

## INNOVATION ANALYSIS IN DETERMINING MARKET POTENTIAL IN DEVELOPING MSMEs BUSINESS STRATEGIES USING SMALL CONTAINER BOOTHS IN PENAJAM PASER UTARA

Ramdatul Hasanah<sup>1)</sup>, Roswiyantiroswiyanti<sup>2)</sup>

<sup>1)</sup>Management Study Program, Universitas Terbuka

<sup>2)</sup>Management Study Program, Universitas Cokroaminoto Makassar

Corresponding author: [ramdatulh18.pmbabulu@gmail.com](mailto:ramdatulh18.pmbabulu@gmail.com)

### Abstract

*In Indonesia, Micro, Small and Medium Enterprises (MSMEs) are an asset that suppressor economic development in Indonesia. The existence of MSMEs can help increase the income of lower middle class people. The aim of this research is to analyze the innovation efforts carried out by MSME actors in looking at aspects of market potential, as well as implementing management strategies to develop businesses for MSME actors in the North Penajam Paser Region. In this research the method used is a descriptive qualitative method where the data is processed systematically. real from the results of observations, interviews, and journals, books, documents. From the research that has been carried out, the results of innovations designed by MSME players can significantly increase income from market potential as well as increase employment opportunities and advance the economy.*

**Keywords:** Innovation, market potential innovation, development of MSME business strategies

### Introduction

MSMEs play a role as business actors in becoming economic pillars in society. Meanwhile, currently 16% of MSMEs have just entered the digital economic system (Arianto, 2020). It is known that information sources from data from the Ministry of Cooperatives and MSMEs in 2020 amounted to 10.25 million businesses collaborating with online media. Then research current developments and use technology as a medium to facilitate their business. By using innovation, creativity, actors can manage their business and gain profits as well as help market products from a relatively and relevant range. There are many facilities for using places or containers to carry out sales transactions for MSMEs. Creativity-based MSMEs have a good role as supporting the economy in various countries. We want to encourage MSME players to carry out innovations or interesting ideas. In Southeast Asia and Europe, MSMEs play a role as the main supporter of economic growth, but in several other countries, the role MSMEs are still not stable in carrying out their role in totality towards creativity-based MSMEs.

### Innovation

Innovation is an idea that appears or has not existed before in someone's thinking so that the idea can be realized into reality. A person who innovates can be called an innovative person, then a person who innovates is an innovator. Innovation is an idea, thought, idea, practice and object that we realize and accept as something new for the development of creativity (Everett M. Rogers 1983).

Apart from that, the description of Innovation according to Law No. 18 of 2002, Innovation is a research and development activity that can be applied in the field of science, realized in product technology processes and production processes. According to (Rosenfeld, 2002) Innovation is thinking that is successfully developed from new ideas or in other words is the realization of knowledge, digital media capabilities and experience to create new products, processes and services.

One of the innovations implemented in developing MSME business strategies is by creating container innovations called small container booths, namely containers or places used for small businesses such as selling food and drinks among MSME players. This container booth can be designed according to your wishes to attract customer attention. One of the innovations for sales places is to use small containers called containers made of steel, aluminum, zinc and wood. Purchase materials from building stores, then assemble

them like a sales place, so that it can increase product attractiveness and operational efficiency. With the development of this concept, it is based on literature research and experience in the field. Experts say that the human economic journey is currently entering new changes, namely the circulation of economic knowledge and the creative economy (Howkins, 2001).

#### Market Opportunities/Market Potential

According to Kotler (2008) market potential is a purchasing activity needed so that a company can operate profitably. According to the expert theory of Pearce and Robinson (2005), potential is a situation that has an advantage in the company's income. Searching for marketing opportunities can be obtained from existing data. Another understanding of marketing potential in Micro, Small and Medium Enterprises (MSMEs) according to Law no. 20 of 2008, in order to increase economic growth, equalize and increase people's income, create jobs, and reduce poverty rates. The potential of MSMEs has a role in achieving income for business actors, because they can meet the needs of products, services, goods as well as create jobs and obtain added value, which can reduce poverty rates in carrying out business trends (Nurlida & Sinuraya, 2020).

