Marketing Strategy Analysis of Micro, Small and Medium Enterprises of Culinary Field in the East Bogor Region

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Abstract

This study aims to analyze the influence of marketing strategy on the success of small and medium enterprises culinary in the East Bogor region. To analyze the influence of marketing strategy on the success of micro and small business in culinary in the East Bogor region, using regression analysis. Based on the results of data analysis shows that: 1) there is a positive influence between marketing strategy and business success; 2) data analysis technique used in this research the first is looking for regression equation. And the analysis between marketing strategy with business success has regression equation that is \( \hat{Y} = 55.60 + 0.373X \); 3) to test the correlation coefficient of 0.619 which means there is a positive relationship between marketing strategy with business success. 4) Based on the test coefficient of determination can be concluded that the marketing strategy as one of the factors that affect the success of the business of 38.3%, while 61.7% influenced by other factors not examined.

Keywords: Marketing Strategy, business success, UMKM

Introduction

Economic development is defined as a process of activities undertaken by a nation in an effort to increase income and welfare is done continuously in the long term. In this regard, in particular, the development of the national economy currently supports an increasingly unified front with regional and international economies that will both support and at the same time have a disadvantageous impact, while the economy continues to move rapidly with increasingly complex challenges.

Small and medium-sized micro businesses are also present as solutions for employment when the state of the country at that time experienced massive layoffs. Since then the role of micro small and medium enterprises in supporting the national and regional economy from year to year both the existence and the contribution is always increasing and shows a strategic position in order to achieve its position as a major player in economic activities in various sectors, the largest employer, development of local economic activities and community empowerment. As time passes into the era of ASEAN Economic Community, micro, small and medium enterprises become a strategic and effective policy in improving people's lives and national economic growth. In its development, MSMEs have problems, following the various factors that influence the development of SMEs, namely:

Capital is an essential factor that is essential in the early framework of building a business on a micro, small or medium scale. With the help of both capital derived from own assets and loan capital, every business can easily meet the needs of its business in terms of infrastructure facilities.
Most small businesses grow traditionally and are family businesses that are hereditary by relying on human resources who come from family members or relatives. This can affect the performance of SMEs because the owner usually is not willing to dismiss his unfavorable workers on the grounds still have your bonds.

Lack of information and technology in the era of internet-based today is also a dilemma for the perpetrators of SMEs, especially for those who are still traditional such as street vendors who still rely the mouth to mouth strategy in peddling the product business. In fact, by utilizing the information media that currently rampant in the community, it should be able to be a gateway of UMKM to improve product innovation to be more accessible to the public.

Marketing strategy is a matter of concern in developing a business. With a good marketing strategy, a business can be easily accepted by the public. Both in terms of product, price, place, and promotion. Marketing is often regarded as one of the most critical constraints for the development of Small and Micro Enterprises. The marketing problems experienced are competitive pressures both in the domestic market from similar products of homemade and import, as well as in international markets, and lack of accurate and up to date information on market opportunities at home and abroad.

With the enactment of Law No. 32 of 2004, on Regional Government, the regional authority has autonomy to regulate and manage the local community. Changes in this system will have implications for small and medium businesses in the form of new levies imposed on SMEs. As in the city of Bogor, many SMEs are passionate at the beginning of their business, but over time increasingly showed a decrease in business passion. This can occur due to many factors both internal and external. Internal factors are factors that are attached to the perpetrators of SMEs, especially the culinary field, including capital access derived from the wealth of business owners and borrowing from a wide, entrepreneurial skill both from knowledge and skills, human resources, financial knowledge, business plans and marketing strategies undertaken. While external factors such as social networks, legality, support and government policy, the utilization of technology and information, Of these various factors will refer to the indication of the success of SMEs are reflected quantitatively through venture capital, operating profit to sales turnover.

Marketing strategy is something that needs to get important attention from the culinary sector SMEs. Marketing is often regarded as one of the most critical constraints to business development. Many Micro Small Businesses do not make sufficient improvements in all aspects related to marketing such as product quality improvement and promotional activities. As a result, it is very difficult for Small and Micro Enterprises to participate in the era of free trade. Marketing barriers experienced by SMEs culinary field in the city of Bogor can be an opportunity if addressed carefully as a business opportunity. This refers to the location of the city of Bogor is very strategic to be reached by local and foreign tourists with tourist destinations Puncak, Sentul and surrounding areas. Through the promotion method which is one part of the installation strategy can be seen how big the impact on SMEs in the city of Bogor.

