

**Research Article**

## **UMKM Development Communication Strategy in Developing Creative Industry Prospects in Malang City (Study on the Preman Super UMKM)**

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### **Abstract**

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The role of UMKM was very important in economic growth in a region, so UMKM has a considerable contribution and also crucial for the macro economy. In that, UMKM can be used as a forum for creative industry peoples. Has a strategic role in supporting the economic improvement of the public then in this research, UMKM Preman Super Kota Malang used as an object of research. Preman Super is one of the UMKM in Malang city. The majority community consists of housewives who are under the auspices of the Dinas Koperasi dan Usaha Mikro Malang City. This research was conducted to find out how the UMKM development communication strategy in developing the prospects for the creative industries in the Malang city. The research method in this research uses descriptive qualitative. Collecting data method in this research using data sources from observations and interviews and supported by literature studies. The result of this research that UMKM Preman Super has taken several development strategy steps to improve the welfare of the people of Malang City which is with a human resource improvement program, election and Product quality improvement, capital, and also marketing. This development program routinely carried out with the aim that members and also the community in Malang City can continue to learn to develop its business in the creative industry.

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### **Introduction**

Indonesia possesses an extraordinary abundance of natural resources, from biological to cultural resources. This wealth of potential makes Indonesia a country rich in resources. This wealth also contributes to the development of natural resources, which can be processed into high-value products. For businesses and individuals capable and sensitive to managing these resources, this presents a tremendous business opportunity with the potential to boost the regional economy. Malang is the second largest city in East Java, particularly in terms of economic progress. One way to maintain economic growth in Malang is through the support of Micro, Small, and Medium Enterprises (UMKM).

UMKM is trading businesses managed by individuals or business entities, which in this case are also classified as small or micro businesses. These MSMEs are classified as marginal businesses due to their relatively simple technology, low capital requirements, and tendency

The role of UMKM is crucial for regional economic growth, making them a significant and crucial contribution to the macro-economy. MSMEs can serve as a platform for creative industry players. Furthermore, UMKM have a significant impact on the environment, particularly in reducing unemployment. The optimal role of UMKM in addressing the increasing unemployment rate annually demonstrates that MSMEs play a strategic role in improving the

economic well-being of the community. The progress of MSME development in Malang City is inseparable from the participation of all UMKM activists and, of course, the Malang City government, which continues to encourage economic growth in the community.

The existence of UMKM is a positive factor, bringing new changes to the economy and the creative industry. MSME empowerment is also ongoing to boost the economy in Malang City. One example is the emergence of a platform for small creative industries that continues to grow and develop, one of which is Preman Super (Independent Women, Source of Change). Preman Super is one such community in Malang City. This community, which is mostly comprised of mothers, is under the auspices of the Malang City Cooperative and Micro Business Service. Having a vision and mission as a women's empowerment is the foundation for this community to continue to increase women's economic empowerment in Malang City. Considering that housewives also have the potential to become income makers.

Preman Super was first initiated by Peni Budi Astuti, a woman who was named a "Great Kartini" in 2014 on the Kick Andy show. According to Peni, Preman Super currently has 250 members who actively participate in various activities conducted by the Preman Super MSME. Its vision and mission of empowering women makes this MSME unique compared to other MSMEs. Furthermore, Preman Super produces a wide variety of products, including food, batik, handicrafts, and more. This makes Preman Super a platform for the community, especially women, to hone their creativity in more than just one area. Furthermore, Preman Super offers an added advantage: members can conduct their activities from their homes without disrupting their busy lives as housewives, thus fostering independence.

With its unique and appealing characteristics, Preman Super has demonstrated its presence as an MSME that makes a significant contribution, particularly to women in Malang. This gives Preman Super a unique value within the Malang community. Preman Super's success as a platform for women's empowerment in Malang is inseparable from the dedicated efforts of all its members. To continue developing prospects in the creative industry, a communication strategy is needed to engage with Preman Super members, such as through outreach or training programs. Without effective communication, the MSME development program to develop the creative industry's prospects in Malang cannot be fully implemented.

