The Influence of Marketing Communication Strategy to Performance of Small Medium Enterprises (SMEs) in Kabupaten Sumedang West Java

Asep Suryana1, Rangga Saptya Mohamad Permana2
1 Program Studi Manajemen Komunikasi Fakultas Ilmu Komunikasi Universitas Padjadjaran. asepsury-anakachya@yahoo.com
2 Rangga, Program Studi Media TV dan Film, Fakultas Ilmu Komunikasi Universitas Padjadjaran ranggasaptyamp@gmail.com

Abstract
The objective condition of marketing system of Small and Medium Enterprises (UKM) in Indonesia is still patterned long, ie product oriented, by way of announcing and selling. Announce or promote is still rarely done. In general, products produced by SMEs directly brought to market without promotional process. This results in SME products not well known and unknown to consumers. This study aims to determine the influence of marketing communication strategy factors on the performance of small and medium enterprises (SMEs) in Kabupaten Sumedang West Java. The method used is explanatory survey. The population is businessmen of SMEs in Kabupaten Sumedang West Java. Samples were taken based on stratified random samples. The sample size is 98 respondents. The result of the research shows that from 7 factors of marketing communication strategy consisting of segmentation, targeting, objective, positioning, sequence, integrated and tools. Segmentation, sequence, and integrated factor that significantly influence to the performance of small and medium business in Kabupaten Sumedang West Java.

Keywords: Marketing Communication Strategy, SME Performance, promotion, survey, explanatory

Introduction
A business environment changes relatively quickly and becomes increasingly uncertain. For a company, the circumstances are not to be avoided but to be adapted (Sucherly, 2002). For a company, there are two major issues in their business that will be faced, both present and future, that is, the first issue concerning drastic and intensive change in the business environment. Secondly, issues concerning the internal paradigm change of the company itself (Susanto, 2004).

The first issues, among others, include aspects: increasingly global competition, mutual “killing” rivalries, tremendous technological improvements, changes in consumer behavior, the opening up of diverse business opportunities. The issues related to the second aspect, among others: the phenomenon of new breed of employee, the increasing issues surrounding employees, the more expensive overhead, the increasingly tight internal competition, and the paradigm shift from core business to core competence (Susanto, 2004). Lazer, at.al (1993) points out several changes related to the economy of saay, among others: (1) dqri mass to mini mass with pressure on niches, segments, product, customization, individualism, and flexible production, (2) Of standardized and homogeneous products are transformed toward individualization, customization and differentiation; (3) from the flow of materials and products to the flow of information, prioritizing data banks, marking intelligence systems, communications and knowledge, and (4) from labor-driven pressures and power to education-driven businesses, prioritizing management input or educated workers High, research, software and computer (any agus Kana in Usamara, 2003: 89). These aspects will affect the organization as an
open system, including in each subsystem. In addition, changes in economic aspects also affect customer behavior.

Keller Dan Keller (2008) argues that business and marketing has now changed. This situation is shown by: (1) changing technology, (2) globalization, (3) deregulation, (4) privatization, (5) customer empowerment, (6) customisation, (7) sharper competition, (8) industrial convergence, (9) retail transformation, and (10) disintermediation.

Conceptually marketing has undergone a fundamental change in three concepts, whereby marketing concepts initially focus on products and make better products, based on internal standards and values. The new concept of marketing has changed the focus on which the customer emphasizes. How to achieve it using the marketing mix (marketing mix), namely: product, price, place, and promotion. Since 1990, the new concept has transformed into a strategic concept that focuses on customers in the context of the wider external environment, including competition, policies, government regulations, broader macroeconomic, social and political provisions that shape Market development (Keegan, 1995).

The objective condition of marketing system of Small and Medium Enterprises (UKM) in Indonesia is still a long-term pattern, i.e., product-oriented, by way of announcing and selling. Announce or promote is still rarely done. In general, products produced by SMEs directly brought to pasar tanpa mellui promotional process. This results in SME products are not well known and not known by consumers. SME products are not well known and not known by consumers. Other issues facing SMEs are relatively small capital, raw materials that are difficult to obtain, SME entrepreneurs do not want to unite both in association and in Cooperatives resulting in the absence of a standard price. For SMEs who have exported their products, the difficulties they face are the lack of development of the tourism sector, less investment, and relatively less warehousing abroad (Kompas, 9 March 1998).

Based on the conditions that have been put forward then the more important and strategic efforts to empower marketing communications to develop SMEs. This is not only related to the sale of these products at the regional level, even - not wanting - to be able to penetrate the national and global markets, as now Indonesia entered the MEA. This study tries to measure the influence of marketing communication strategy to the performance of small and medium enterprises (SMEs) in Sumedang Regency, West Java.

