



LEARNING MANAGEMENT STRATEGY IN IMPROVING BUSINESS AND PRODUCT MARKETING AT SMK NEGERI 2 SIMPANG KIRI KOTA SUBULUSSALAM

Erwinsah Putra^{1(*)}, Fachruddin Azmi², Inom Nasution³

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia¹²³

ogekwen@gmail.com¹, prof.dr.fachruddin@gmail.com², inom@uinsu.ac.id³

Abstract

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One way to develop students' skills in line with the objectives of Vocational High Schools (SMK) is by formulating learning management strategies to create and market products through micro-businesses managed by the school. This research aims to determine: 1) Learning management strategies in improving products and marketing micro-businesses at SMK Negeri 2 Simpang Kiri, Subulussalam City. 2) Barriers in improving products and marketing micro-businesses at SMK Negeri 2 Simpang Kiri, Subulussalam City. 3) Efforts in improving products and marketing micro-businesses at SMK Negeri 2 Simpang Kiri, Subulussalam City. The research method uses a qualitative descriptive approach. Data collection is conducted through observation, in-depth interviews, and documentation. The data collection instrument is obtained through interviews with key informants. The data analysis procedure uses general data validity in qualitative research, namely data triangulation. The results of the research indicate that: 1) Learning management strategies to enhance products and micro-businesses involve hands-on practice methods in both product creation and marketing. It uses offline and online marketing strategies through social media. 2) The barriers to improving products and marketing micro-businesses include difficulties in obtaining materials, inadequate student skills, and an unfavorable geographical location. 3) Efforts to improve products and marketing micro-businesses involve continuous improvement in product quality and marketing. The school carries out marketing through both offline and online channels, meeting buyers in person and utilizing online platforms such as Facebook, WhatsApp, and Instagram.

Keywords: Strategy; Learning Management; Product; Marketing

(*) Corresponding Author: Putra, ogekwen@gmail.com

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INTRODUCTION

One of the formal education institutions that provides vocational education is a Vocational High School (SMK). Vocational High School (SMK) is an educational institution aimed at producing human resources with abilities, skills, and expertise so that its graduates are prepared to work in the job market (Edi, 2017). Vocational education focuses on studying the competencies needed in the job market in a detailed and comprehensive manne. Suyitno (2020), In this regard, students are prepared to work professionally in specific fields. The main goal of developing vocational schools is to make a significant contribution to the development of competent workforce in Indonesia (Murniati, Usman, & Irani, 2021).

The objectives of vocational high schools (SMK) are as follows: (1) To equip students to make career choices, be diligent and tenacious in competing, and develop a professional attitude in their chosen field of expertise. (2) To prepare students to work, either independently or fill job vacancies in the business and industrial world as skilled workers at the intermediate level according to their chosen field of expertise (Suyitno, 2020). The main objective of developing vocational high schools (SMK) is to make a maximum contribution to the development of competent workforce in Indonesia (Murniati, Usman, & Irani, 2021)

In line with the objectives of vocational high schools (SMK), each department within the SMK is required to produce innovative products as the output of their learning during their education. These products can be goods or services, tailored to the specific departments in the vocational high school. A product created by the school in the form of goods is not merely for exhibition purposes in competitions but can also become a platform for microbusiness within the school. The establishment of microbusinesses within the vocational high school aims to allow students to develop competencies in product marketing, entrepreneurial development, and other related skills.

Microbusinesses are productive ventures that can be owned and operated by the school as a business entity (Hasanah, Muhtar, & Muliastari, 2020). According to Law Number 20 of 2008, "Micro, Small, and Medium Enterprises (MSMEs) are small businesses owned and managed by individuals or owned by a small group of people with a certain amount of assets and income". Most small business owners do not even have a business development plan and tend to overlook business strategies. They only focus on how to sell their products, rather than improving the products they sell to make them better (Sanjaya & Nuratama, 2021). The existence of productive businesses owned by vocational high schools (SMK) will encourage students to continuously innovate new products that can be consumed by the community. Besides engaging in product innovation, students can also participate in product production as a business conducted within the school, providing a learning opportunity for them. In addition to creating products, students can learn how to market their products to the public. The development of micro-enterprises within the school aims to equip students with the ability to compete in the domestic and international economic industries. By preparing students from an early stage, it provides them with significant opportunities to compete in the job market.