Bogor City is a dense transit route by vehicles especially every weekend. East Bogor District consisting of six urban villages has two villages that are most visited by tourists. Both are not far from the icon of the city of Bogor Tugu Kujang and famous universities in this rainy city so as to facilitate the perpetrators of SMEs show its existence. Bogor City Tourism Data 2016 states that the city of Bogor has an interesting tourist attraction, especially the area of East Bogor which is located around the Bogor Botanical Garden, Jalan Pajajaran to the Tajur Highway which has increased the number of centers of snacks, foods, drinks Bogor City Typical such as Roti Mungil, Asinan Bogor, Lapis Talas and so on. This condition provides opportunities for various actors of SMEs in Bogor City, especially in East Bogor region in recent years in developing culinary business.

In this paper in the study of SMEs only in the field of culinary and focused in East Bogor. This is because eating and drinking is a primary human need so that eating and drinking activities are part of the culinary itself and in recent years the culinary field is a fast growing business category. Increasing the number of
hawker centers, food and beverages, especially in the area of East Bogor along the path of Pajajaran - Sukasari Highway is the most crowded by tourists in and outside Bogor City, especially every weekend is evidenced by the density of traffic flow and crowded culinary visitors.

The culinary SMEs which belongs to category I itself consists of formal SMEs which has permanent building, owns trading business license (SIUP) and Micro Small Business License (IUMK), and informal SMEs which do not have fixed build, does not have SIUP and IUMK. The perpetrators of culinary SMEs should also register their business so that it is registered as Household Food Production Industry (P-IRT) that distinguishes it with other categories of SMEs. Here are the number of Culinary SMEs in six urban villages included in the East Bogor region.

Based on the background of the problem, the limited problem related to the influence of marketing strategy on the success of micro and small business in the culinary field in East Bogor region ".

Ii. Theoretical Study

1. The Nature of Small and Medium Micro Enterprises

Discussion on Micro, Small and Medium Enterprises (MSMEs) includes the definition or criteria of MSME types and forms of business to be established. By understanding it, MSMEs will have a clear guidance in establishing, running, and develop its business.

MSMEs (Basri, 2009), It is a business activity that is able to expand employment, provide widespread economic services to the community, play a role in equity and increase community income, promote economic growth, and play a role in realizing national stability.

In the opinion of Suparyanto in (Basri, 2009), states that small and medium-sized micro enterprises are stand-alone productive economic enterprises, undertaken by individuals or business entities, which are not subsidiaries or non-owned subsidiaries owned, controlled, or become part of either directly or indirectly from medium-sized enterprises or large businesses.

Meanwhile, according to the World Bank in (Basri, 2009), Small-scale business is a joint business or family business with less than 100 employees, including in that the business is only done by one person who in this case the person as well as acting as the business owner.

SMEs has 3 (three) important roles in the economic system in a country according to Griffin and Ebert in Sartika Partomo, namely: creators of employment, sources of innovation, and supporters of large businesses. The reality in many countries shows that many new jobs are created by SMEs rather than big businesses.

According to (Henry Faizal Noor, 2007), "business success is essentially the success of the business in achieving its objectives." In the Indonesian dictionary, the word success means "getting results is the result, getting the achievement of the intent of a business".

While the success of the business according to the Ministry of education and culture (1990) is "a statement of conformity between the plan with the implementation process achieved results, where the plan is a formulation of willingness and desire to be achieved by the way and a certain time limit.

Benedicta (2003), defines the success of a business as "a state that reflects the achievement of a predetermined goal." Meanwhile, according to Rue and Byars in Riyanti "business success can be identified as the level of achievement of organizational outcomes or goals."
According to Benedicta (2003), it is marked by "an increase in capital accumulation or capital increase, emphasizing increased corporate asset folding, increased production, marketing levels, number of customers and improved workplace physical conditions and extent of business expansion". The indicator of business success according to the success of the business consists of capital increase, revenue increase, production output, increasing the number of labor.