This study aims to measure the influence of marketing communication strategy on the performance of small and medium enterprises in Sumedang regency of West Java. The results of this research can be utilized for the development of small and medium enterprises (SMEs), especially related to marketing communication strategy products produced by SMEs.

Literature Review
Chris Fill (1995: 16) defines marketing communications as follows: “Marketing communications is a management process through which an organization develops, presents and evaluates a series of messages to identified stakeholders’ audiences. The objective of the process is to (re) position the organization and / or their offerings, in the mind of each member of the audience. This seeks to encourage stakeholders to per-
ceive the organization and future issues. The definition contains two main aspects in it, namely: First, 'positioning' with all its contents, where communication within the organization affects all offers in various opportunities. ‘Positioning’ may only work if two or more offers are offered for the recipient to be positioned. The communication of an organization and / or supply, depends on the concern about the extent to which the competitor organization is currently placed, in addition to the recipient’s and or consumer’s mind aspects. The length of time for it, in some degree, is determined by the quality of ‘blocking’ or communication barriers. Furthermore, if competitors try to adjust or strengthen their position, so that some offers are competitive, then automatically re-positioning occurs. ‘Positioning’ is, therefore, a matter of permanent management concern. The second aspect, embodied in the definition, is related to the cognitive response, in which the recipient is seen as an active problem solver, and they use marketing communications as a helper or reference in their purchasing activities. For example, brands are developed in part to help consumers and partly to help organizational marketing efforts. Brands can quickly tell consumers that among many brands, ‘these brands are qualified’, and through the same brand buying experience, consumers are guaranteed that the risk they have to bear is small (Fill 1995: 117).

According to Michael E. Porter (1995) “The essence of strategy formulation is to face the pressure of competition”. Among the strategies that are thought and developed within an organization is the marketing communication strategy. The importance of the marketing strategy is put forward by Chris Fill (1995: 65), that strategic factors are very important to consider in developing communication strategies, with the following thoughts: (1) Can explain the role of communication in the context of specific marketing strategies and plans, (2) Preventing duplication and confusion among the aspects involved in developing and defining communication strategies, (3) Can form the basis of a communication strategy in the sense that communication can provide the basis, purpose and understanding of the successful evaluation of a campaign, (4) Can provide direction for all personnel Related to the development and implementation of communication strategies, and (5) Can be the focus of attention for the appropriate target audience.

Marketing strategy, according to Jain (1993 in Smith, Berry and Pulford, 1999: 72) is the focus on selecting good products for good market growth at the right time. Furthermore, Jain adds that a good marketing strategy has the following characteristics: (1) clear market definition, (2) good connectivity between firm strength and market needs, and (3) superior, relatively competitive performance, which is a key factor Success in business.

Meanwhile, Doyle (1994 in Smith, Berry and Pulford, 1999: 72) says that in marketing strategy should include the business scope (product portfolio), degree of integration, goals to achieve goals, identify business unit strategy (managers clearly understand each Responsibilities), resource allocation, sustainable development of competitive advantage, effective functional strategy (corporate policy and marketing), synergies (from resources and management capabilities in particular to business strategy units).

Kotler (2009: 72) states that marketing strategies are often presented in a list that includes: target market, positioning, product line, price, distribution outlet, sales force, service, advertising, sales promotion, research and development, . According to Kotler, in devising marketing strategies, product managers need to talk to purchasing and pro-
duction staff to ensure that they are able to buy enough materials and produce enough quantities to meet the required volume of sales. In addition, the product manager also needs to speak with the sales manager to obtain planned sales force support, as well as with the financial section to ensure that sufficient advertising and promotional funds will be available.

Jain (1993 in Smith, Berry and Pulford, 1999: 72) explains that the marketing strategy in relation to the environment essentially encompasses three main strengths, namely customer, competition and corporation. The marketing strategy focuses on the ways in which a company can differentiate its effectiveness from its competitors, capitalizing on distinctive forces to deliver better value to consumers.