Philip Kotler defines a product as anything that can be offered to a market for acquisition, use, or consumption, and that satisfies a want or need (Sunyoto, 2014). A product is something that has complex characteristics, some of which can be touched and some that cannot, including price, company prestige, and services provided to customers to meet their needs and desires. Products themselves are then divided into two categories: goods and services. While goods can be seen and felt (tangible), service products can only be felt (intangible) (Kurniawan, 2014:18).

A product is anything that can be offered in the market to capture attention, demand, usage, or consumption that can satisfy needs and desires, including physical goods, services, people, places, organizations, or ideas. After a product is created by a vocational high school (SMK), marketing is needed to make the product competitive in the market. The product is the focal point in the marketing activities as it represents the result of a company that will be offered to consumers. The product should have advantages in terms of product quality, design, shape, size, packaging, durability, taste (for food products), and, of course, a good value to attract consumers to own the offered product.

To market the products produced by the vocational high school (SMK), a marketing strategy is required. A good marketing strategy will lead to an increase in product production, resulting in rapid development for the micro-enterprises managed by

the school and its students. A strategy can be defined as a plan that contains a series of activities designed to achieve specific goals (Ahmad, 2020).

Marketing is the entire system of business activities carried out to plan, determine pricing, promote, and distribute goods or services that can satisfy the desires and needs of existing and potential buyers (Rifa'i, 2020). Kotler states that marketing is a social and managerial process in which individuals or groups aim to fulfill their needs and wants through creativity, offering, and exchanging valuable products with others (Kotler, 2006). The goal of product marketing strategy is to penetrate the market, enabling the products offered by the school to compete in the marketplace. The marketing strategy will encompass essential elements such as consumers, which involves determining market segmentation and target markets to serve, besides creating a market position for the vocational school. Additionally, the offered product must have good quality. A successful marketing strategy should be based on the learning conducted in the school through instructional management.

To create a product and micro-enterprise marketing strategy, various instructional management strategies are required to enable students to achieve their targets in line with vocational education objectives. Strategy can be defined as a plan that comprises a series of activities designed to achieve specific goals (Ahmad, 2020). Strategies are formulated to achieve specific goals, meaning that the purpose of all decisions regarding strategic formulation is to attain objectives. This implies that the development of learning steps and the utilization of various facilities and learning resources are all interpreted with the intention of achieving the goals. However, before proceeding, clear and measurable goals must be formulated (Kadir, 2015:4). Strategy can be defined as the entire process set to facilitate learning and develop the desired behavior for students. It not only requires systematic guidance in learning but also organizational experiences that aim to assist students in achieving the desired changes. Strategy is also known as the actions taken by teachers to create a learning environment with the purpose of providing guidance through necessary instructional tools and conducting activities that will facilitate learning and help develop behaviors aligned with the expected outcomes for students (Ramadhani, et al, 2022:3). The strategy will serve as a guideline for the utilization of organizational resources to achieve the goals and create an integrated direction for the entire organizational objectives. To formulate a strategy, the following steps can be taken: 1) Define the objectives, 2) Establish measurements, 3) Address any existing disparities, 4) Choose alternatives, 5) Set strategic planning, 6) Measure and monitor progress (Naway, 2016:7).

Learning management strategy is a plan, action, or activity that includes the use of methods and resources as a force in a learning process. Learning strategy is an education plan implemented to optimize the potential of students so that they actively engage in learning activities and achieve predetermined outcomes (Haudi, 2021). Because the ultimate goal of the developed teaching materials is to facilitate learning for students. So before developing the material, it is necessary to review the characteristics of the learner (Utomo, 2018).