According to Andreas in Lies Indriyatni (2003), Business Success is a profit or profit generated, capable of prospering a life characterized by sufficient results to meet the needs of households, businesses can survive and develop, guaranteed family welfare and employee welfare are met.

Meanwhile, according to Marbun (1990), achieve a successful small business enterprise should. Formulate its business goals and plan in areas such as long-term marketing and long-term cooperation. Create and practice annual work plan, semester, monthly either concerning sales turnover, total production amount of operational cost and also promotion and marketing.

Planning matters relating to renewal costs, employee development costs expense of insurance expenses. Small companies should also have policies in the procurement of cooperation. Understand and be able to make a plan to lend capital to the bank to finance the development and expansion. Planning the profit capability or surplus that should be achieved for the sake of continuity and expansion and growth of its business.

Last must be able to be great and make preparations succession, inheritance to the new generation.

2. The Nature of Marketing Strategy

Every business has a purpose to survive and grow. Marketing is one of the main activities undertaken by entrepreneurs in their efforts to maintain the survival of the company and the development of its business and earn a profit. Success or failure in achieving goals depends on the ability and wellness in marketing.

According to Marwan Asri (2003), a marketing strategy is a form of directed plan in the field of marketing, to obtain an optimal result.

According to Stanton, (1984), Marketing is something that encompasses all systems related to the purpose of planning and determining prices up to promoting and distributing goods and services that can satisfy the needs of actual and potential buyers.

Marketing strategy according to Philip Kotler (1994), is a marketing mindset that will be used to achieve marketing objectives. The marketing strategy contains specific strategies for target markets, positioning, marketing mix and marketing spending.

According to Philip Kotler (1994) one element of marketing strategy is the marketing mix (marketing mix) which is a strategy run a small business. Based on conceptual descriptions and theoretical frameworks that have been proposed, it can be formulated research hypothesis as follows: “There is a positive influence of marketing strategy on the success of culinary SMEs in the East Bogor region”.

3. Research Methodology

A. Place and Time of Research

The research was focused one of the sub-districts, namely Bogor Timur Sub-district consisting of six urban villages.
B. Research Methods

The method used in this research is a descriptive quantitative method and conducted by using survey method with correlation approach. The analysis used to test the hypothesis is done by multiple regression analysis, there are two variables studied are the independent variable, that is marketing strategy, and dependent variable is the business success. To know the influence of marketing strategy (X) on the success of Micro Small Medium Enterprises (Y) can be seen from the design as follows.

\[ \begin{align*}
Y & \quad \text{success of Micro Small Medium Enterprises} \\
X & \quad \text{marketing strategy}
\end{align*} \]

Figure III.1: Constellation of Research

C. Population and Sampling Techniques

The population in this research is the owner or culinary business actor in East Bogor Subdistrict Category Provision of Accommodations and Provision of Drinking Eating which has a fixed business building. Determination of the sample in this study was taken with 10% inaccuracy level. The sampling formula according to Slovin is as follows:

\[ n = \frac{N}{1 + NE^2} \]

Information:
- \( n \) = Sample
- \( N \) = Population
- \( E \) = Percent leeway inaccuracy due to sampling error desired (10%)

Linear regression analysis is used to estimate and forecast the value of the dependent variable when the independent variable is increased or decreased. The formula for calculating a simple linear regression equation can be searched using the following formula:

\[ \hat{Y} = a + bX \]

Information:
- \( X \) = Free Variable
- \( a \) = Constant Regression
- \( b \) = Regression Coefficient

IV. Research Result and Discussion

a. Normality test

The calculation result of Kolmogorov-Smirnov normality test of business success data (Y), marketing strategy (X) using SPSS 22.0 program, that is:
Table IV.1
One-Sample Kolmogorov-Smirnov Test