In monitoring market potential, management covers several areas such as financial management, potential management, operational and marketing management and human resource management. The aim is to help MSMEs manage market business aspects. In this way, we, MSME business actors, can develop and survive in a competitive market. The market potential of MSMEs can be seen from how satisfied they are with prices and promotions which include detailed information on MSMEs in setting prices for their products and services as well as how the products are promoted. Then look at the aspects that need to be considered from financial analysis, understanding production, distribution and advertising costs to get profitable prices, analyzing demand and determining price warnings that are then accepted by potential target markets, and the influence of competition in the MSME sector. Entrepreneurs and MSMEs (micro, small and medium) think about how their business can develop, while others need additional capital to make their business grow. Based on the characteristics of MSMEs, the large strategic role played by MSMEs in the Indonesian economy, as well as the business challenges experienced by business actors, both inside and outside. The concept of MSME business development was created with the aim of MSME businesses being able to move up to a more capable level.

#### Development of MSME Business Strategies

##### Understanding Strategy

Strategy is something that is used to maintain the smooth running of a company's business by paying close attention to competitors to meet consumer needs. Strategy is an approach related to the implementation of a plan so that business activities can be carried out smoothly. Here are some expert opinions: (1) Pearce and Robinson said strategy is a development plan prepared by a company, the strategy analyzes the process plan of how, when and where, they must face the business and business competition process in the future; and (2) Morrissey said strategy is a plan to carry out company goals to achieve development potential so that the mission is implemented as a driving force in selecting products and services and markets.

Business Development, namely procedures for implementing the principles aimed at by the company to achieve business success related to strategy and implementation of marketing potential. Widyaningsih and Ariyanti (2018) stated that business development consists of marketing and sales management strategy aspects, namely: (1) Exploring various new businesses to see if there are gaps that arise, because that is what customers expect. Create new markets, with unique products and specifics to attract customers; (2) Aspects of marketing management, implementing and mastering market potential, making market opportunities work well, selling products using broad media, namely imports to foreign countries, determining marketing strategies so that consumers buy the product through advertising, promotions, brochures and other media; and (3) Sales aspects, making input about designing and realizing sales regulations and sales follow-up processes, number of items sold.

Choosing a location for developing an MSME business strategy is an important first step in building the foundation for the success of an MSME business. Determine the effective location, then the means of using the MSME business platform by including basic processes regarding targets, competitive analysis and business operational needs. Apart from that, it takes into account the number of people, accessibility and potential for developing technological innovation. Understanding potential customer preferences and their

purchasing behavior can help MSMEs identify good places for MSME business profits. By using an MSME development strategy, we will definitely explore the impact of changes in digital transaction innovation on business premises. Making innovations in the use of facilities for business actors that are currently trending, MSME business actors apply new innovations to their business strategies to try their luck.

Challenges for MSMEs in adopting innovation and technology to increase competitiveness. To understand the obstacles to developing their businesses, it is necessary to identify the internal and external challenges of MSMEs. How can MSME development strategies help MSMEs grow and contribute more to the economy? The use of innovative containers can influence operational efficiency and product attractiveness. This research assesses the effectiveness of innovation in supporting the growth of MSMEs. The role of MSMEs in assessing market potential and implementing MSME development strategies to be further improved. This analysis provides insight into the potential and status of creativity-based MSMEs in a global context.

There are various obstacles encountered by business actors in running their businesses. In reality, small businesses are able to survive anticipating economic downturns which result in inflation and a lack of literacy and knowledge about innovation in response to current business trends. then social technology has the potential for someone to spread good and negative news from one word to another comfortably (Malthouse et. al 2013). Business leaders can use market news obtained from social communications to exploit customer desires and review the state of the company area (Agnihotri, Andzulis, Rapp, Trainor 2014).

To analyze the contribution of MSMEs to GDP and employment in Indonesia. By providing clear data regarding the economic impact of the MSME sector in the North Penajam Paser Region. Identify the challenges faced by MSMEs in adopting business innovations using ideas and designs involving MSME development strategies. Develop an SME business development strategy to "level up" to create an effective SME strategy development model. Evaluation of the impact of using innovative containers on operational efficiency and product attractiveness. Therefore, this research provides empirical evidence regarding the effectiveness of innovation. Compare the role of creative MSMEs in Indonesia with developed countries to understand their growth potential, namely by providing a broader perspective on the position of MSMEs in the global economy and the steps that must be taken to increase their contribution. MSMEs offer individual capabilities so they can adjust market share ahead of large companies (Neagu 2016). That's why marketing management is needed, according to Kotler and Armstrong (2017) marketing management is a person's effort to achieve the desired exchange results and build good relationships with customers in a profitable way. Therefore, business leaders can use marketing information obtained from digital technology to explore customer desires and analyze changes in the business environment (Trainor, Andzulis, Rapp & Agnihotri, 2014).