Marketing communication strategy is an integral part of marketing strategy and corporate strategy (Smith, Berry and Pulford, 1999: 97). The benefits of marketing communications strategies for companies according to Smith, Berry and Pulford (1999: 81) are: (1) to provide opportunities for tactical activities to build other creative forces through consistent and sustainable communication; (2) assist in creating clearer and sharper sales messages, deliberately directed to target consumers through the various stages in their purchasing process; (3) tactical planning for any marketing communication tool designed to facilitate and accelerate the agreed clear strategic direction; (4) facilitate integrated marketing communications that save time, money and stress as well as provide other integrated marketing communications related to the benefits of consistency and clarity; (5) can facilitate the development of a hybrid marketing system, in which the addition and integration of new communications tools and / or channels (such as telemarketing) to the existence of communication devices / channels (such as advertising and sales force) can be created such as hybrid marketing systems; And (7) as in controlling external communication, a good communication strategy (when communicated internally) creates a bond within the company so that everyone knows what others will achieve.

Marketing communication strategy covers many aspects. Smith, Berry and Pulford (1999: 81-83) have compiled the views of experts to identify the components of marketing communications strategies. Some experts referred to, such as Govani, Eng and Galper (1986), point out that marketing communications strategies include four key communication tools, namely advertising, sales promotion, personal selling and public relations. Meanwhile, Tom Griffin (1983) suggests that a key component of marketing communications strategy is consumer understanding. As for Donald Schultz (1993) see the essence of marketing communication strategy is based on the differentiation of benefits desired by consumers. In the meantime, Engel, Warshaw and Kinnear (1994) mention the major components of marketing communications strategy including integration, control and communication about the needs of attribute satisfaction and / or benefits to consumers. (Smith, Berry and Pulford, 1999: 86-87).

Referring to various thoughts about the components of marketing communication strategies proposed by experts, Smith, Berry and Pulford (1999: 82-83) identify these components into 7 elements, namely Segmentation, Targeting, Objectives, and
positioning, As well as sequence (tools) integration (for the whole tools) and Tools (communication tools used).

Various studies on the existence of small and medium-sized (SME) has been widely practiced. Aspect was study quite diverse. Several related researches include research conducted by Deddy Handrimurtjahyo, Y. Sri Susilo, and Amiluhur Soerono (2007) conducted a study on “determinants of growth of Small Industry: Cases in Pottery and Ceramic Industries Kasongan, Bantul, Yogjakarta”. This research was conducted to the business units in the pottery and ceramic industrial center of Kasongan, Bantul, Yogyakarta. Sample determination was done with convinience sampling. The sample size is determined by 60 business units. The data used are primary and secondary data. Primary data were obtained by field survey, either through questionnaires or in-depth interviews. Field survey was conducted in July - August 2007. Furthermore, secondary data obtained from Disperindagkop Bantul District and Province of DIY.

The econometric model used in this research is based on a model developed by Davidsson et al. (2002), Shanmugam and Bhaduri (2002), Becchetti and Trovato (2001), Roper (1999), and Glancey (1998). In this model it is stated that business growth (% growth in production value) is influenced by the size of business unit (total workforce), age of business unit (year), access to banking credit facility (dummy variable), and dummy variable business. Based on econometric model and collected data, linear multiple regression with OLS (ordinary least square) method is applied. Selection of model form corresponding to the data is done with MWD test (MacKinnon White Davidson test). The regression results were then tested econometrically which
included the test of violation of autocorrelation, heteroscedasticity, and multicolinearity. The next stage regression results are seen $R^2$, and the result of F-test and t-test (statistically significant). After passing through the stages then regression results are analyzed in accordance with research objectives (economically meaningful) (Handrimurtjahyo, Susilo, and Soeroso, 2007: 2).

The results showed that: (1) SME business growth influenced positively and significantly by size of business unit; (2) SME business growth is positively and significantly influenced by the age of business unit; 3) There is a significant difference between business units that are legal entities and non-legal entities in affecting the growth of SMEs business; (4) There is a significant difference between business units that obtain banking credit and those who have not / did not obtain banking credit facilities in influencing the growth of SMEs business; (5) There is a significant difference between business units conducting export activities and those that have not / have not done export activities in influencing the growth of SMEs business.

Research conducted by Baju Bawono, Luciana Triani Dewi, Ign. Luddy Indra Purnama (2008) on Mapping Organization of Small and Medium Business Working System in Yogyakarta Special Region to 15 UMKM handicraft with descriptive method, showing: that: (1) Based on complexity dimension, generally organization of work system of UMKM is still simple for quality criterion, Production, order management and raw material management. In the design management criteria, the organizational complexity of the working system of UMKM is sufficiently structured in vertical and horizontal differentiation with the existence of special parts or employees handling design problems beside the owner, (2) Based on the dimension of formalization, generally the standardization of UMKM work system organization is relatively simple for the quality criteria, Production, raw material management and design management. Employees have the freedom of movement in performing their duties so that required professional and skilled employees to run well. In the order management criteria, the formalization level of UMKM working system organization is generally relatively good with the management format but not yet arranged neatly, (3) Based on the dimension of centralization, generally the centralized level of organizational work system of UMKM is high enough in all criteria, where all decision making centered on the owner. For that, the owner must have good capability on all criteria. The problems that arise with the high centralization is the sense of ownership and sense of responsibility of employees to be low.