<table>
<thead>
<tr>
<th>Normal Parameters&lt;sup&gt;a,b&lt;/sup&gt;</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>.000000</td>
<td>4.8148006</td>
</tr>
<tr>
<td>Normal Parameters&lt;sup&gt;c,d&lt;/sup&gt;</td>
<td>Absolute</td>
<td>.058</td>
</tr>
<tr>
<td></td>
<td>Positive</td>
<td>.058</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
<td>-.039</td>
</tr>
<tr>
<td>Test Statistic</td>
<td>.058</td>
<td></td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.200</td>
<td></td>
</tr>
</tbody>
</table>

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Sumber: Data primer diolah dengan SPSS 22.0 tahun 2018

b. Linearity Test

Linearity test conducted to determine whether the relationship between the dependent variables with each independent variable is linear. Good data should have a linear relationship between the independent variable and the dependent variable. Based on the results of data processing using SPSS 22.0 can be seen in the following table:

Table IV.2
Linearity of Marketing Strategy with Business Success
ANOVA Table

<table>
<thead>
<tr>
<th>Keberhasilan Usaha * Strategi Pemasaran</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>2268,206</td>
<td>35</td>
<td>64,806</td>
<td>2.986</td>
<td>.000</td>
</tr>
<tr>
<td>Linearity</td>
<td>1368,088</td>
<td>1</td>
<td>1368,088</td>
<td>63,036</td>
<td>.000</td>
</tr>
<tr>
<td>Deviation from Linearity</td>
<td>900,118</td>
<td>34</td>
<td>26,474</td>
<td>1.220</td>
<td>.247</td>
</tr>
<tr>
<td>Within Groups</td>
<td>1302,200</td>
<td>60</td>
<td>21,703</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3570,406</td>
<td>95</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sumber: Data primer diolah dengan SPSS 22.0 tahun 2018

Based on the test results obtained the significant value on linearity for marketing strategy variables with business success of 0.247. This shows that $F_{count} = 2.986 < F_{table}$ seen output list table F df 94. Probalitas = 0, 247> 0,05 it can be concluded that between marketing strategy (X) to business success (Y) has a linear relationship.

c. Simple Regression Analysis

Simple linear regression analysis to pair of research data between marketing strategy with business success yield regression direction coefficient equal to 0.390 and produce constant equal to 53,416 hence influence between marketing strategy variable with business success have regression equation $\hat{Y} = (53,416) + 0.390 X$. 

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Table IV.3
Simple Regression Equation

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>53,416</td>
<td>4,394</td>
<td>12,156</td>
<td>.000</td>
</tr>
<tr>
<td>Strategi Pemasaran</td>
<td>.390</td>
<td>.051</td>
<td>.619</td>
<td>7,642</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keberhasilan Usaha
Sumber: Data primer diolah dengan SPSS 22.0 tahun 2018.

Based on the above table can be obtained a simple regression equation as follows:
\[ \hat{Y} = 53.416 + 0.390 \times X \]
The regression equation shows that every one percent increase in Marketing Strategy (X) will result in an increase in Business Success (Y) of 0.390 or 39% at constant 53.416.

d. Correlation Coefficient Test

To determine the significance of the correlation coefficient whether the influence of marketing strategy on the success of a significant business or not. This test is performed using \( T_{test} \) at a significant level of 0.05 with Ho testing criteria rejected if \( T_{count} > T_{table} \) which means significant correlation.

From the calculation results obtained \( t_{count} \) 12.156 and \( t_{table} \) 1.66123 for \( T_{count} > T_{table} \) then Ho is rejected and it can be concluded that Marketing Strategy has a significant positive effect on Business Success. For a significant test, the correlation coefficient is presented in Table IV.4

Table IV.4
Table of Correlation Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
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<td></td>
</tr>
<tr>
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<tr>
<td>Strategi Pemasaran</td>
<td>.390</td>
<td>.051</td>
<td>.619</td>
<td>7,642</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keberhasilan Usaha