Learning strategy is a pattern of interaction between students and teachers in learning activities that must be applied in a learning environment in order to achieve learning goals effectively and efficiently. The learning strategy is a plan that contains a series of activities designed to achieve certain educational goals. Kemp explained that learning strategy is a learning activity that must be carried out by teachers and students so that learning objectives can be achieved effectively and efficiently (Syafaruddin, 2019:112). In learning strategies, explaining the general components of a set of learning materials and developing material procedurally must be based on the characteristics of the learner. Because the learning materials developed are ultimately intended to help learners

to get ease in learning. For this reason, before developing the material, it is necessary to review the characteristics of the learner. Various learning strategies are carried out so that students gain broader knowledge in improving business products developed in schools.

Based on the results of previous studies examined by; 1) Mah Bukhori with the title "Analysis of Marketing Strategies in Attracting Consumer Purchase Interest at Farid Rohman Ponorogo Furniture Stores". The results showed that the marketing strategy implemented by Farid Rohman's furniture store was good by utilizing online media such as WhatsApp, Facebook and Instagram as well as offline word of mouth. However, all the marketing strategies that have been implemented by Farid Rohman Furniture Store both online and offline have had a difficult impact on attracting consumer buying interest (Bukhari, 2021); 2) Yuli Rahmini Suci with the research title "Development of MSMEs (Micro, Small and Medium Enterprises) in Indonesia" research results show weaknesses faced by SMEs in increasing their business capabilities, including a lack of the number and sources of capital, lack of managerial capabilities and skills for potential in organizing and marketing limited, besides that, unfair competition and economic pressure make the scope limited (Suci, 2017); 3) Akbar Zainudin with the title "Strategy for the development of educational products in PB Islamic High School. Soedirman 2 Bekasi" with the research explaining that the educational product development strategy is known that there are still programs that have not been running effectively for various reasons. Meanwhile, questionnaires and interview techniques were used to ask parents about educational products to see if the community's needs had been met. So with this, it can be seen that there are still a number of programs that schools have not been able to fulfill (Komalasari, 2012).

Based on previous research, it can be seen that to create a product, learning management strategies are required to ensure that the product created aligns with the characteristics of a good product, resulting in a high-quality product. Furthermore, to market the product effectively, a well-planned strategy is needed to sell it to the public. Establishing micro-businesses within the school environment will foster entrepreneurship among students and promote continuous development.

Based on observations conducted at SMK Negeri 2 Simpang Kiri Kota Subulussalam, the products produced by this school exhibit unique qualities compared to other SMKs in the city. For instance, the fashion department produces Muslim clothing and school uniforms. The fashion department also manufactures school uniforms for MTs in Subulussalam City, as well as official attire and uniforms for SMK Negeri 2 Simpang Kiri Kota Subulussalam. Five graduates from the fashion department have been able to open their own boutiques. Additionally, the culinary department produces healthy noodles and markets them through marketplaces and stores in Subulussalam City. During Ramadan, the culinary department sells various types of festive cookies online through SMK Negeri 2 Simpang Kiri Kota Subulussalam's Facebook, Instagram, WhatsApp, and offline through various marketplaces in the city. The design, modeling, and building information department is capable of creating wooden products such as wall shelves, study desks, and tissue holders. These products are commonly used in households and have a high demand in the market.

With various products being produced by SMK Negeri 2 Simpang Kiri Kota Subulussalam, marketing strategies are essential. The learning management strategy employed by the school and students involves the establishment of micro-businesses and marketing the products using various methods to target specific markets. Consequently, the researcher is interested in examining "Learning Management Strategy in Enhancing Product and Micro-Business Marketing at SMK Negeri 2 Simpang Kiri Kota Subulussalam".

