continuous advancement of the business over time.

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