Hypothesis

H0: Segmentation, targeting, objectives, positioning, sequence, integration and tools have no effect simultaneously and significantly on the performance of small and medium enterprises

H1: Segmentation, targeting, objectives, positioning, sequence, integration and tools have an effect simultaneously and significantly on the performance of small and medium enterprises

Research Methodology

The method used in this research is explanatory survey method, that is besides collecting data through the questionnaire, also trying to test the influence of the vari-
The population for this study is the leader and or small and medium business management in Sumedang Regency, West Java. Based on data from the Department of Trade and Industry Sumedang District in 2010, the number of SMEs in Kabupaten Sumedang is 905 units of SMEs.

The sample is a portion taken from the population. Based on the considerations put forward the sampling technique in this study using sampling in accordance with the population criteria and research objectives. Sample size was obtained by 98 respondents.

The data have been collected, analyzed. Before the analysis is done, it is tabulated first, and presented in table form, either single table or cross table. There are two analyzes to be performed on the data, ie descriptive analysis and inferential analysis. Through descriptive analysis proposed distribution or distribution of data based on frequency and percentage. For aspects relating to the identity of respondents and corporate identity, data are presented and analyzed on a single table. In addition, also presented data distribution based on the results of categorization for all the dimensions or sub-variables studied, and the tendency of interrelationships between sub-variables studied. The result of descriptive analysis is the basis for inferential analysis.

Inferential analysis is performed to test the proposed hypothesis. In this study, using path analysis, because it analyzes patterns of relationships between variables with the aim to determine the direct or indirect effect of a set of independent variables (endogenous) to the dependent variable (endogen) (Riduwan and Kuncoro, 2007: 2). According to Kusnendi (2008: 185), path analysis is a multivariate dependency data analysis method with the aim to know the direct and indirect effect of a set of exogenous variables on endogenous variables that can be observed directly. Direct and indirect influence, meaning that the model most appropriately tested through path analysis is a model that has received strong theoretical and empirical justification, and is formulated in multiple regression equations (Land, 1969; Ching, 1975; Heise, 1969;

Results
Identity of Respondents
1. Sex

Table 1. Sex of Respondents

<table>
<thead>
<tr>
<th>No</th>
<th>Sex</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Men</td>
<td>81</td>
<td>82.7</td>
</tr>
<tr>
<td>2</td>
<td>Women</td>
<td>17</td>
<td>17.3</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>98</td>
<td>100.00</td>
</tr>
</tbody>
</table>

In this study, most of the respondents were male. This shows that the small and medium business in Bandung Regency is dominated by men. This situation is in line with that proposed by BPS (Tambunan, 2009: 9) that: “The most striking in the sex differences between large businesses and SMEs is about the entrepreneur. In Indonesia, although today the emancipation rate and the development of women have been better than, say 50 years ago, but until now formal work is still dominated by men ... In medium enterprises, the participation rate of women as employers is only 16.25 percent “. This structure indicates a positive correlation between the participation rate of women as entrepreneurs and business scale, which means, the larger the scale of the business the fewer women entrepreneurs”.

2. Age

Table 2. Age of Respondents

<table>
<thead>
<tr>
<th>No</th>
<th>Age Interval (Year)</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>25 - 29</td>
<td>6</td>
<td>6.1</td>
</tr>
<tr>
<td>2.</td>
<td>30 - 34</td>
<td>17</td>
<td>17.3</td>
</tr>
<tr>
<td>3.</td>
<td>35 - 39</td>
<td>20</td>
<td>20.4</td>
</tr>
<tr>
<td>4.</td>
<td>40 - 44</td>
<td>25</td>
<td>25.5</td>
</tr>
<tr>
<td>5.</td>
<td>45 - 49</td>
<td>17</td>
<td>17.3</td>
</tr>
<tr>
<td>6.</td>
<td>50 - 54</td>
<td>11</td>
<td>11.2</td>
</tr>
<tr>
<td>7.</td>
<td>55 - 59</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>98</td>
<td>100.00</td>
</tr>
</tbody>
</table>

This is in line with data presented by Tambunan (2009: 7) on the number of MSMEs by sub-group of business and age group of entrepreneurs on the basis of data from BPS Year 2006. In the data presented Tambunan, it appears that the percentage of age 26 to 30 years is 10.54 percent, whereas in this study the age between 25 to 29 years was 6.1 percent. The age between 31 to 35 years is 14.82 percent and the data in this study for ages 30 to 34 years is 17.3 percent. As for the age of 36 to 40 years is 18.22 percent and for this study the age between 35 to 39 years is 20.4 percent.