METHODS

Zainudin with the title "Strategy for the development of educational products in PB Islamic High School. Soedirman 2 Bekasi" with the research explaining that the educational product development strategy is known that there are still programs that have not been running effectively for various reasons. Meanwhile, questionnaires and interview techniques were used to ask parents about educational products to see if the community's needs had been met. So with this, it can be seen that there are still a number of programs that schools have not been able to fulfill (Mukhtar, 2013). Qualitative research emphasizes the depth of data, not the quantity of data (Garna & Judistira, 2000). In this study, researchers tried to describe facts according to circumstances related to student management strategies in improving product and marketing of micro-enterprises at SMK Negeri 2 Simpang Kiri, Subulussalam City.

The location of the research was carried out at SMK Negeri 2 Simpang Kiri City, Subulussalam. With a school address on Jl. Siti Ambia, Buluh Duri Village, Simpang Kiri District, Subulussalam City, Aceh Province. The research schedule was carried out from the time of research planning to the research report. This is done so that research takes place effectively and efficiently. The research time is planned to be carried out in December 2022 to May 2023.

The data sources in the research as key informants in the research were: Principal of SMK Negeri 2 Simpang Kiri Kota Subulussalam, Waka Curriculum, Head of the Culinary Department, Head of the Department of Clothing Design, Head of DPIB Department, teachers and students of SMK Negeri 2 Simpang Kiri City Subulussalam. Data collection procedures in qualitative research are the main procedures for collecting data, namely through observation, in-depth interviews and documentation (Prastowo, 2011). The data analysis procedure technique uses the data analysis model according to Miles and Huberman. According to Miles and Huberman in Nursapia Harahap (Harahap, 2020) namely: data reduction, data presentation (Display Data), and drawing conclusions. Guba's data validity checking technique in Masganti explained that the validity of qualitative research can be developed with 4 (four) characteristics in research, namely, credibility (trustworthiness), transferability (transferability), dependability (dependence), and confirmability (certainty) (Sitorus, 2011).

RESULTS & DISCUSSION

Results

Based on research data, the discussion of this research is intended to provide an explanation and expression of research results that are guided by the focus of the existing research questions. Findings that can be put forward are related to learning management strategies in improving products and marketing of micro businesses at SMK Negeri 2 Simpang Kiri, Subulussalam City. There are several findings in this research that can be discussed by researchers, namely:

1. Learning Management Strategy in Improving Products and Marketing of Micro Enterprises at SMK Negeri 2 Simpang Kiri, Subulussalam City.

A learning management strategy is a plan or action or deed which includes the use of methods and utilization as resources or strengths in a lesson. Thus, in the preparation of a strategy up to the process of preparing a work plan, it does not come to action. The learning management strategy is a plan implemented by education to

optimize the potential of students so that students are actively involved in learning activities and achieve set results (Haudi, 2021). Learning management is a management process that includes learning planning, organizing, controlling (directing) or presenting information and evaluating activities related to the learning process of students and involving various factors in it in order to achieve learning management goals (Sagala, 2009). Based on the research conducted at SMK Negeri 2 Simpang Kiri Kota Subulussalam, the learning process carried out by teachers begins with the preparation of daily teaching materials, the arrangement of learning media, and preparing students for the learning process until the completion of the teaching activities. The strategies employed to enhance learning comprehension, based on interview results, often involve a hands-on learning approach, enabling students to actively participate and develop their understanding through practical learning.

During the teaching and learning process, teachers usually use appropriate teaching techniques tailored to the subject matter. Commonly used techniques for information presentation include simulation, practice, and group activities. Students acquire information about creating a product through practical methods, as teachers instruct them on how to make the product and encourage them to develop their creativity during the practical learning sessions.

Following the implementation of learning management by the teachers, a strategy is needed to ensure that learning management runs smoothly and aligns with the desired goals. Strategy can be defined as the overall process established to facilitate learning and develop the desired behaviors in students. It not only requires systematic guidance during the learning process but also relies on organizational experiences to assist students in achieving their desired changes. Strategies also encompass the actions taken by teachers to create a conducive learning environment, guiding students through necessary instructional tools, and organizing activities that facilitate learning and aid in the development of behaviors beneficial to the students' goals (Ramadhani, et al., 2022).

