

Aspects of Micro Business Market Development Using the Friedman Test and Categorical Test Approaches

I Putu Artaya¹, I Gede Arimbawa², R. Agus Baktiono³

Faculty of Economics and Business, Department of Management, Universitas Narotama Surabaya, Indonesia^{1,2,3}

Corresponding Author: I Putu Artaya (putu.artaya@narotama.ac.id)

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ABSTRACT

The problem faced by the research team is how to properly process market expansion for micro businesses. The research location is in Sidoarjo Regency, East Java. In the six sub-districts, there are many micro business actors who have the potential to develop but are constrained in mastering important aspects that interact with the governance and management processes of their businesses. The research sample was 69 businesses engaged in the food, beverage, and health sectors. The data testing methods used were the Friedman test and the Categorical test. The Friedman test aims to find the level of relevance and needs of the aspects used as study materials, then the Categorical test to determine the map of the aspects used as study areas, so that problem points can be seen on the quadrant map in a focused manner. The research method uses a home visit model. The purpose of this study is to help home business actors improve their product management management, so that they can attract buyers. The findings of this study are known to have five main aspects that hinder the development of 69 micro businesses in market expansion, i.e. improving packaging, utilizing technology, expedition networks, sales networks, and using brands.

Keywords: Categorical Test, Friedman Test, Market Expansion, Micro Business.



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INTRODUCTION

Since the end of the Covid 19 pandemic, many people have relied on their livelihoods by opening home businesses. This is marked by the increasing number of home business products that have emerged in the community with various types and benefits. The growth of micro businesses is still dominated by food and food products. They build home businesses because many companies that are included in the industry are directly affected. Most companies stop production activities so that there are many layoffs. This results in a loss of income for people who depend on the industrial sector for a living. As a result of this condition, it has increased the interest and motivation of people to open and run their own businesses, most of which are home businesses. research results from Firmansyah et al., (2022) The prolonged pandemic has changed people's mindset to support

their families by carrying out informal activities, i.e. opening home businesses. This condition has increased people's interest and compulsion to open independent businesses in order to survive. There has been a shift in people's livelihoods from an industrial orientation to a home business orientation. However, this condition also has a positive impact, people who are not working become independent in running businesses or activities in their residential environment. After the pandemic ended due to the many home businesses that emerged in the community, they were generally uncontrolled and did not have basic knowledge in building a business, as a result they were weak in the field of management and business management, while on the other hand, business activities have regulations that must be obeyed, i.e. good management, based on these conditions, this symptom is a gap for our team to conduct research, the goal is that home business owners can get the right model in developing the business they run. The research results presented Ananda & Susilowati, (2017) need to apply a social market economy, i.e. a movement or collaboration between established medium-sized businesses that have a strong market with micro businesses that are still beginners or whose markets are not yet stable and are still in the development process. The reality that occurs when the pandemic ends, the government's ability to help develop home businesses is slightly hampered due to the government's unpreparedness, and the repair of various obstacles, because all types of services that should be able to be implemented have not yet recovered. The areas developed include improving business management in the production improvement sector, marketing forms, funding, and sales processes. Through this movement, micro businesses are helped in distributing sales of their products. To achieve these conditions, it is necessary to master several aspects of the business environment so that business actors can have good prospects in the future. For business actors, this condition provides a better direction for business development, this is what is often referred to as a social market economy (Irawan, 2020).