The greatest percentage of productive age is caused by conditions or demands on respondents from families to earn income for the benefit of their families. In addition,
in the productive age, work is an honor and dignity, because they can contribute to their family.

3. Education

Table 3 Respondents Formal education

<table>
<thead>
<tr>
<th>No</th>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Elementary</td>
<td>5</td>
<td>5.1</td>
</tr>
<tr>
<td>2.</td>
<td>Junior high school (Not Graduated)</td>
<td>7</td>
<td>7.1</td>
</tr>
<tr>
<td>3.</td>
<td>Junior high school (Graduated)</td>
<td>12</td>
<td>12.2</td>
</tr>
<tr>
<td>4.</td>
<td>Senior high school (not graduated)</td>
<td>17</td>
<td>17.3</td>
</tr>
<tr>
<td>5.</td>
<td>Senior high school (graduated)</td>
<td>29</td>
<td>29.6</td>
</tr>
<tr>
<td>6.</td>
<td>Diploma (Not Graduated)</td>
<td>13</td>
<td>13.3</td>
</tr>
<tr>
<td>7.</td>
<td>Diploma (Graduated)</td>
<td>6</td>
<td>6.1</td>
</tr>
<tr>
<td>8.</td>
<td>Bachelor (S1) (Not Graduated)</td>
<td>6</td>
<td>6.1</td>
</tr>
<tr>
<td>9.</td>
<td>Bachelor (S1) (Graduated)</td>
<td>3</td>
<td>3.1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>98</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 3 shows the distribution of respondents’ education level. The educational level of the respondents indicates the variation, i.e., from elementary to graduate (S1). Based on the data shows that the largest percentage of high school graduates / equivalent, i.e., 29.6 percent. When compared with other data, it shows that at the elementary level education, only 5.1 percent. In junior high school, both graduated or not 19.3 percent, at the level of high school, either graduated or did not reach 46.9 percent, and the level of higher education, either diploma or graduate level, graduated or not finished, reaching 28.6 percent.

Based on the data in Table 3, it can be said that in general the level of education respondents are in high school level. It means that to run business in Small and Medium Enterprises sector (SME), hence education level that must be taken at least at high school level. This is in line with the Tambunan (2009: 10) study, which says that the entrepreneurial structure according to the level of formal education, suggests a positive relationship between the average level of business education and business scale. The larger the scale of business, which is usually associated positively with the level of business complexity that requires high skills and broader business insight, more and more entrepreneurs with formal education spread.
4. The type of product produced

<table>
<thead>
<tr>
<th>No.</th>
<th>Type of Product</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clothing and Leather</td>
<td>46</td>
<td>46.9</td>
</tr>
<tr>
<td>2</td>
<td>Chemicals and building materials</td>
<td>4</td>
<td>4.1</td>
</tr>
<tr>
<td>3</td>
<td>General crafts</td>
<td>15</td>
<td>15.3</td>
</tr>
<tr>
<td>4</td>
<td>Metal and Electronic</td>
<td>5</td>
<td>5.1</td>
</tr>
<tr>
<td>5</td>
<td>Food and drink</td>
<td>28</td>
<td>28.6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>98</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4 shows the types of products produced by respondents based on the SME and Cooperatives Ministry groupings. The type of product that most generated by respondents of this research is clothing and skin, which is 46.9 percent. The smallest percentage for the type of products produced by respondents is chemicals and building materials, which amounted to 4.1 percent, then metal and electronics by 5.1 percent.

Along with the level of capital owned, the ease of obtaining raw materials, skills possessed, as well as existing technology and limitations in technology ownership and access to credit to the banking, then in this study the largest percentage is on business in the field of manufacturing clothing and leather processing. In some sub-districts, such as Soreang Sub-district, Kutawaringin, Katapang, most SMEs are engaged in convection, where SME entrepreneurs produce various kinds of apparel, sportswear, jeans, jackets, and others. This condition evolves because this region is in the area of textile industry, as well as access to sell products to the city of Bandung close to the company, as well as the ease to distribute products produced to some easily accessible city, such as Jakarta, Bogor, and others.