From the research results, the learning management strategy to enhance the products and marketing of micro-enterprises at SMK Negeri 2 Simpang Kiri Kota Subulussalam employs a direct practice learning approach. To create and market a product, teachers start by preparing learning materials, teaching aids, learning media, and preparing students for the learning process. The method used by teachers to produce students capable of creating a product is through direct practice to enhance their skills. The teachers use the direct practice learning method during the teaching process to optimize time and allow students to actively work on the outputs of the lessons, thereby enabling them to create a product. The development of material is tested together with students, involving ideas from both teachers and students, fostering collaboration to create new products. Once the products are created, the students are directly involved in marketing them according to the sales scheme developed by the school, and the products are produced within the production unit of SMK Negeri 2 Simpang Kiri.

The products produced by the fashion department at SMK Negeri 2 Simpang Kiri Kota Subulussalam vary widely, including school uniforms, Muslim fashion clothing, curtains, tablecloths, mats, pillowcases, and pouches. These products are managed by the school through small enterprises to develop each product created by the fashion department. Additionally, after graduating, some students open their own businesses at home.

The culinary department at SMK Negeri 2 Simpang Kiri Kota Subulussalam produces various products, including healthy instant noodles, cookies, cakes, donuts, and continental dishes. The products created by the culinary department are also

managed by a small production unit within SMK Negeri 2 Simpang Kiri Kota Subulussalam. These products are then marketed to consumers, and their production continues based on consumer demand.

Furthermore, the building information and modeling design department at SMK Negeri 2 Simpang Kiri Kota Subulussalam produces various types of products including wood products: wall shelves, study tables, study tables, tissue holders. Products produced from the modeling design and building information department are products made from wood-based materials that have good product resistance, then the resulting products will be produced in the production unit of SMK Negeri 2 Simpang Kiri and then marketed to consumers.

Judging from the learning management strategy in improving the product and marketing of micro-enterprises at SMK Negeri 2 Simpang Kiri it is quite good because the results of the research show that the learning management strategy carried out by the teacher has a great effect on the creation of products produced by students at SMK Negeri 2 Simpang Kiri Subulussalam City so that students can market their products by creating small-scale businesses at school.

2. Obstacles in Improving Micro Business Products and Marketing at SMK Negeri 2 Simpang Kiri.

Quality products will be the main characteristics that consumers will look for. All consumers will of course choose products that are of good quality so that consumers will look for quality products, which have long durability, are convenient for consumers and of course have affordable prices for all consumers. Product is the main and most important element of the marketing mix. Companies that want to survive in today's changing environment are required to produce and offer products of value to their intended consumer groups. Therefore product planning and innovation will be a very important activity for the company. Products that are marketed as satisfying consumer needs and desires can be in the form of objects, ideas, activity programs, places or other things (Rifa'i, 2022:82).

A good product must have good quality too. Product quality is the ability of a product to perform its function. The capabilities include durability, reliability, accuracy that is produced and then operated and repaired, as well as the presence of other valuable attributes in the product (Kotler. P. 2007: 15). Quality products will be the main characteristic sought by consumers. All consumers will undoubtedly choose products that have good quality, durability, comfort, and affordability for all consumers. This shows that the produced products should not be made carelessly, but should be of good quality. However, there are obstacles in producing high-quality products that reach the hands of consumers.

Based on the research, the challenges faced in creating a product are generally related to the materials used, fluctuating and hard-to-find raw material prices, the creation of clothing design patterns, and recipes for food, as they must follow market trends and meet high-quality standards. Time constraints in product development are also a challenge.

Regarding product marketing in SMK Negeri 2 Simpang Kiri Kota Subulussalam, the main obstacles are the less strategic geographical location of the school, as it is far from the urban areas, resulting in a limited local market. Additionally, there is a lack of promotion efforts by the school and students, which affects the product's sales both in Subulussalam City and beyond.