Aspects or factors in market development can be divided into two dimensions, i.e. the first dimension consists of 1). Packaging labeling, This is explained by (Liedholm & Mead D, 2013) explains that for the product produced to be able to meet certain requirements, it must use a clear identity, and this identity is stated on the product label. 2). Cooperation partner, (Sri & Ahmad, 2017) (Lewandowska et al., 2016) said that as a strength of collaboration with external parties when a business wants to carry out further market development, with partnerships the product distribution process has strength. 3). Quality improvement, is a long-term process of changing something, a product can always be better and able to meet consumer expectations, as explained by (Sumaryana F, 2018) in his research. 4). Brand use, (Brata, 2016) providing an explanation is the process of building an identity for a product so that the product introduction process and its synergies can be carried out more easily, especially in relation to business partners. 5). Transaction digitization, (Syukri & Sunrawali, 2022) providing an opinion is a breakthrough and adaptation of business actors in using applications that support the process of procuring materials and/or goods, supporting the ordering, payment, delivery processes related to the process of selling goods and business performance. While the second dimension consists of: 1). Packaging improvements, (Setiawati et al., 2019) explained that nowadays business actors must tend to use more environmentally friendly packaging, meaning that used packaging can be recycled in such a way and can be turned into raw material to make new packaging. Packaging shows the identity of the product, must be of guaranteed quality, ergonomic or user friendly, not easily contaminated, and safe in the storage process. 2). Product certification, research results from Ariani & Utomo, (2017) As one way to maintain the safety of products consumed by consumers, producers must show responsibility through certification programs implemented by external institutions to ensure that products are fit for distribution and are suitable for wide sale. However, product producers must have the courage to guarantee and be responsible for the guarantee. safety of their products consumed by the wider community (Sitorus, 2018). Keterjaminan ini harus dibuktikan dengan kelayakan produk dalam bentuk sertifikasi keamanan dan kesehatan. The same thing was also expressed by Ahmadiyah et al., (2011), Certification is an inseparable part of social and juridical responsibility for the circulation of a product that is consumed by the masses. 3). Technology utilization, (Zastempowski, 2022) said a process to make improvements in the production process

using better and modern machines and able to create efficiency, these are all consumer demands so that products have added value and are more marketable. The use of technology can be interpreted as a competitive force when products meet competitors. Business owners must continue to innovate to further perfect their products so that these products appear to be much more useful in all aspects of the interests of consumers. If this is done it means that the micro business is able to have competitive strength (Hartati, 2014). Because competition is something that is very complex in the business world. 4). Sales network, (Kartikasari, 2021) in his research, it was revealed that this field is a tool for business actors so that promotional and marketing activities reach the audience or potential consumers more quickly when the product starts to be marketed. Various technologies in the form of applications are starting to grow more rapidly and can be used to support this activity. With this aspect, business actors can develop their business circulation more quickly, because goods sell quickly. Moreover, now many business people use it, so that business people don't become technologically challenged. The era of manual sales models has gradually been abandoned and shifted to online sales models. The aspects above are the key to success in changing and developing a business activity towards expanding their market. In research conducted by Irianto, (2015) It turns out that there is increasing pressure to increase the use of social media, which now means that the growth of online-based applications is increasing and can be operated via mobile devices. By increasing mobile users, this becomes a big opportunity for the future in the world of product sales. 5). Expedition network, (Mayana R & Santika T, 2020) said that with increasingly advanced technology in the business world, this progress is capable of causing disruption in the digital sector, meaning that things that have been suitable for operation in the field of business activities have been replaced by something revolutionary in nature so that micro business actors must be able to adapt to changes very quickly this is so that the business they run is able to compete and continue to survive. In the movement, sales efficiency for business actors is increasing every year, this is marked by the increase in sales methods from offline models to online models by utilizing marketplaces and various digital platform models with a Search Engine Marketing approach, and improvements in content marketing. In this way, it becomes easier for potential buyers to recognize the various products offered by business actors. If this gets better, the process of sending goods ordered by buyers must use a trusted expedition, especially regarding the estimated time of arrival of the goods ordered (Rifin, 2019). Recently, the expedition network has become more solid in carrying out its role when conveying orders for goods delivered from sellers to buyers. So that the accuracy of the expedition's role is getting better in supporting the sales process, especially online sales (Munawarah A et al., 2022).

The longer the operational activities of micro businesses, if they want to continue to survive, they will not be able to escape the role of technology, because the consumer community likes them because they are considered efficient and able to answer challenges (Sukarnoto et al., 2021). Why are we trying to change conditions in that direction? Because many competitors in the business world have already made all kinds of changes. If the business being managed does not follow changes for the better, it is feared that the existence of competitors around our business will bring negative benefits to the future development of the business.