In addition to clothing and leather products, a large percentage is also available in food and beverage products, namely 28.6 percent, and general handicraft products 15.3 percent. In Bandung Regency, the food and beverage industry spread throughout most sub-districts, with a variety of products produced, such as bread, pastries, opaks, kolontong, tahu, tempe, various crackers, various chips, and others. In general, these food products are produced to meet the needs of communities in the area surrounding the company, although some are distributed to other regions within a district and across districts.

Generic handicraft products generated by SMEs in Andung district many variations. Some handicraft products produced include: making guitar, wayang golek, frame, painting, miniature handicraft, mosque domes, decorative lights, aquarium, flute, mas cotton, woven bamboo, and others. This general handicraft product reached 15.3 percent of the product type produced by the respondents.
Table 5. ANOVA for Segmentation, Targeting, Objectives, Positioning, Sequence, Integration and Tools with the performance of Small and Medium Enterprises

<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>1. Regression</td>
<td>873,213</td>
<td>7</td>
<td>124,745</td>
<td>55,227</td>
<td>0,000</td>
</tr>
<tr>
<td>Residual</td>
<td>203,288</td>
<td>90</td>
<td>2,259</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,076,500</td>
<td>97</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 5, the value of F is 55,227 with probability value (Sig.) = 0.000. In accordance with the provisions, if the value of Sig <0.05, then the decision is Ho rejected and H1 accepted. Therefore, it can be concluded that Segmentation, targeting, objectives, positioning, sequence, integration and tools together influence the performance of SMEs. Based on Table 6, it is known that the magnitude of the determinant coefficient $R^2$ = 0.811, or 81.1 percent, which means that the magnitude of the effect of Segmentation, targeting, objectives, positioning, sequence, integration and tools together towards organizational commitment is 81.1 percent.

Table 6. Summary Models for Segmentation, Targeting, Objectives, Positioning, Sequence, Integration and Tools with Small and Medium Business Performance

<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>0.901</td>
<td>0.811</td>
<td>0.796</td>
<td>1.5029</td>
</tr>
</tbody>
</table>

Table 7. Coefficients for Segmentation, Targeting, Objectives, Positioning, Sequence, Integration and Tools with Small and Medium Business Performance

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficient</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>(Constant)</td>
<td>0.842</td>
<td>1.360</td>
<td>0.019</td>
<td>0.537</td>
</tr>
<tr>
<td>Segmentation</td>
<td>0.075</td>
<td>0.035</td>
<td>0.186</td>
<td>2.148</td>
</tr>
<tr>
<td>Targeting</td>
<td>-0.038</td>
<td>0.035</td>
<td>-0.084</td>
<td>-1.083</td>
</tr>
<tr>
<td>Objectives</td>
<td>0.232</td>
<td>0.128</td>
<td>0.105</td>
<td>1.811</td>
</tr>
<tr>
<td>Positioning</td>
<td>0.004</td>
<td>0.115</td>
<td>-0.003</td>
<td>-0.031</td>
</tr>
<tr>
<td>Sequence</td>
<td>0.795</td>
<td>0.159</td>
<td>0.351</td>
<td>5.091</td>
</tr>
<tr>
<td>Integration</td>
<td>0.241</td>
<td>0.070</td>
<td>0.282</td>
<td>3.438</td>
</tr>
<tr>
<td>Tools</td>
<td>0.227</td>
<td>0.149</td>
<td>0.120</td>
<td>1.526</td>
</tr>
</tbody>
</table>
Individual hypothesis:

1. The influence of segmentation (X1) on the Performance of Small and Medium Enterprises (Y)
   The research hypothesis is formulated as follows:
   Ho: Segmentation does not affect the performance of Small and Medium Enterprises
   H1: Segmentation Affects the Performance of Small and Medium Enterprises
   The statistical hypothesis is formulated as follows:
   Ho: \( \rho_{zx1} = 0 \)
   H1: \( \rho_{zx1} > 0 \)

   Based on Table 7 for segmentation aspect, the value of \( \text{sig. 0.034} \), where the value is smaller than probability value 0.05, or value 0.034 <0.05, so that Ho is rejected and H1 accepted, mean Segmentation influence to Performance of Small and Medium Enterprises

2. Targeting Influence (X2) on the Performance of Small and Medium Enterprises
   The research hypothesis is formulated as follows:
   Ho: Targeting does not affect the performance of Small and Medium Enterprises
   H1: Targeting affects the Performance of Small and Medium Enterprises
   The statistical hypothesis is formulated as follows:
   Ho: \( \rho_{zx2} = 0 \)
   H1: \( \rho_{zx2} > 0 \)