By explaining the problem and research objectives, in this case it can provide solutions to innovation and look into market potential and MSME development strategies, which are significant for the development of the MSME sector in Indonesia.

## **Methods**

The method used is descriptive qualitative research, where data is processed in real terms from the results of observations, interviews, and analytical methods of journals, books, documents, library data, reading, recording and processing research materials based on sources deemed relevant to the research. one study research. The facility objects discussed use the function design method of changing the use of Container Booths into room facilities for serving food and drinks.

The qualitative descriptive research approach is focused on collecting and analyzing qualitative data in order to obtain detailed information about the cases studied, namely the development of MSMEs that adopt digital technology and innovation. Observational Data Collection Conduct direct observations of MSME stakeholders regarding utilization and innovation of market potential by implementing strategies MSME development.

In-depth Interviews Conduct interviews with MSME business actors to obtain information about their experiences in implementing technology, challenges and strategies introduced to increase competitiveness. Collect data from magazines, books, official documents, journals and other information related to this research. This includes an analysis of literature on digital transformation and the role of MSMEs in the economy.

Research Object Focuses on the use of small container booth stands as a forum for innovation in serving food and drinks by MSMEs. The study also includes an analysis of the effectiveness of using these containers in increasing product attractiveness and operational efficiency.

Analysis of data used Data collected from observations and interviews will be analyzed thematically to identify patterns, challenges and general strategies implemented by MSME actors. This analysis also includes an assessment of the impact of the use of digital technology on MSME performance and how container innovations such as containers can impact business growth.

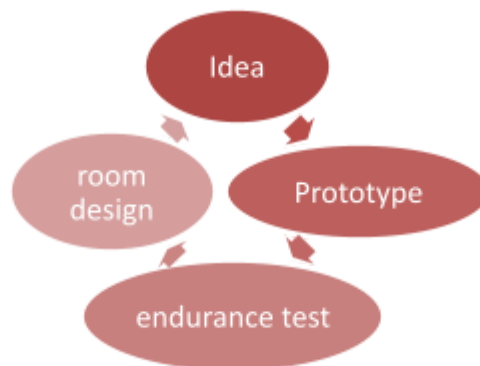
This research design develops a framework that includes identifying the internal and external challenges faced by MSMEs in the process of implementing technology. Evaluating the impact of innovation on operational efficiency and product attractiveness. Policy recommendations to support the development of MSMEs in Indonesia.

The aim of this research is to provide details regarding the role of MSMEs in the Indonesian economy and provide strategic recommendations for increasing the contribution of MSMEs through the adoption of digital technology and innovation. With this approach, hopefully this research can provide an important contribution to the understanding and development of the Indonesian MSME sector and help stakeholders. economic actors respond to the challenges of the digital era.

## Results and Discussions

In running a business as an MSME player, we will definitely strive for all innovations and marketing strategies by following technological developments. Therefore, we will definitely learn more about choosing a place and facilities for business people as beginners in building a business. The means used by business people to carry out their marketing (Stanton 2005). In addition, marketing management is the analysis, planning, implementation and control of programs built to realize, form and maintain profitable exchanges with the company's target customers (Sunyoto 2014).

Many MSME business actors in the North Penajam Paser area use small shophouse containers for their business facility space to increase MSMEs. Several design and design methods for creating container booths to attract consumer attention. In general, MSMEs have relatively different costs that are easy to reach. With this, efforts are made to realize the form of MSME facilities by using design innovations in designing small container booths to become business facility containers. Small container booths have a strong structure based on the main material here, usually made from several building materials as the walls.



**Figure 1**  
**Design Method**

The design method above uses designs in the form of ideas, prototypes, durability tests, room designs. The following are the discussion stages. a) Ideas here are meant about what and how to design the shape of the small shophouse container. b) Prototype design refers to designs based on innovations and room concepts that might be useful if introduced to the public. c) Durability test regarding whether or not the material from which

the container is made is sturdy. d) Room design. Detailing the simple, innovative style of the room to attract customer attention.