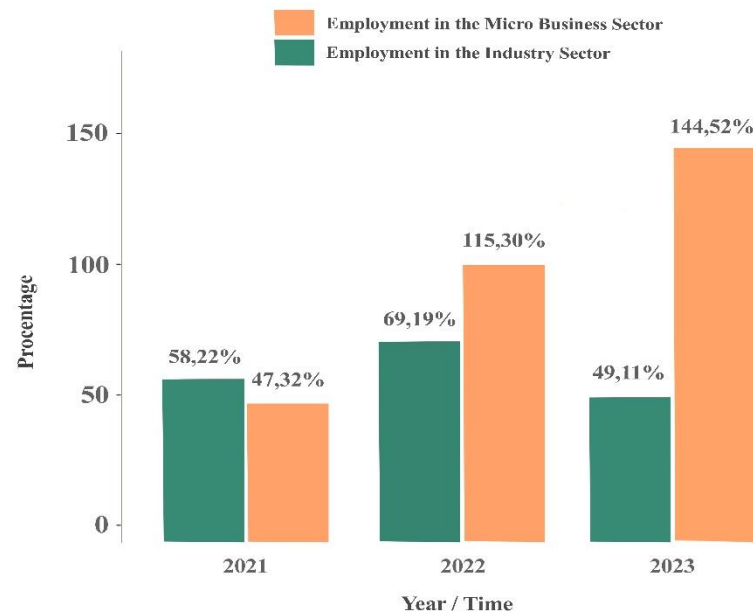


Figure 1. Movement in the number of micro business actors during the three years 2021-2023

Source: East Java in Numbers, November 2023.

Figure 1 above shows that the growth rate of micro businesses in Sidoarjo Regency in the three year period averaged 102.38%, a very high figure, because during that period the industrial world was in decline due to the impact of the prolonged pandemic. So that people make micro business activities in particular and the world of entrepreneurship in general their main mainstay for survival. There has been a shift in livelihoods from the industrial minded sector to the micro minded business sector.

The results of research activities carried out by Ariani & Utomo, (2017) So micro business actors or home business actors can always adapt to changes in the environment by improving their business performance based on these ten aspects or fields. In the end, business actors are able to maintain good business management in an effort to expand the market for their products, when they have to face competition for similar products. In several large urban areas, the government through Bank Indonesia is aggressively providing technical guidance for micro business actors in the form of guidance and assistance through curation houses. The aim is for business actors to be able to make improvements, manage their business and all related aspects, so that in the long term business actors are able to increase their sales and even be able to move up in class to be able to penetrate the export market. Wardhana A, (2015) explained that many micro businesses whose products were previously only able to operate in the local market, eventually through curation houses, these products were able to penetrate the export market to nearby neighboring countries. This condition is able to increase local and national economic growth and can increase labor absorption. Micro business management through improving business processes using the ten aspects or areas described above will be able to increase business competitiveness through improving quality, improving marketing activities, financial management activities or funding sources, and mastery of information technology. The development of ten aspects can be detailed as follows: Packaging labeling is carried out through improvements to packaging and labels, so that products are considered to meet the regulatory principles, i.e. using recycled-based raw materials, while labels are used to meet the identity requirements of a product. Cooperation partners can be

