



**MARKETING STRATEGY OF BEBELI (BEKASI BERANI  
BELI) TO INCREASE THE INCOME MSME IN BEKASI**

**THESIS**

**Submitted as one of the requirements to obtain  
Magister Manajemen**

**By:**

**SULTHON IBRAHIM**

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**FACULTY OF BUSINESS  
MASTER OF TECHNOLOGY MANAGEMENT  
CIKARANG  
SEPTEMBER 2023**



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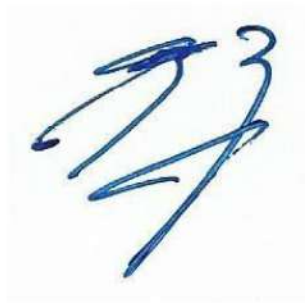
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**By**  
**Sulthon Ibrahim**  
**023202205003**

Approved by



Prof. Dr. Ir. Chairy, S.E., M.M  
Master's Final Project Advisor




Dr. Anton Wachidin Widjaja, S.E., M.M  
Head of Study Program  
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## PANEL OF EXAMINERS APPROVAL SHEET

The panel of Examiners declare that the thesis **Marketing Strategy of BEBELI (Bekasi Berani Beli) to Increase the Income MSME In Bekasi**, that was submitted by Sulthon Ibrahim majoring in Master of Technology Management from Faculty Business was assessed and approved to have passed the Oral Examination on 26<sup>th</sup> September 2023.

Panel of Examiner

A handwritten signature in black ink, consisting of a large, sweeping stroke followed by a smaller, more detailed signature.

Dr. Purwanto, S.T., M.M

Chair of Panel Examiners

A handwritten signature in black ink, featuring a large, stylized 'A' followed by a cursive signature.

Dr. Adhi Setyo Santoso, S.T., M.B.A

Examiner 1

A handwritten signature in blue ink, consisting of a large, stylized 'C' followed by a cursive signature.

Prof. Dr. Ir. Chairy, S.E., M.M

Thesis Advisor

## ACKNOWLEDGMENTS

Firstly, I give thanks to Allah SWT for the blessing that you have given to me. Thank you for always listening to my prayers so, the way to finish the thesis is an amazing study journey.

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To all my classmates, Master of Technology Management, President University Batch 8, Thank you for your friendship along our study journey. May all of you be healthy and successful as always.

Cikarang, 26<sup>th</sup> September 2023



**Sulthon Ibrahim**

## STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of thesis stated below:

Name : Sulthon Ibrahim  
Student ID Number : 023202205003  
Study Program : Master of Technology Management  
Faculty : Business

I hereby declare that my thesis entitled Marketing Strategy of BEBELI (Bekasi Berani Beli) to Increase the Income MSME In Bekasi is to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism, including but not limited to Artificial Intelligence plagiarism, is detected in this graduate thesis/final project/business plan, I am willing to be personally responsible for the consequences of these acts of plagiarism, and accept the sanctions against these acts in accordance with the rules and policies of President University.

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Cikarang, 26<sup>th</sup> September 2023



**Sulthon Ibrahim**

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# GPT ZERO CHECK

The screenshot shows the GPTZero web application interface. The browser address bar displays <https://app.gptzero.me/app/welcome>. The application has a sidebar menu with options: AI Detection, Scan History, Usage Stats, API, Settings (selected), Account Details, and Upgrade Plan. The main content area features a document upload section with a dashed box and a plus sign, labeled "Add documents" with supported formats: doc, docx, txt, pdf. Below this is a "Terms of service" link. The "Documents" section shows "1 total" and includes "Remove (0)" and "Expand View (0)" options. A table lists the document:

#	File Name	Classification	AI Probability	Full Result
1	11. Final Thesis Sulthon Ibrahim 220923.docx	Human	0%	<b>RESULTS</b>

At the bottom of the interface, there is a copyright notice: © 2022-2023 GPTZero. The Windows taskbar at the bottom shows the search bar, task view, and various application icons, along with system tray icons for network, language (ENG US), and battery, and a clock showing 10:48 on 28/09/2023.

The screenshot shows the "Stats" page of the GPTZero application. It begins with the heading "How did we do?" and a thumbs up/down icon. The main section is titled "Stats" and contains two key metrics:

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Thesis Author : Sulthon Ibrahim  
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Cikarang, 26<sup>th</sup> September 2023

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Prof. Dr. Ir. Chairy S.E., M.M

## ABSTRACT

BEBELI was present in response to the Bekasi district government's response to presidential instruction number 2 of 2022 concerning accelerating Indonesia's economic recovery following Covid-19 by allocating APBD/APBN through cooperatives or MSMEs. BEBELI (Bekasi Berani Beli) is an online platform that seeks to increase the income of micro, small, and medium-sized enterprises (MSMEs) in the Bekasi district. To become a vendor at BEBELI, MSMEs in the Bekasi district must have proven NIB and NPWP in the Bekasi Regency. This research seeks to identify alternative strategies to increase MSMEs' income and encourage their participation as sellers on BEBELI. By analyzing external and internal factors, the method employs a business case, which is processed using the EFE (External Factor Evaluation) Matrix with a score of 2.75 and the IFE (Internal Factor Evaluation) Matrix with a score of 2.6. The data is then processed once more with the IE (Internal External) matrix. The outcomes fall within the V quadrant, where market penetration is possible. And when processed with a second instrument, the SWOT Matrix, an alternative strategy for optimizing information system management is generated. The results of the IE and SWOT Matrix were contrasted using QSPM. Produce alternative strategies for market penetration by developing towards the general market (not government) so that the opportunity to increase the number of sellers on BEBELI and increase MSMEs is greater.

*Keywords:* BEBELI, MSME, IFE, EFE and QSPM

## ABSTRAK

BEBELI hadir atas respon pemerintah kabupaten Bekasi pada instruksi presiden nomor 2 tahun 2022, terkait percepatan pemulihan ekonomi Indonesia pasca covid-19 dengan mengalokasikan APBD/APBN melalui koperasi atau UMKM. BEBELI (Bekasi Berani Beli) adalah sebuah *platform online* yang bertujuan untuk meningkatkan pendapatan UMKM di kabupaten Bekasi, syarat menjadi penjual di BEBELI adalah UMKM kabupaten Bekasi dengan dibuktikan NIB dan NPWP berlokasi di Kabupaten Bekasi. Penelitian ini bertujuan untuk menemukan strategi alternatif untuk mendorong minat UMKM bergabung menjadi penjual di BEBELI dan meningkatkan pendapatan UMKM. Metode yang dilakukan menggunakan business case, dengan menganalisa faktor eksternal maupun internal, kemudian diolah dengan menggunakan EFE (External Factor Evaluation) Matrix dengan score 2,75 dan IFE (Internal Factor Evaluation) Matrix dengan score 2,6. Selanjutnya diolah kembali menggunakan IE (Internal External) matrix. Hasilnya berada pada kuadran V dengan opsi untuk melakukan penetrasi pasar. Dan diolah dengan alat lain yakni SWOT Matrix, menghasilkan strategi alternatif berupa optimalisasi manajemen system informasi. Hasil IE dan SWOT Matrix dikomparasi menggunakan QSPM. Menghasilkan strategi alternatif agar dilakukan penetrasi pasar dengan mengembangkan ke arah pasar umum (bukan pemerintahan) agar peluang bertambahnya jumlah penjual di BEBELI dan peningkatan UMKM semakin baik.

*Kata kunci: BEBELI, UMKM, IFE, EFE dan QSPM*

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