   Based on Table 7 for segmentation aspect, the value of \( \text{sig. 0.034} \), where the value is smaller than probability value 0.05, or value 0.034 <0.05, so that Ho is rejected and H1 accepted, mean Segmentation influence to Performance of Small and Medium Enterprises

Based on Table 7, for the aspect of objectives seen sig value 0.073, where the value is greater than probability value 0.05, or value 0.073 > 0.05, so that Ho accepted and H1 is rejected, meaning aspect of objectives do not have an effect on to Small Business Performance And Medium
4. Effect of positioning (X4) on the Performance of Small and Medium Enterprises
The research hypothesis is formulated as follows:
Ho: Positioning has no effect on Small and Medium Business Performance
H1: Positioning affects the Performance of Small and Medium Enterprises
The statistical hypothesis is formulated as follows:
Ho: ρzx4 = 0
H1: ρzx4 > 0

Based on Table 7, for positioning aspect, the value of sig 0.975, where the value is greater than probability value 0.05, or value 0.975 > 0.05, so that Ho accepted and H1 rejected, mean positioning aspect does not have an effect on Small Business Performance And Medium

5. Effect of sequences (X5) on the Performance of Small and Medium Enterprises
The research hypothesis is formulated as follows:
Ho: Sequence does not affect the performance of Small and Medium Enterprises
H1: Sequence affects the performance of Small and Medium Enterprises
The statistical hypothesis is formulated as follows:
Ho: ρzx5 ≠ 0
H1: ρzx5 = 0

Based on Table 7 for the sequence aspect, the value of sig 0.000, which is smaller than probability value 0.05, or 0.000 < 0.05, so Ho is rejected and H1 accepted, meaning sequence aspect influence to Small and Medium Business Performance

6. Effect of integration (X6) on the Performance of Small and Medium Enterprises
The research hypothesis is formulated as follows:
Ho: Integration has no effect on the Performance of Small and Medium Enterprises
H1: Integration Affects the Performance of Small and Medium Enterprises
The statistical hypothesis is formulated as follows:
Ho: ρzx6 = 0
H1: ρzx6 > 0

Based on Table 7 for the integration aspect, the value of sig 0.001, where the value is smaller than probability value 0.05, or value 0.001 < 0.05, so that Ho is rejected and H1 accepted, mean integration aspect influence to Performance of Small and Medium Enterprises

7. Effect of tools (X7) on the Performance of Small and Medium Enterprises
The research hypothesis is formulated as follows:
Ho: Tools have no effect on Small and Medium Business Performance
H1: Tools affect the performance of Small and Medium Enterprises
The statistical hypothesis is formulated as follows:

Ho: ρzx7 = 0
H1: ρzx7> 0

Based on Table 7, for the aspect of tools seen sig value 0.130, where the value is greater than probability value 0.05, or value 0.130 > 0.05, so hence Ho accepted and H1 rejected, mean aspect of tools have no effect to Small Business Performance And Medium.

The overall test result for the influence of marketing communication strategy on Small and Medium Business Performance is seen in Table 8.

Table 8. Results of Path Coefficient Testing Effect of Marketing Communication Strategy on Small and Medium Business Performance

<table>
<thead>
<tr>
<th>Influence between variables</th>
<th>Path Coefficient (Beta)</th>
<th>Tvalue</th>
<th>Fvalue</th>
<th>Test results</th>
<th>Determinant coefficients</th>
<th>Other variable coefficients (residuals)</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 - Z</td>
<td>0.186</td>
<td>2.148</td>
<td>52.237</td>
<td>Ho rejected</td>
<td>0.811</td>
<td>0.189</td>
</tr>
<tr>
<td>X2 - Z</td>
<td>-0.084</td>
<td>-1.083</td>
<td></td>
<td>Ho accepted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3 - Z</td>
<td>0.165</td>
<td>1.811</td>
<td></td>
<td>Ho accepted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X4 - Z</td>
<td>-0.003</td>
<td>-0.031</td>
<td></td>
<td>Ho accepted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X5 - Z</td>
<td>0.351</td>
<td>5.001</td>
<td></td>
<td>Ho rejected</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X6 - Z</td>
<td>0.282</td>
<td>3.438</td>
<td></td>
<td>Ho accepted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X7 - Z</td>
<td>0.120</td>
<td>1.526</td>
<td></td>
<td>Ho accepted</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on the results of the test of the coefficient of the path obtained objective information that the path coefficient of segmentation (X1), sequence (X5), and integration (X6) performance of Small and Medium Enterprises are statistically significant, which is based on statistical analysis t value count above t table, And p-value (sig.) Below 0.05. The coefficient of path from targeting (X2), objectives (X3), positioning (X4), and tools (X7) to Small and Medium Business Performance is not significant (t count below t table, and p-value (sig.) Above 0.05). Thus it can be said that segmentation (X1), sequence (X5), and integration (X6) have a positive influence on the Performance of Small and Medium Enterprises.