realized through marketplace training, because by using the marketplace, business actors can easily establish cooperation with other sellers, as long as their products are in the same field, i.e. food and beverage products. They can establish sales collaborations by exchanging sales places with each other. Quality improvement, this aspect can be applied if the business owner has followed the product certification, i.e. the certification of household industry products held by the Health Service in the local city of Sidoarjo, so that the production equipment in the product manufacturing process gets audited and supervised and legal. This process ensures that the products made can guarantee the fulfillment of safety and health elements. Use of the brand, after fulfilling the first aspect, this fourth aspect can be applied if the business actor follows the training and consultation conducted by the curation house which aims to fulfill certain elements regarding the eligibility of distribution and sales of products marketed by home business actors. This fourth aspect is interrelated with the first aspect. Transaction digitization aims to make home business actors start to get used to using electronic transaction tools that are easy to implement, i.e. Qris and DANA. Home business actors in order to be proficient in implementing Qris must receive training from technicians in the field of information technology by involving experts from the research team campus. Packaging improvements, the purpose of this training is so that business actors do not get used to using used packaging that is sold in certain places, they must be given socialization and direction about the dangers that can arise if they use used packaging, what must be used is PET (Poly Ethylene Terephthalate) based packaging, this direction is followed by those at the Cooperatives and MSMEs Service. Product certification, this aspect is very important for home business actors so that their products have the eligibility to be distributed in the market and are free from sanctions from the Halal Product Guarantee Organizing Agency. So that food and beverage products have the eligibility when consumed by consumers. The form of certification is the MUI halal certificate. Technology utilization, through the application of this aspect, home business actors' products are easier to market more widely through online markets. They receive training on digital marketing according to their abilities so that it is easy to apply using social media platforms such as Instagram and YouTube. Expedition network, in the process of selling food and beverage products, business actors collaborate with sales partner platforms that have received good reputations, i.e. Gofood and Shopeefood, to support the delivery of delivery service orders. These application partners greatly support the smooth running of the business because they are able to boost the sales level of the food and beverage products they produce and market. By implementing the ten aspects explained above through various forms of activities, it will be able to change the management strength of home business actors so that their products meet various aspects when business actors manage their businesses, improve their products, and increase their sales. All of these conditions can significantly help business actors in expanding their markets so that they can increase sales (Wahyudi R, 2019).

METHODS

The population of this research is micro business actors who have participated in exhibitions held by the Sidoarjo Regency Cooperatives and UMKM Service. The number of business actors is 744 people and they are members of cooperatives spread across six urban villages in Candi Sidoarjo regency. The research sample was 69 business actors and six urban village i.e. Durungbedug, Sidodadi, Sugihwaras, Kalipecabean, Sumokali, dan Kedungpeluk. The sample of 69 micro business actors on average produces food products and beverage products, The sample was determined randomly, considering the large number of business actors, i.e. 744 people, one business actor who had participated in the training in this research would then train other business actors involved in the home business actor association. The data collection model for analytical materials uses Microsoft Forms tools which are shared using instant messaging applications among micro business groups in the six urban village mentioned above. The aim of the research instrument used was to measure the perceptions and attitudes of the micro business actors who were respondents. Data processing methods (Santoso S, 2019) that has been collected, tested using the Friedman test tool, i.e. a test tool to determine whether there are differences in the perceptions

given by respondents regarding the ten aspects or areas described above. The results of the Friedman test become input and the basis for decisions when the results are retested using the Categorical test.. The purpose of using the Friedman Test is to test two existing populations, whether they have the same perception or not about ten variables divided into two dimensions. because the results of the Friedman test show a similarity of perception, the sample determination is carried out randomly. So based on these two test tools, a final decision can be made to draw conclusions. While the Categorical test is used in the analysis process because this analysis method is more suitable for analyzing data taken randomly and the data is homogeneous. homogeneous in the sense that business actors are determined based on the similarity of their products, i.e. food and beverage products, for home-based businesses that are not engaged in food and beverage products, we do not use them as samples. the use of Categorical test, the results are simple and meet the requirements, i.e. the ten variables used in the test must appear in three adjacent quadrants. so that these variables are considered to have complementary benefits in an effort to achieve the research objectives, i.e. business actors' products that are able to have competitiveness and their management is well organized and ultimately able to increase their sales.

Table 1. Types of products from micro entrepreneurs in six urban vilage of Sidoarjo Regency

Urban Village	Number of Business Units	Various Products
Durungbedug	11	Packaged Foods, Drinks and Herbal Medicine
Sidodadi	17	Health Products, Various Herbal Drinks
Sugihwaras	10	Herbal Drink Products, Packaged Foods
Kalipecabean	9	Instant Food Products
Sumokali	14	Instant Food Products
Kedungpeluk	8	Food Products and Food Ingredients

Source: Sidoarjo in Numbers, Juni 2024.