Table of Correlation Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
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<tr>
<td>1 (Constant)</td>
<td>53,416</td>
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<tr>
<td>Strategi Pemasaran</td>
<td>.390</td>
<td>.051</td>
<td>.619</td>
<td>7,642</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keberhasilan Usaha

e. Regression Coefficient Test

From the results of testing the hypothesis above can be concluded that the influence of marketing strategy on business success is significant and linear. Testing the significance and linear regression can be seen from the table, whether the effect is significant or not.
Table IV.5
Table of Regression Coefficient Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1368,088</td>
<td>1</td>
<td>1368,088</td>
<td>58,393</td>
<td>0,000²</td>
</tr>
<tr>
<td>Residual</td>
<td>2202,318</td>
<td>94</td>
<td>23,429</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3570,406</td>
<td>95</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keberhasilan Usaha
b. Predictors: (Constant), Strategi Pemasaran

Based on the above table, F<sub>count</sub> = 58.393 while F<sub>table</sub> can be seen in the statistical table with the significance of 0.05 or 5% where df1 = k-1 or 2-1 = 1 and df2 = nk or 96-2 = 94, can be known F<sub>table</sub> of 3 , 94. Thus F<sub>count</sub> > F<sub>table</sub>, so H0 is rejected, meaning significant so that marketing strategy together have a significant influence to the success of the business.

d. Determination Coefficient Analysis

The Coefficient of determination used to know how big percentage of contribution or influence of marketing strategy variable to the success of effort variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.619²</td>
<td>.383</td>
<td>.377</td>
<td>4.840</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Strategi Pemasaran

Based on the table can be seen that the value of R Square is 0.383. The percentage of contribution of marketing strategy to business success is 38.3% or variation of marketing strategy able to explain 38.3% variation of business success variable, while the rest equal to 61.7% influenced by other factors that do not investigate.

To measure the degree of relationship between marketing strategy variables (X) and (Y) can see the value of R in the table that is equal to 0.619 means the value of R included category (0.60 - 0.79), then the closeness of the relationship between marketing strategy and success business is high.

The results showed that the success of culinary SMEs in East Bogor region is influenced by marketing strategy consisting of four indicators, namely: pricing, product planning, distribution channels and promotion.

The pricing indicator is the first indicator to reflect the marketing strategy. The effectiveness of marketing strategy conducted by 96 micro culinary small business actors in East Bogor can not be separated from how great their sensitivity to the price they set in their business products.

While the second indicator of product planning that describes the results of the survey of researchers to SMEs culinary in East Bogor embodied in a creative thinking where the actors of this micro culinary can produce new methods, new concepts, new understanding, new planning, and new art that will generate original ideas . In addition, the issue of product quality is also important in the effort to build the brand as
a dynamic condition associated with products, services, people and the environment that meet or exceed standards or targets that have been set.

In addition, the key factor in the success of culinary SMEs in the third East Bogor region is the distribution channel. Between SMEs and the supplier chain to establish a relationship with internal communication between business units. The form of business cooperation, association or network of a strong business group, establish a partnership in accordance with a predefined partnership agreement.

While the fourth indicator of marketing strategy variable in this research is promotion. According to most respondents, promotion plays a very significant role in the progress of the business.

**V. Conclusions, Implications, and Suggestions**

Based on the analysis and the fact finding from the research that has been described in the previous chapter about the influence of marketing strategy toward the success of micro and small business in East Java culinary area, it can be concluded as follows:

1. There is a positive influence between marketing strategy and business success. This means that if the marketing strategy approaches effectively, the success of the business will increase, and vice versa.
2. Data analysis techniques used in this study the first is to find the regression equation. And the analysis between marketing strategy (variable X) with business success has regression equation that is  \( \hat{Y} = 55.60 + 0.373X \).
3. Based on the test requirements analysis with normality test obtained the conclusion that the data is normally distributed, that is Asymp value. Sig. (2tailed) = 0.200 > 0.05 then the residual value is normal.
4. Calculation of linearity test concluded that model of regression equation is significant, because Fcount 58,393 > Ftable equal to 3,94 and also linear because Fhitung equal to 2,986 <F tabel equal to 3,94.
5. To test the correlation coefficient of 0.619 which means there is a positive relationship between marketing strategy with business success. This means that the higher the effectiveness of the marketing strategy will increase the success of the business, and vice versa the lower the effectiveness of marketing strategy, it will decrease the success of the business.
6. Based on the test coefficient of determination can be concluded that the marketing strategy as one of the factors that affect the success of the business of 38.3%, while 61.7% influenced by other factors not examined.

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