Based on the test of substructure 1 that has been done, then the new structural equation that is formed is:

Y = ρzx1 X1 + ρzx5 X5 + ρzx6 X6 + ρze e1, or
Y = 0.186X1 + 0.351X5 + 0.282X6 + 0.189e1

Discussion
The findings of this study indicate that simultaneously, the influence of marketing communication in its strategy on small and medium business performance is significant (F = 197,315, and Sig. = 0,000, also shown by R Square = 0.939, or 93.9 percent). This situation means that overall aspects of marketing communication in its strategy affect
the performance of small and medium enterprises. Similarly, when elaborated under sub-variables of marketing communications, this state indicates the following conditions:

Marketing Communication Strategy affects the performance of SMEs because it is related to the following important aspects: (1) Through marketing communication in its strategy can be explained the role of communication in the context of certain strategies and marketing plans undertaken by SMEs, (2) Can prevent the occurrence of repetition—Unnecessary repetition—especially if proven to be ineffective—marketing communication activities that have been done, so based on marketing communication in better strategy, more effective, (3) Can be the basis of communication strategy in the sense that communication can provide basic, And (4) Can provide direction for all employees related to the development and implementation of communication strategy, and (5) through marketing communication in strategy, the focus of attention can be directed to the objectives of the targeted communication As appropriate (Chris Fill, 1995: 65).

Furthermore, Chris Fill argues that the role of communication strategy in marketing is very important. It is an aspect that supports communication in the marketing strategy. Through communication strategy, can be known about the duplication or formulation of other approaches in the market. In addition, it can also establish the most appropriate way to communicate an organization’s marketing plan to different target markets, and stakeholders (Fill, 1995: 66). Thus, if the company (which in this case the SME) implements marketing communications in its strategy well, then the consequence is the better performance of the SME.

Marketing communication strategy is an integral part of marketing strategy and corporate strategy (Smith, Berry and Pulford, 1999: 97). Benefits of marketing communication in its strategy for the company according to Smith, Berry and Pulford (1999: 81) are: (1) Provide opportunities on the company’s tactical activities to build creative power through consistent and sustainable communication; (2) Assist in creating clearer and sharper sales messages, deliberately directed to target consumers through various stages in the consumer’s purchasing process; (3) Tactical planning for each marketing communication tool created, so as to facilitate and accelerate the direction of clear strategy which can then be agreed upon; (4) Facilitating integrated marketing communications that save time, money and stress, such as in planning and applying marketing communications; (5) Facilitate the development of integrated promotions and integrated strategies; (6) Encourage the development of a hybrid marketing system, where the addition and integration of new communications tools and / or channels (such as telemarketing) to the existence of communication devices / channels (such as advertising and sales force) can be created such as integrated marketing systems; And (7) As well as controlling external communication, a good communication strategy (when communicated internally) creates a bond within the company so that everyone knows what others will achieve.

With the effectiveness of marketing communications in its strategy undertaken by SMEs, the performance of SMEs also increased significantly. If elaborated further, the effect of marketing communication in its strategy on the performance of small and medium enterprises is that the performance of SMEs, which in this study is measured by factors: (1) knowledge of work, (2) quality of work, (3) productivity, (4) adaptation and flexibility, (5) initiative and problem solving, (6) cooperative and cooperation, (7) responsibilities, (8) communication and interaction skills, (9) management / leadership, and (10) development of subordinates (Moeheriono (1) behavioral factors (processes),
(2) output factors (direct products or activities / programs), and (3) outcome factors (Added value or value added activity / program impact).

Measurement of behaviors, outcomes and added value are interdependent factors, and a very important factor in performance management. The extent to which these factors are effective will depend also on the input, or exogenous factors, in which this study is investigated as marketing communication in its strategy.

Conclusion
The performance of Small and Medium Enterprises in Sumedang Regency is influenced by marketing communication strategy consisting of segmentation, targeting, objective, and positioning, as well as sequence, integration and tools. Thus for the performance of small and medium enterprises to increase then must streamline all elements of marketing communication strategy.

References

Other References
Berita Resmi Statistik, BPS, 2008
Undang- Undang Republik Indonesia, No.20 Tahun 2008
Departemen Perindustrian dan Perdagangan, 2002