Various types of micro business products are the mainstay of every urban village in Candi district, Sidoarjo Regency. The growth of these micro businesses has developed rapidly since 2018, these various micro business products have the opportunity to become superior products if the management process is developed better in the future, with various training and mentoring activities.

Source of funding for business owners, the majority of micro business actors still rely on the presence of cooperative institutions, because the majority of micro business actors are members of cooperatives and a small number rely on sources of funding for their businesses from non-cooperative institutions. In terms of funding sources, there are no problems that hinder it and it runs smoothly. Micro business actors in rural areas or locations generally can only rely on funding sources for their business activities from cooperative and non-cooperative institutions such as people's credit banks.

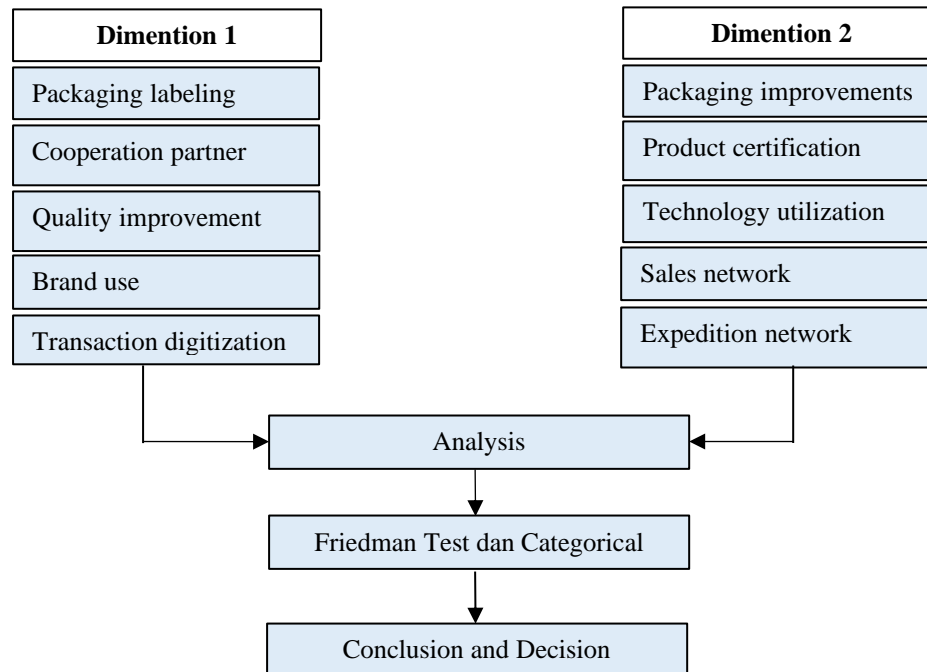


Figure 2. Conceptual framework for thinking and decision making process based on ten aspects or fields.

Source: Wahyudi R, (2019)

In Figure 2 above, based on aspects or fields divided into two dimensions, it will be used to measure and assess the strength of micro business actors in implementing their market development. Which aspects play a real role in contributing to the process of increasing their capabilities in market expansion activities and increasing sales can be determined using two test tools, i.e. the Friedman test and the Categorical test.

In the data processing process using two testing processes, the first uses the Friedman test, the purpose of this test is to find out and ensure that the aspects or fields used in these two dimensions have a linear role in the process of increasing sales through expanding the micro business market (Santoso, 2016). The Categorical Test aims to determine and ensure that the ten aspects or fields used in Figure 1 above can display the position of each aspect or field according to its quadrant with precision and relevance so that the results can be used as a reference. the basis or basis for determining any aspect. which can be used as a priority scale for market development and increasing sales of micro business products in six urban villages in Sidoarjo regency. The hypothesis in the Friedman test is as follows:

H₀: The ten aspects or fields contained in these two dimensions are able to support the development of the micro-enterprise market and increase their sales.

H₁: There is at least one or several aspects or fields contained in these two dimensions that can support the development of the micro business market and increase their sales.