In line with Yuli Rahmini Suci's research titled "Development of Micro, Small, and Medium Enterprises (UMKM) in Indonesia," the study indicates weaknesses faced by MSMEs in enhancing their business capabilities. These weaknesses include

the shortage of capital and resources, limited managerial and organizational skills, and constrained marketing potentials. Unhealthy competition and economic pressures also restrict the scope of UMKM (Ramadhani, et al., 2017).

Thus, the obstacles that are often experienced in marketing micro business products are marketing locations that are less strategic or the marketing scope is very limited, resulting in the products being marketed not reaching the appropriate targets. Apart from that, there is a weakness in promoting products which results in a lack of managerial ability and limited potential in organizing and marketing so that the product being marketed does not develop rapidly or the sales curve is only flat and does not increase every day.

3. Efforts to Improve Products and Marketing of Micro Businesses at SMK Negeri 2 Simpang Kiri

To improve a product, product quality standards are needed, which can be done in various aspects, namely:

- a. Proper storage aspect of the offered products by the manufacturer. As food products are closely related to health, customers will be curious about the storage system of these products. The cleaner the storage of a product, the greater the likelihood that customers will like it.
- b. Performance or how the product appears. It is impossible to separate the quality of product design from its appearance. The importance of product design cannot be overstated, even if it may seem unimportant. This is because the design of a product can serve as its identity.
- c. Reliability or how likely the product is to fail or be damaged. Clearly, customers do not like buying easily damaged goods. Customers naturally want to buy something durable and not easily prone to damage.
- d. The function of the product is still debatable. If a product serves a purpose that aligns with what customers need, they are more likely to buy it.
- e. Features, especially additional facilities offered to enhance the perfection and value of the product. Customers are more likely to buy products with high-quality features.
- f. Durability, which is related to the amount of time a product can be used. Customers prefer products that are long-lasting and not easily prone to damage.
- g. Suitability, especially the degree of compliance of the product with the specifications set or provided by previous customers. Customers will be happier with products that meet their specifications.
- h. Fit and finish, which is a very personal criterion for each individual and is related to how customers feel about a product. Customers are free to express their opinions about the products they buy, whether they are satisfied or dissatisfied with them, in this scenario.
- i. Quality of service, there are several providers of goods and services that focus only on sales but overlook other services such as offering purchase guarantees, providing after-sales service, and providing customer service.
- j. Aesthetic or aesthetics, which is related to aesthetic values that are connected to personal considerations or individual preferences (Marwanto & Aris, 2015).

Based on the research results to improve a product at SMK Negeri 2 Simpang Kiri Kota Subulussalam, the first priority is given to the quality of the materials used to create the product, which should come from good materials preferred by consumers. After that, the price should be affordable for the consumers, the neatness in creating

the product, the cleanliness of the product (proper storage), and a pattern or design preferred by consumers to add aesthetic appeal to the product.

SMK Negeri 2 Simpang Kiri Kota Subulussalam has implemented product quality standards as an effort to improve the created products, especially in terms of quality, which falls under Quality of service, product neatness (Performance), product cleanliness (proper storage), and patterns or designs preferred by consumers to add aesthetic appeal to the product. The standards for product improvement at SMK Negeri 2 Simpang Kiri Kota Subulussalam are already good, but the school should further enhance the product quality standards to better improve the products created at the school.

Furthermore, based on the research findings, there are partnership strategies carried out to enhance the marketing of micro-businesses at the school. Collaborations have been established with other partners, such as tailors in Subulussalam city, specifically for the fashion department, with two places of collaboration. The school has also partnered with another school in Subulussalam city for regular orders of school uniforms. Additionally, there is a partnership with a minimarket called "Toko Sejahtera," conducted by the culinary department, to sell products such as healthy instant noodles and pastries.