## Booth Types Based on Manufacturing Materials

The materials for making Container Booths have several types of materials, namely galvalume, aluminum, steel, zinc & wood. Galvalum is a light steel metal material because it has a high carbon content. Galvalum is used to cover canopies and walls as the main material for building construction. The advantages of using this material are that it does not rust easily, is easy to assemble, is cheap, but if it is hit by an impact it will dent and be difficult to return to its original state. Used containers used as container booths can be used as replacement facilities. The container booth design has a modern concept so that it attracts the attention of consumers.

There are various types of materials used to install container booths, but you can also get them at building stores. The following are the materials for making a container booth:

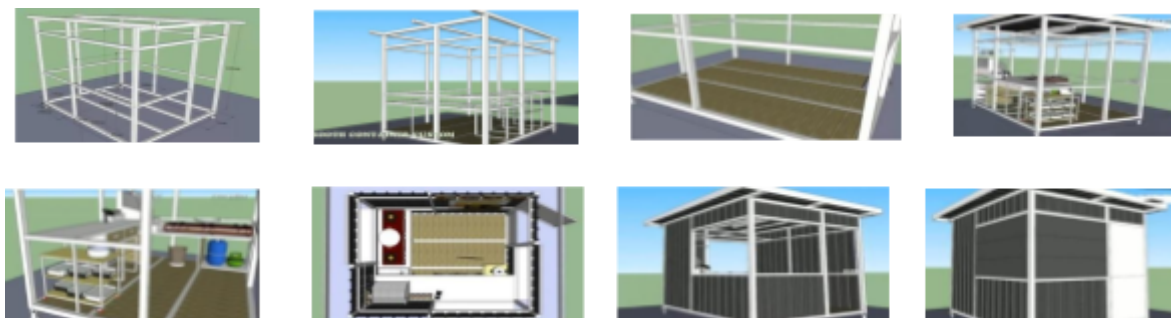
**Table 1 The Materials for Making a Container Booth**

No.	Specifications	Description
1.	Holo Galvanized	4.4 anti-rust structure
2	Roof and Wall Spandek	0.3 SNI strong anti-rust
3	The table	shelves and aluminum trim are neat
4	Wooden	floor
5	solid	Color duco paint
6	Gas spring/shock	window block
7	light	18w Neon / Led Bulb
8	Lectric plugs	2 hole socket
9	wheel	4 inch PU wheels

The advantage of using a container booth is that it is easy to assemble and the building is durable and strong. The disadvantage of using this material is that it is heavy, a bit difficult to move because it is made of iron, therefore if it is not cared for it will rust easily.

Container booths made from a combination of zinc and wood have the advantages of being stronger, lighter and easier to move anywhere and have a minimalist design. However, this material must always receive building maintenance so that it lasts a long time because it will definitely be exposed to hot rain and will be vulnerable to being eaten by termites, so it must be coated with polish to make it durable.

Aluminum booths have advantages in the frame and structure of the building body, because they are easy to shape, combined with other steel and are impact resistant and easy to clean. This aluminum booth has an unattractive design. As in the picture below, the sales container booth design building.



**Figure 2**  
**Method for Preparing Custom Container Booth Design**

Container Booth Carts/Customer Container Booths are containers made from several materials according to the wishes of food and beverage businesses. With dimensions of 250 m long x 200 m wide x 200 meters high, financed for IDR 4,500,000.00.



**Figure 3**  
**Small Container Booth assembly results**

Using container booths to develop business strategies (MSMEs) can increase the efficiency of market potential because it can reduce the cost of renting a place to open a business. Therefore, Container Booths can be placed in strategic locations without the need to rent expensive space, in order to reduce overhead costs. This container booth also allows business actors to move to places that are more crowded with potential customers. Then optimal room management and simple design room arrangements can make it easier to move goods and tools.

MSME business actors in the northern Penajam Paser area use creative design innovations to gain attractiveness and a good reputation for their business in the eyes of customers. The aesthetic design style applied to container booths can be presented in an attractive and modern manner that can spoil the customer's eyes. With an attractive design, container booths have a good image for customers, plus creative marketing implemented by MSMEs promotes their container booths on social media so they can reach a wide market and increase revenue profits.