Preman Super members employ various methods to create a positive image among the public and consumers. One such strategy is actively participating in various exhibitions. This is expected to be a strategy employed by Preman Super to increase public awareness of their products. Furthermore, they share their activities through social media. This approach

attracts viewers and even inspires them to participate in Preman Super's activities (Noor, 2025). These strategies are achieved through effective communication within Preman Super members.

## Materials and Methods

The Communication Strategy for UMKM Development in Developing Creative Industry Prospects in Malang City uses descriptive research. According to Arikunto (2010:3) descriptive research is research that is intended to investigate the circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report. Meanwhile, according to Best in Sukardi (2003:157) descriptive research is a research method that attempts to describe and interpret objects according to what they are. Based on expert opinions on descriptive research, it can be concluded that descriptive research is a research method that does not change, add or manipulate the object or area being studied and only describes or describes what happens to the object or area being studied.

### Research Design

A research method is essentially a scientific way to obtain data for a specific purpose and purpose. This thesis uses qualitative data. According to Ikbar (2012:123), qualitative research is based on phenomenology and the constructivist paradigm in the development of science.

### Population and Sample

The data collection technique in this study involved conducting structured interviews with the Head of the Preman Super MSME, members of the Preman Super MSME, and one of its consumers.

### Research Instrument

The analytical tool used in this study is the Miles and Huberman analysis model as cited in Ali (2016:3), which applies three methods in qualitative data analysis:

Data reduction is one of the qualitative data analysis techniques. Data reduction is a form of analysis that sharpens, classifies, directs, eliminates unnecessary information, and organizes data in such a way that final conclusions can be drawn. Reduction does not necessarily mean data quantification.

Data presentation is one of the qualitative data analysis techniques. Data presentation is the activity of organizing a collection of information to allow for conclusions to be drawn. Qualitative data presentations can be presented in narrative text (field notes), matrices, graphs, networks, and charts.

### Data Collection and Analysis Methods

According to Esterberg in Sugiyono (2007:410), an interview is defined as "a meeting of two people to

exchange information and ideas through questions and responses, resulting in communication and joint construction of meaning about a particular topic." An interview is a meeting of two people to exchange information and ideas through questions and answers, thereby constructing meaning on a particular topic.

Meanwhile, according to Moeleong (2012:118), an interview is a conversation conducted by two parties: the interviewer who asks questions and the interviewee who provides answers.

From these two expert definitions, it can be concluded that an interview is an activity or interaction between two parties communicating with each other, which ultimately results in accurate information. The data collection technique in this study involved conducting structured interviews with the Chairman of the Preman Super MSME, members of the Preman Super MSME, and a consumer.

According to Nasution in Sugiyono (2007:403), observation is the foundation of all science. Scientists can only work based on data, namely facts about the real world obtained through observation. This data is collected, often with the aid of sophisticated tools, so that even small objects and very distant objects can be seen clearly.

Meanwhile, according to Sudarma (2014:20), the observation method is a method of collecting data by observing and paying attention to the research object, both directly and indirectly, and systematically recording the results of these observations.

From the definitions presented by experts, it can be concluded that observation is the activity of directly observing an object at the research location and systematically recording the observations being studied. This observation is expected to shed light on the communication strategies for MSME development in developing the creative industry prospects in Malang. This observation gathered data and information from books, literature, images, the internet, and other sources to support the research.

According to Bungin (2007:108), documentation is a data collection method used to trace historical data. Meanwhile, Guba and Lincoln, in Moleong (2014:216), define documentation as any written material or film. This research utilized written sources relevant to the problem being discussed, including recording and photographing as documentation to support the research.

The conclusion that can be drawn from these two definitions is that documentation is a systematic activity or process of collecting, searching, investigating, using, and providing documents to obtain information and evidence, and to disseminate them.

## Results and Discussion

### *Communication Strategy for UMKM Development*

Communication also determines the delivery of information from a person or informant to others. In order to be at a point of understanding that is in accordance with what is expected, an approach is needed to the members of the Preman Super UMKM, especially in carrying out various development programs to improve the prospects of the creative industry in Malang City, such as actively carrying out business clinic activities, workshops and other activities that aim to educate members to have new knowledge, this was conveyed by the Super Preman UMKM Advisor.