Promotion is the marketing strategy that aims to disseminate information, influence, or persuade the target market or company and its products to accept, purchase, and be loyal to the offered products. Promotion activities are one of the marketing strategies used to communicate with the target market. Promotion encompasses all company activities to introduce products and aims to attract consumers to purchase, thereby creating exchanges in marketing. (Rifa'i, 2020). Pemasaran usaha mikro menggunakan strategi pemasaran baruan (*marketing mix*) merupakan kombinasi variabel atau kegiatan yang merupakan inti sistem pemasaran produk (*product*), harga (*price*), pendistribusian (*place*), dan promosi (*promotion*) atau yang disebut dengan 4P yang terdapat di dalam unsur pemasaran (Rifa'i, 2020) yaitu:

a. Product Strategy (*Product*)

A product is something with complex properties that can be sold to a market to satisfy a want or need. It can also be owned, used, or consumed. Product strategy is anything that is offered in the market to get attention, demand, usage that can meet consumer wants and needs.

b. Pricing Strategy (*Price*)

Price is a number of values in the form of currency that must be paid by consumers to own or buy a product or service that is offered / to develop products using a good price marketing strategy according to the ability of consumers. According to Philip Kotler in.

c. Place/Location Selection

Place/location also means relating to where school products must stand and carry out operations or activities that can be reached by buyers. The various activities that make the product affordable to target consumers or take the form of strategic places and places are also important as the environment in which and how the service will be delivered. which includes strategic locations, location visibility, and easy access to locations.

d. Promotion product (*Promotion*)

Marketing aimed at spreading information, influencing or persuading the target market or the company and its products to want to accept, buy and be loyal

to the products offered by the company is called promotion. Promotional activities are one of the activities of the marketing strategy that is used to communicate with the target market. Promotion is all company activities to introduce products and aims to make consumers interested in buying so as to create exchanges in marketing (Rifa'i, 2020).

Based on the results of the study, it was shown that efforts to improve the marketing of micro business products carried out by the SMK Negeri 2 Simpang Kiri Subulussalam City used the 4P method, namely the products offered to consumers according to market needs and with good quality. Then the price offered to consumers is very affordable so that the product can compete in the market. Furthermore, promotions are carried out offline and online, offline methods usually meet directly with direct buyers and online using online media such as Facebook, Whatsapp and Instagram. distribution (place) which is carried out mainly by students at school and where each student lives, schools around Subulussalam City, small shops, and around Subulussalam city.

In line with Mah Bukhori's research entitled "Analysis of Marketing Strategies in Attracting Consumer Purchase Interest at Farid Rohman Ponorogo Furniture Stores". The results showed that the marketing strategy implemented by Farid Rohman's furniture store was good by utilizing online media such as WhatsApp, Facebook and Instagram as well as offline word of mouth. However, all the marketing strategies that have been implemented by Farid Rohman Furniture Store both online and offline have had a difficult impact on attracting consumer buying interest (Bukhari, 2021).

CONCLUSION

Based on the discussion of the problem related to the research title, namely Learning Management Strategies in Improving Products and Marketing of Micro Enterprises at SMK Negeri 2 Simpang Kiri City of Subulussalam which has been disclosed in the previous discussion, the results of the study show that 1) Learning management strategies in improving products and businesses Micro at SMK Negeri 2 Simpang Kiri Kota Subulussalam uses direct practice methods both in making products and marketing products, using offline and online marketing strategies through social media. 2) Obstacles in improving the product and marketing of micro-enterprises at SMK Negeri 2 Simpang Kiri Kota Subulussalam include difficulties in obtaining materials, inadequate student skills and a non-strategic geographical location. 3). Efforts to improve the product and marketing of micro-enterprises at SMK Negeri 2 Simpang Kiri, Subulussalam City make improvements to each product quality and market micro-business products carried out by schools using two ways, namely offline and online, the offline method usually meets directly with direct buyers and in person. online using online media such as Facebook, Whatsapp, and Instagram.

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