The output from the test results using the Friedman test becomes the basis for decisions in carrying out Categorical testing, and then the Categorical test results can be used as a basis for the conclusion and decision making process (Santoso, 2016).

RESULTS AND DISCUSSION

Below are the results of the Friedman test as shown in table 2 and table 3 below. This test was carried out to find out from the ten aspects or fields used as variables, whether one interacts or is interrelated with each other in an effort to expand the market for micro businesses and increase their sales. Through the Friedman test, it can be seen how the ten aspects or fields that are used as the basis of the study are related to measuring or identifying the problems faced, as shown in table 3 below.

Tabel 2. Mean rank results

	Mean Rank
Product certification	4,50
Packaging improvements	6,00
Packaging labeling	6,42
Technology utilization	4,33
Brand use	6,08
Sales network	4,00
Expedition network	5,92
Transaction digitization	6,08
Quality improvement	4,83
Cooperation partner	6,83

Source: Data processing, 2024

Table 3. Significance of Friedman test results.

	Value
N	69
Chi-Square	6,149
df	69
Asymp. Sig	0,725

Source: Data processing, 2024.

The results of the significance of the Friedman test which appear in table 3 show a value of 0.725 where this value is greater than 0.05 (5%) meaning that H0 is accepted or declared correct and H1 is rejected and declared not accepted. These results indicate that (H0) which states that the ten aspects or fields contained in these two dimensions are able to support the development of the micro-enterprise market and increase their sales (Santoso, 2016). The results of the significance of the Friedman test in table 3 can be concluded that the ten aspects or fields used to expand the micro business market and increase their sales are mutually integrated or support each other, so these ten aspects cannot be separated in their orientation towards expanding the micro business market in the six urban villages, i.e. Durungbedug, Sidodadi, Sugihwaras, Kalipecabean, Sumokali, dan Kedungpeluk. Because the ten aspects in the Friedman test are stated to have similarity, interaction and integration, these ten aspects must be applied simultaneously or simultaneously or hierarchically in an effort to achieve market expansion activities for micro business actors in the six urban villages in Sidoarjo Regency. These results only aim to test the linearity of the aspects, and are not sufficient for decision making purposes. For this reason, the results of the Friedman test still need to be followed up using the Categorical test with the Syntax method approach as described by (Santoso S, 2019). The results of the Categorical test will clearly show the final results as a basis for decision making.

Below are the results of the Categorical test to find which aspects or areas need improvement to support the market expansion process for micro business products. Through the results of the Categorical test, the overall relationship, linkage, interrelation or integration of each aspect or field which is the operational strength of each micro-enterprise according to their character in each location or urban villages can be known. Each urban villages and the character of each business

actor is slightly different from one district to another, but these ten aspects or areas are fundamental benchmarks in assessing the level of strength of each business in an effort to develop, manage, survive and develop in the midst of competition among fellow actors. existing micro businesses (Husaini & Hutar, 2022). Everyone must be aware that the activities of running a micro business for residents in a urban villages are greatly influenced by many aspects or fields that have direct interaction with their business activities. By using ten aspects or fields, based on several supporting theories, the researcher believes that there is a role, contribution or interaction of each aspect on the behavior, culture and perception of micro business actors in their respective village areas regarding their ability to manage their business management to changes in the business environment that are directly related to their sales field (Sembiring & Subekti, 2021). Whatever the conditions and environment, a business that is managed in any way is considered to be able to develop and progress if their products sell well on the market and are well received by consumers.

Table 4. Conclusion of Categorical test results

Quadrant	Urban Village	Business fields	Coefficient
Quadrant 1	Kedungpeluk	Packaging labeling	0,59
		Cooperation partner	0,48
Quadrant 2	Sugihwaras	Packaging improvements	0,54
		Product certification	0,55
		Technology utilization	0,49
Quadrant 3	Sumokali dan kalipecabean	Expedition network	0,46
		Sales network	0,58
		Brand use	0,40
Quadrant 4	Durungbedug dan Sidodadi	Quality improvement	0,45
		Transaction digitization	0,38

Source: Data processing, Juni 2024.