The process of delivering communication carried out by the Head of UMKM in delivering development or education programs to members is included in the type of public communication when viewed from the situation and conditions before the Covid-19 pandemic because the delivery of messages takes place continuously and the material delivered by the speaker has been prepared in advance, not spontaneously, different from the process of delivering communication during a pandemic where the message is delivered en masse. This is because there are media that are tools used to convey messages to the audience, and the media used during the Covid-19 pandemic are zoom, radio.

Development communication strategies play a very important role in UMKM Preman Super to continue to be able to develop the prospects of the creative industry in Malang City. In this case, UMKM Preman Super always carries out business class activities as a forum to increase the insight of its members, this is done so that UMKM Preman Super can continue to compete and survive in the current millennial era market. A strategy was also made during the Covid-19 pandemic by taking steps to continue implementing business classes through the zoom application even though direct activities were canceled. This is done in order to realize a development program to achieve results according to what was previously expected.

Development Communication Strategy used in UMKM and the purpose of its implementation. The success of a development program in an organization cannot be separated from the role of a development communication strategy or steps taken to achieve the expected goals. Strategies that can be used such as the use of media in delivering development programs in providing insight to UMKM members so that members are more interested or can only focus on strategies by only providing knowledge or theory through joint learning. Several steps or plans taken by UMKM Preman Super as a step to realize success in delivering development programs both before the pandemic and during the Covid-19 pandemic. Media is used as a strategy to deliver information on development programs to the wider community so that educational

activities continue to run properly, such as broadcasting via radio and also buying and selling activities can still be carried out with an online transaction system that is more profitable for consumers or sellers in marketing their products than the conventional sales system that was carried out previously, although conventional sales are still in demand by some groups. However, seeing the current situation, online sales are indeed one of the strategies carried out by UMKM Preman Super so that sales can continue

#### *The Purpose of Development Communication Strategy in Delivering Development Programs*

A development communication strategy, or a method used to convey ideas to an individual or group of people to achieve the goal of better social change, is essential within an organization or group. This study focuses on the Preman Super MSME. This strategy aims to deliver development programs to achieve desired outcomes, educating and motivating members and the community to continue developing their businesses.

The Preman Super MSME plays a crucial role in economic growth and improving community welfare in Malang City. Therefore, the Preman Super MSME makes a significant and crucial contribution to the macro-economy. This MSME serves as a platform for creative industry players. The focus of this research is the communication strategy employed by the Preman Super MSME in developing the prospects of the creative industry in Malang City. The development communication strategy implemented by the Preman Super MSME includes several steps: communicating development programs to members and the community to achieve the desired goals and ensure they receive what is conveyed effectively. This also includes encouraging members and the community to accept and implement the proposed development programs.

According to the Academy for Educational Development (AED) (1985), there are four development communication strategies that have been used to date:

#### *Media-Based Strategies*

Communicators who use this strategy typically group their activities around a particular preferred medium. This strategy is indeed the easiest, most popular, and certainly the least effective technique. This media strategy typically begins its planning by asking: "What can be done?" and "What media is good and inexpensive?"

#### *Instructional Design Strategies*

This strategy is generally used by educators. They focus their strategies on the learning of the targeted individuals as a fundamental goal. This group's strategy, based on formal learning theories, and

focuses on a systems approach to the development of learning materials such as formative evaluation, pilot testing, and tiered program design.

Instructional designers are plan- and systems-oriented. They first identify:

1. The objectives to be achieved
2. The success criteria
3. The participants
4. The resources
5. The approach used
6. The time

#### *Participatory strategies*

In this participatory strategy, the key principles in organizing activities are community collaboration and personal growth. The focus here is not on how much information someone learns through a development communication program, but rather on the experience of participating as an equal in the process of sharing knowledge or skills. The implementation of this strategy is reflected in non-formal educational activities such as animation programs.