In running their business, MSME business actors in the northern Penajam Paser area adjust the container booth design to the type of product being sold, in order to make a good impression on customers. Then provide services not only on site or take away but also online with attractive offers and promotions.

Apart from that, the use of booth containers in the northern Sharpener area allows for the security and comfort of their business to be maintained because booth containers are made from strong steel which can provide protection against weather, damage to goods and minimize theft. Using CCTV installations and padlocks, you can see, monitor and protect the merchandise in the container booth. Small container booths have advantages for MSMEs in the northern Penajam Paser area, namely, because they are easy to construct, minimalist buildings, have strength and are resistant to weather, can accommodate heavy loads, are easy to move anywhere, are safe and comfortable for MSMEs, and are affordable as an alternative. building material.

This facility for using small container booths in the northern Penajam Paser area is widely used by MSME business actors in the community to carry out food and beverage sales activities. The aim of this small container booth design is to create an atmosphere of service provided to customers. In this case, it can be hoped that it will provide a memorable experience for customers to buy again and can recommend it to other potential customers. It is hoped that the design of this small container booth must also provide the best innovations such as quality and comfort as well as food and drink so that MSME business development will be better in the future.

## Conclusion

MSMEs (Micro, Small and Medium Enterprises) have a major role as pillars of the economy in Indonesia. With a significant contribution to Gross Domestic Product (GDP) and employment absorption, MSMEs are driving the economy amidst global and local challenges that continue to grow. Based on the results of the analysis above, the points that we can take are: (1) Digital transformation, where only 16% of MSMEs have switched to a digital economic system, there is great potential that can be the result of market potential carried out by MSME actors. The relationship with digital technology media expands market reach and increases operational efficiency; (2) Innovation and Creativity. The use of innovation, such as small container booth containers, shows that MSMEs can adapt to market trends by increasing the attractiveness of their products. This innovation can greatly increase efficiency and provide added value to customers. With a design that attracts the attention of customers, it can be feedback for the smooth running of MSME actors' businesses. In today's technological era, we as MSME actors must continue to explore market developments and be innovative in order to continue to be able to launch the MSME business that we have; (3) Challenges faced by MSMEs from Internal and External challenges to business capital, lack of technological literacy and tight competition. Therefore, identifying these challenges is important to formulate relevant development strategies; (4) Formulate MSME development strategies in selecting locations and business facilities and understanding customer preferences. Good management in financial, operational, and marketing aspects of market potential in increasing competitiveness; (5) Utilization of Container Booths is one alternative means of space to run MSME businesses in the North Penajam Paser area. The 200-meter Container Booth is an innovation for the development of the MSME market; (6) Comparison of Global MSMEs. Analysis of the role of creativity-based MSMEs in Indonesia compared to foreign countries shows that there is still room for growth and increasing the sector's contribution to the economy; and (7) This study is recommended to recommend the need for policy support from the government to assist MSMEs in adopting technology and innovation. Including in the provision of facilities, providing ideas, access to capital assistance to small communities, and incentives to encourage digital transformation. With this innovation, it is hoped that small communities can meet their living expenses. Thus, this study emphasizes the importance of innovation and technological adaptation for MSMEs to be relative and survive in a changing market share. Hopefully the results of this study can provide knowledge that there is still room for growth and increase the contribution of the MSME sector.

Thus, this study emphasizes the importance of innovation and technological adaptation for MSMEs to be relative and survive in a changing market share. Hopefully the results of this study can provide knowledge that there is still room for growth and increase the contribution of the MSME sector.

### **Suggestions**

To the government and community economic empowerment institutions in particular, regarding the need to improve digital literacy training programs for MSME actors, especially in rural areas because this will help them understand and use technology digitally effectively. The development of investment infrastructure in digital is needed, especially in areas that have difficulty accessing technology. Therefore, it is hoped that the government can provide or provide a budget to small MSME actors, to develop attractive business container designs, such as small Container Booths, in order to increase the attractiveness of their businesses. With good design and innovation, it can attract the attention of consumers and increase sales.

As an MSME actor, you should conduct a market research analysis if you want to start a business or launch a new product including costs, demand, and competition. this activity can help make better business decisions. Not only that, business stakeholders are also advised to collaborate by establishing partnerships with various parties, including the government, educational institutions, and the private sector, to obtain support in terms of resources, knowledge, and access to markets to see competitiveness between markets.