The results of the Friedman test are shown in table 3 above, the test coefficient is 0.725 which is greater than 0.05, meaning that the 744 existing populations have the same perception of the variation of aspects used as variables, so that the entire population considers the ten aspects to be equally important to be implemented in efforts to improve home business management so that they have better competitiveness. This means that the ten aspects used as research variables have complementary benefits when used as input in conducting a Categorical test. In the Categorical test, the first dimension which has five aspects and the second dimension which also consists of five aspects are used as the basis for the feasibility of improving home business management, the results of the Categorical test if the value or coefficient number has a value that is close to each other, it can be interpreted that the first dimension and the second dimension are equally important to be applied in improving home business management. Conversely, if the coefficient number of the Categorical test results is different or the value is far apart, then the aspects selected are only those aspects whose coefficient numbers are close to each other, these close numbers are considered to be in one quadrant, i.e. the first quadrant or the superior quadrant (profitable). The results of the Categorical test whose values are close to each other, i.e. zero point and none have a value of one point, then it is perceived that the ten aspects used as analysis variables have the same strength in improving the management of home business actors. Table 4 above shows the results of the Categorical test for the ten fields used from the six urban villages used as research locations. From the display in table 4 above, it is clear what the position of all areas and the position of urban villages are in each quadrant. Reading the Categorical test results counterclockwise, the upper right quadrant is considered the best quadrant, so that the urban villages that appear in this first quadrant are considered superior in the market expansion process through the aspects or fields that appear in that quadrant. Kemudian kuadran kedua adalah berada disamping kiri kuadran satu. Urban villages in quadrant two are considered quite good at carrying out market expansion through the strength of the aspects or fields that appear in this quadrant. Meanwhile, the third quadrant is considered a weak position and less successful in carrying out market expansion for micro businesses. For this third quadrant, two urban villages names appear along with aspects that

are used as the basis for market expansion. This means that because the value of this third quadrant is completely negative, those who need attention, assistance, training and so on are micro business actors located in the 4th and 5th urban village, i.e. Kalipecabean urban village and Sumokali urban village. Meanwhile, in the last quadrant, i.e. the lower right quadrant, there are two urban villages that are considered quite successful in expanding the market for their products, i.e. micro businesses in the 1st urban village, Durungbedug and the 2nd urban village, Sidodadi. For more complete results. In Table 4 below, the summary results of the problems can be presented which are the test results from the Categorical test and these results are a summary of the overall test results. With the Categorical test results shown in table 4 below, the problem becomes clear, so the decision that can be made is to find a real solution to the problem, i.e. micro business actors in six urban villages in Sidoarjo Regency in an effort to expand the market and increase sales of their products.

Through the display in table 5 below, it can be seen that the ten aspects or fields used as the basis for the study can be further narrowed down to several more specific aspects or fields from the 69 micro business actors who have been sampled. Table 5 only presents several obstacles faced by micro business actors in certain urban villages, where these obstacles become obstacles that can disrupt business actors' efforts to improve and manage their business activities in a better direction than previous conditions. Business actors who are aware of these obstacles must and need to involve other parties in overcoming them through certain breakthroughs that can change the mindset, attitudes and traditional habits of micro business actors into more modern actions in carrying out every business interest when connected with their consumers, because in fact consumers are forever working partner for business actors.

Table 5. Problems of micro business actors in expanding markets and increasing sales

Urban Villages	Obstacles encountered	Quantity of
Kedungpeluk	- Packaging improvements	17
	- Product certification	22
	- Technology utilization	30
Sugihwaras, Kalipecabean, Sumokali, Durungbedug, dan Sidodadi	- Expedition network	19
	- Sales network	28
	- Brand use	6

Source: Data processing, Juni 2024.