#### *Marketing strategy*

This strategy has emerged as the most direct and common communication strategy within the principles of social marketing, a marketing technique that seeks not only profit from sales but also focuses on what consumers need and want from what the producer produces. Based on interviews with informants, the MSME development communication strategy implemented by the Preman Super MSME to develop the creative industry prospects in Malang City is as follows:

1. Improving Human Resources (HR) Capability  
The importance of knowledge in today's modern era can be a crucial factor in delivering development communication strategies, as it determines whether development programs are effectively delivered. Improving the human resources capabilities of Preman Super MSME members is expected to be one of the steps taken to achieve the desired goal of improving the creative industry prospects in Malang City. One way to achieve this is by providing training to members and the general public unfamiliar with the MSME world. Furthermore, Preman Super members actively participate in workshops to broaden their knowledge and skills, which they can then share with the public and other members. Given the current situation, business clinics or face-to-face training sessions for MSME members are still suspended due to the COVID-19 pandemic.

The strategy adopted is to continue providing training via Zoom. The material presented focuses on how to survive in a pandemic situation like the one we are currently experiencing. Peni Budi Astuti's strategy involves advising her members to pivot their businesses. Pivoting, in the business world, is the activity of developing a business by changing the

business model itself. This strategy can broaden the knowledge of members and other mothers, who initially knew nothing, to become knowledgeable. It is hoped that this strategy will make members and the community more independent, creative, and imaginative.

#### *Product Selection and Quality Improvement*

The next strategy is product selection and quality improvement. In this regard, the Preman Super MSME also provides information to the public and prospective entrepreneurs who want to start their own businesses, so they can learn how to select products that meet consumer needs, including packaging. Therefore, if there are any difficulties or misunderstandings, they can be reached or consulted, and further explanations will be provided to resolve any issues surrounding product selection or quality improvement. Common problems include product selection that doesn't meet consumer needs and inadequate packaging. Therefore, this strategy can help entrepreneurs continuously improve product quality.

#### *Capital*

In business activities, the primary and most crucial factor in growing a business is capital. With this capital, entrepreneurs can achieve their goals as expected. However, a common problem in the community is the lack of capital to start or expand their businesses. The Malang City Government and the Department of Cooperatives and Trade are providing solutions by providing capital to MSMEs to help improve the businesses of their members and the community as they seek to start their own businesses.

#### *Marketing*

The next strategy is marketing. To achieve a specific goal, there are communication channels or media that can be used to promote a product. Marketing is essential for selling a product so that it can be recognized and reached by a wider public. The Preman Super MSME employs two marketing strategies: offline and online. Offline marketing involves actively participating in exhibitions or bazaars, while online marketing involves social media and e-commerce. This strategy is expected to introduce local MSME products to the wider public.

### **Conclusion**

Based on the results of research conducted on the Communication Strategy for MSME Development in Developing the Prospects of the Creative Industry in Malang City, it can be concluded that the Preman Super UMKM has undertaken several development strategies to improve the welfare of the Malang community, including programs for developing human resources (HR), product selection and quality improvement, capitalization, and marketing. These

programs are routinely implemented to enable members and the community to continuously learn and develop their businesses in the creative industry.

The HR development program aims to enhance the abilities of members and the community to be more independent, creative, and imaginative, in order to achieve the desired goal of improving the prospects of the creative industry in Malang City. Furthermore, product selection and quality improvement aims to provide solutions to entrepreneurs so they can improve their product quality. Next, capitalization, a program also aims to provide solutions for entrepreneurs facing capital challenges to expand their businesses. Finally, marketing, a program aims to provide strategies to members and other entrepreneurs on how to market a product so that it becomes known and accessible to consumers.

To develop prospects in the creative industry, the Preman Super MSME also promotes its products by actively participating in booths at exhibitions and bazaars at specific events, such as those organized by the Malang City government. Furthermore, the Preman Super UMKM frequently conducts community training. This aims to enable housewives and the community to contribute to the economic prosperity of the Malang City community. Achieving this goal requires strong collaboration between MSME members and other business actors to implement the planned development programs.

Based on the conclusions and research results, the following recommendations are presented in this study for MSMEs and readers it is hoped that this research can be expanded to a broader scope and provide a more detailed explanation of development communication strategies in developing the prospects of the creative industry, especially for UMKM. It is hoped that the Preman Super UMKM will be able to provide new strategies to develop the creative industry prospects in Malang City and implement all development strategies, thereby achieving the expected goals. Readers are also expected to participate in implementing development programs carried out by the Preman Super UMKM by purchasing MSME products or introducing MSMEs to the community as a form of support for the success of development programs that improve regional economic prosperity.

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