

# ANALYSIS OF SMALL AND MEDIUM ENTERPRISES ON INCREASING INCOME

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**ANALYSIS OF SMALL AND MEDIUM ENTERPRISES ON  
INCREASING INCOME**

(Case Study on Laundry Business at Manado City)

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**ANALISIS USAHA KECIL DAN MENENGAH DALAM  
MENINGKATKAN PENDAPATAN**

(Studi Kasus Pada Usaha Laundry di Kota Manado)

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**Abstract**

In order to be able to compete every home industry must be able to have good competitiveness. The problem commonly faced by home industry businesses is that they lack extensive marketing networks. Usually the market only deals with the closest consumers. The purpose of this study is that the resulting laundry service products can be accepted by the market or consumers, and have wider market access by utilizing third party services.

This qualitative research uses the method of observation and in-depth interviews with laundry business associations in the city of Manado. The results of his research can be concluded that the proliferation of developments in information technology today can actually bring its own blessings to every business actor, depending on whether the business is able to use it or not. Especially for laundry businesses in the city of Manado after several interviews with key informants, it was concluded that the laundry business in the city of Manado is usually located near congested areas such as near campuses where there are many boarding houses there or densely populated areas. In other words, many consumers come from students who live in a dormitory or household whose level of activity is relatively high, so they have less time for their own laundry. Then related to market expansion by using third parties such as online transportation applications, according to the results of interviews, not many laundry businesses use them and consumers don't like using online transportation services. To use online media, only specifically for social media from the laundry business itself as a media campaign.

Keywords: competitiveness, information technology, laundry, small and medium enterprises.

## Abstrak

Agar dapat bersaing setiap industri rumah tangga harus mampu memiliki daya saing yang baik. Permasalahan yang biasa dihadapi usaha industri rumah tangga adalah kurang memiliki jaringan pemasaran yang luas. Biasanya pasarnya hanya berputar pada konsumen terdekat. Tujuan penelitian ini adalah agar produk jasa laundry yang dihasilkan dapat diterima oleh pasar atau konsumen, dan memiliki akses pasar yang lebih luas dengan memanfaatkan jasa pihak ketiga.

Riset kualitatif ini menggunakan metode observasi dan *in-depth interview* pada asosiasi pengusaha laundry di Kota Manado. Hasil penelitiannya dapat disimpulkan bahwa maraknya perkembangan teknologi informasi saat ini sebenarnya bisa membawa berkat tersendiri bagi setiap pelaku usaha, tergantung apakah usaha tersebut mampu memanfaatkannya atau tidak. Khusus bagi usaha laundry di Kota Manado setelah dilakukan beberapa wawancara dengan informan kunci disimpulkan bahwa bisnis laundry di Kota Manado biasanya berlokasi didekat daerah padat seperti dekat kampus yang banyak berdiri kos-kosan disana ataupun daerah padat penduduk. Dengan kata lain konsumennya banyak berasal dari mahasiswa yang tinggal dikos atau rumah tangga yang tingkat kesibukannya relative tinggi jadi kurang memiliki waktu untuk laundry sendiri. Kemudian yang berhubungan dengan perluasan pasar dengan menggunakan pihak ketiga seperti aplikasi transportasi online, menurut hasil wawancara belum banyak usaha laundry memanfaatkannya dan konsumen kurang menyukai menggunakan jasa transportasi online. Untuk penggunaan media online, hanya khusus untuk media social dari usaha laundry itu sendiri sebagai media promosi.

Kata kunci : daya saing, teknologi informasi, laundry, usaha kecil menengah.



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