Table 5 above shows a clear picture after carrying out the Categorical test, that the six urban villages in Sidoarjo Regency have several problems in the process of expanding the market for their products and at the same time increasing sales. Of the ten aspects or areas analyzed, it turns out that there are six main obstacles that arise when micro business actors in six urban villages try to increase market capacity for their products to a wider area when they want to increase sales for their business. The six problems shown in table 5 are the main focus for the government and related agencies to help micro business actors develop further and be able to improve their business performance so that they are able to survive and compete.

To overcome problems regarding improving the packaging of micro-enterprise products, this can be done by involving them in outreach activities and training regarding the importance of packaging. Because every micro business must understand that the packaging they use must be environmentally friendly and can be recycled. With this training, in the future there will be no more micro businesses using used packaging for the production of their products. In the process of packaging improvements, the business actor's products must have marketing eligibility as required by the government in accordance with statutory regulations. The main aim is for micro business actors to be able to include or register their products, especially food products, beverage products and health products. Various types of product certification: household industry product certification, Food and Drug Supervisory Agency certification, and Halal certification. Product certification aims to ensure that every product distributed, marketed or sold is able to provide

protection for the consumer community. The next form of technology utilization used by micro businesses is e-commerce. The definition of e-commerce itself is a platform that can help business actors to process payments and transact various products online from websites or other online media and assisted using internet media, making it easier for sellers and buyers to communicate, do business and make transactions without being limited by distance and time. Adaptation to technological advances can be realized by using marketplace media in collaboration with instant messaging such as WhatsApp. Every micro business actor must have expertise in this field in order to streamline their sales performance. The increasingly advanced field of online sales adopted by micro businesses certainly requires a medium for delivering products ordered by buyers online. The role of expedition services is very important, especially expedition services that have a good reputation. Micro business actors must be able to determine and choose which expedition service suits the character of their consumers, because this is related to the distance and time in the process of delivering the products purchased by consumers. Creating a sales network for micro businesses is very important, there are several steps that are worth taking to create a good network in the process or activity of selling their products, including, firstly: carrying out a duplication process, which is a step to imitate the successful methods that other people do when they succeed. expand markets and increase sales. This method is the easiest way to do it, secondly: make more friends, acquaintances, partners who are both involved in the world of marketing and sales. In this way, they can easily find out their sales abilities. Third: use various social media platforms to offer, display and communicate the products being sold. Currently, various social media are very supportive for marketing activities, promotions which lead to increased product sales, social media include: Meta, Instagram, Youtube, Tik Tok, and others. Social media is very supportive in increasing the flow of communication between sellers and buyers. Furthermore, there is one good trend currently which is being increasingly implemented by business actors in developing their businesses, i.e. the management of brand rights. The fact so far is that brands make it easier for sellers to manage orders, provide legal protection, attract groups of buyers, and help sellers segment the market. Then, the advantage of a brand for sellers is that it helps them identify certain products as their main competitors. Based on the existence of a brand, micro business actors will be able to compare and measure the weaknesses or shortcomings of the products they market. Through branding on products, it makes it easier for consumers to differentiate the products they buy from other products. This condition really helps to form consumer loyalty in the long term if the product offered to consumers has certain features according to what they want. Lastly, a brand is an important identity of a product in the eyes of consumers. Micro business actors must be aware that the products they sell must use a brand as one of the product's suitability when the product is marketed widely to the public.

CONCLUSION

Based on the results of the analysis and studies that have been conducted, it was concluded that the ten aspects used as research variables in an effort to improve home business management to increase their competitiveness, can meet the research hypothesis. This result was obtained from the Friedman test which stated that the ten aspects used as research quantities have the same perception from the entire population. The results of the Friedman test when associated with the Categorical test, the results are the strength of the aspects in two dimensions, i.e. the first dimension and the second dimension have the same strength because they are in one quadrant. This can be seen from the value of the Categorical test coefficient whose values are all at zero point, and none of the values are at one point. This means that the ten aspects used in the research if applied properly can help in improving the management of home business management so that they have competitive strength and have the ability to increase sales value. These ten aspects are: Packaging labeling, Cooperation partner, Quality improvement, Brand use, Transaction digitization, Packaging improvements, Product certification, Technology utilization, Sales network, and Expedition network.

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