### **References**

- Acai Sudirman, et al. (2024). MSME Management Creates Sustainable Competitive Advantage. Widina Media Utama.
- Aghnihotrii, R., Dingus, R., Hu, M, Y., & Krush, M.T (2016). Social Media Influencing Customer Satisfaction in B2B sles. *Industrial Marketing Management*, 53 (1), 172-180. Doi. 10.1016 / j.indmarn. 2015.09.003.

- Arianto, B., (2020). Development of Digital MSMEs during the Covid-19 pandemic, *ATRBIS: Journal of Business Administration*, no 2, vol 6.
- Darwantomsium (2013). Increasing the competitiveness of MSMEs based on innovation and creativity (property strengthening strategies for innovation and creativity). *Journal of Business and Economics (JBE)* vol.20, no 2 pp. 142-149.
- Dewi Untari, Dewi Endah Fajariana, Muchamad Ridwan (2019). Preparing the ASEAN Economic Community (MEA) and the Development Strategy of Small and Medium Enterprises (UMKM) to Get Business Credit in Cibaduyut Village, Bandung. *International Journal of Economics, Business and Accounting Research (IJEBAR)* vol3., no.3.
- Encep Saefullah, Nani Rohaeni, Tabroni (2022). Management of Micro, Small and Medium Enterprises (UMKM). *Eureka Media Aksara*.
- Erlanitasari, y., Rahmanto, a., Wijaya (2019). Digital Media Economic Literacy Micro, Small, and Medium Enterprise (Smes) Go Online. *International Journal of Globalization and Small Business*, vol.8, no.1
- Ernie Tisnawati Sule and Kurniawan Saefullah (2010). Introduction to Management. *Prenada Media Group*.
- Everett M. Rogers (1983). *Diffusion of Innovations*. The free Press.
- Kotler & Armstrong (2003). *Marketing Management*. Eleventh Ed. New Jersey. Person Educated inc.
- Law of the Republic of Indonesia Number 18 of 2002 concerning the National System for Research, Development and Application of Science and Technology.
- Lie devi sugirto, Yusita kusumarini, Meirinakunahyowati (2019). Designing the conversion of containers into commercial space modules "food & beverage facilities". *Intra Journal* vo.7 no328-334.
- Malthouse, E.C., Haenlein, M., Skiera, B., Were, E., & Zhang, M. (2013). Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of interactive marketing*. 27.270-280.Doi:10-1016/j.intmar.2013.09.2008.
- Mohamad irhas effendi, Dyah Sugandini, Yuni istanto, Rahajeng arundati (2020). *Information Technology Innovation and MSME Business Performance*. Zahir publishing.
- Neagu, C., (2016). The importance and role of small and medium-sized businesses. *Theoretical & Applied Economics* 23,331-338. Retrieved from <https://www.wctap.ro>.
- Nurlida & Sinuraya, J. (2020). The potential of MSMEs in supporting the community's economy during the Covid-19 pandemic: a literature review. *Annual Academic Seminar of Economics and Development Studies* 2020,73 [www.lokadata.beriatagar.id](http://www.lokadata.beriatagar.id)
- Putu krisna adwitya sanjaya (2021). *Management & financial governance of micro, small and medium enterprises*. Cv cahaya bintang cemerlang.
- Rosenfeld (2002). *Creating Smart System A Guide to Cluster Strategy in Les Favorit Legion* [www.wrtsinc.org](http://www.wrtsinc.org).
- Salman al farisi, Muhammad Iqbal fasa, Suharto (2020). The role of MSMEs (Micro, Small and Medium Enterprises) in improving community welfare. *Journal of Islamic economic dynamics*. Vol 9. no 1. p. 73.
- Staton, William, J., (2005). *Marketing Principles*, seventh edition, volume 1. Erlangga.
- Sunyoto, Danang (2014). *Fundamentals of marketing management (strategy concepts and cases)*. 1st printing. CAPS (Central for Academic Publishing Service).
- Trainor, K.J., Andzulis, J.M., Rapp, A., & Agnithotri, R (2014). Social media technology usage and customer relationship performance: A capabilities based examination of social CRM. *Journal of Business Research*. 6,1201-1208. Doi:10.1016/j.jbusres.2013.05.002.
- Widyaningsih and Ariyanti (2018). *Legal Aspects of Entrepreneurship*. Polinema press.