

Integration Strategy for Infrastructure Development in MSME Product Marketing Systems in Serdang Bedagai Regency North Sumatra

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ABSTRACT

Micro, Small and Medium Enterprises in the national economy have an important and strategic role. This condition is very possible because the existence of MSMEs is very dominant in the Indonesian economy, on the grounds that the number of industries is large and exists in every economic sector, has great potential in absorbing labor, and the contribution of MSMEs in the formation of GDP is very dominant. This study aims to find out how the Integration Strategy of Infrastructure Development in the MSME Product Marketing System in Serdang Bedagai Regency after the construction of the toll road in the Bengkel village. The method used in this research is Qualitative Descriptive Analysis with Miles and Huberman Model. Data analysis in qualitative research is carried out during data collection, and after completing data collection within a certain period. Activities in data analysis consist of the following steps : 1 . *Data Reduction* 2. *Data Display* 3. *Conclusion Drawing/Verification*. The results of the study show that the workforce used by MSMEs is getting smaller, there has been a significant decrease in income for MSME actors and even the closing of MSME merchant outlets / shops. by MSME traders in the Workshop Market in terms of product quality is quite good. However, existing products and creativity did not develop. In terms of prices offered in every store in the Workshop Market, it is still within reasonable and competitive limits.

Keywords : *Integration; Infrastructure ; Marketing; MSME*

I. INTRODUCTION

The Workshop Market is a souvenir center for Serdang Bedagai and is also known as the Dodol Market, because every shop in the Workshop Market sells dodol which is typical of Serdang Bedagai. In addition to selling lunthead, here also sells various other snacks such as various chips, crackers, some special drinks, and various other snacks. In addition to food and drinks, the Workshop Market sells handicrafts such as brooms, trays made of bamboo, piggy banks made of clay and uniquely designed in such a way that comes from other handicrafts. Prior to the current toll road, small industries, especially the food industry in Perbaungan District, had developed rapidly, where in 2000 there were 35 food industry craftsmen with only 75 workers and still using their own family workers. In 2007 there were approximately 99 small entrepreneurs with a workforce of approximately 700 people. Then in 2011 the number of small businesses as many as 191 units with dodol business as many as 119 businesses with a total workforce of 283 people. Researchers have conducted pre-research in the workshop market in January 2022 and interviewed several business actors. Researchers recorded that at least 41 shops were closed and 58 shops were still operating

Table 1 Population Data in 2022 Based on Village Work Bengkel

NO	TYPE OF WORK								
	hamlet	civil servant	military/ POLRI	EMPLOYEE	ENTREPRENEUR	SERVICE	FARMER	LABORER	AMOUNT
1	I	24	4	45	300	15	6	19	413
2	II	18	4	30	280	10	10	15	367
3	III	15	1	25	160	16	15	13	245
4	IV	15	2	28	302	20	30	11	408
5	V	-	-	6	60	17	35	40	158
	AMOUNT	72	11	134	1,102	78	96	98	1,591

Source: Village Head Office, Workshop Village (2022)

Table 2. List of Dodol Shops and Owners Still Operating 2022

No.	Nama Toko	Nama Pemilik	No	Nama Toko	Nama Pemilik
1	Dodol Rina	Amiruddin	30	Dodol Mawar	Junaidi
2	Dodol Novita Sari	Amri	31	Dodol Saiyo	M. Nawilubis
3	Dodol Mentari 2	Andi Santika	32	Dodol New Indah	M. Rizki Rangkuti
4	Dodol Mentari	Andi Santika	33	Dodol Nahlda	M. Yusuf Nasution
5	Dodol Nining	Baniah	34	Dodol Wenny	Misran
6	Dodol Kurnia	Darman Hasibuan	35	Dodol Melati	Nur Azizah
7	Dodol Podo Seneng 2	Ekawati	36	Dodol Rinto 1	Nurma Sari
8	Dodol Rezza	Fatimah	37	Dodol Nurmi	Nurmiyanti
9	Dodol Irma	Fatimah	38	Dodol Nurmi 2	Nurmiyanti
10	Dodol New Pulungan	Gusnar Efendi Pulungan	39	Dodol Citra	Rahmawati Nst
11	Dodol Mak Atik	H. Amran Nasution	40	Dodol Riana	Riana
12	Dodol Deli	H. Amran Nasution	41	Dodol Siti Rahayu	Siti Rahayu
13	Dodol Sinar Serdang	H. Jamaluddin	42	Dodol Pulungan	Sri Gunawan Pulungan
14	Dodol Purnama	H. M. Arifin Lubis	43	Dodol Berkah	Suhana
15	Dodol Hariati	H. Nazammuddin	44	Dodol Riska 1	Sukamdi
16	Dodol Nona Lubis	H. Zulfikar Lubis	45	Dodol Riska 2	Sukamdi
17	Dodol Indah	Hj. Arbaiyah	46	Dodol Sukesi	Sukesi
18	Dodol Hayati	Hj. Khairiyah	47	Dodol Teratai	Sunariato
19	Dodol Anugrah	Hj. Nursiah	48	Dodol Muria	Suratman
20	Dodol Linda	Hj. Rukaiyah	49	Dodol Budi	Sutrisno
21	Dodol Murni	Hj. Salamiah	50	Dodol Juwita	Syahrial Tanjung
22	Dodol Tekad 1	Hj. Seneng	51	Dodol Nisa	Syahrul Bahri
23	Dodol Sri Utami	Hj. Supaini	52	Dodol Reddo	Syamsul Wijaya
24	Dodol Fajar	Hj. Suryani	53	Dodol Yanti	Teti Gusyana
25	Dodol Kak Ida	Ida	54	Dodol Sari	Wahyuni
26	Dodol Mega	Indah P. Sari Rangkuti	55	Dodol Lestari	Wati
27	Dodol Sekar	Jaiman	56	Dodol Yasmin	Weni Setiawan
28	Dodol Kharisma	Jhon Pili	57	Dodol Soleha	Yanti
29	Dodol Sri Rezeki	Joni Suhairi	58	Dodol Fitra	Yuswati

Source: Data processed by researchers (2022)

Table 3. List Name Shop Stupid and Owner which Already Closed Year 2022

No	Nama Toko	Nama Pemilik	No	Nama Toko	Nama Pemilik
1	Dodol Nurmi 3	Nurmiyanti	22	Dodol Reihan	Jasmin
2	Dodol Chandra	Syafiuddin	23	Dodol Ria	Suheri
3	Dodol Pak Iwan	Ridwan Sinaga	24	Dodol Madina	Darmayanti
4	Dodol Bintang Mas	Rina Herlina	25	Dodol Sukma	Yudernis
5	Dodol Rinto 2	Rinto	26	Dodol Juny	Juny
6	Dodol Rivai	Risnaldi	27	Dodol M. Riadi	Rustam Rasmidan
7	Dodol Sejahtera	Rita Maizar	28	Dodol Rani	Sutrani
8	Dodol Delta	Rubiah	29	Dodol Wati	Wati
9	Dodol Raudah	Rukiah	30	Dodol Puja	Lasni
10	Dodol Sari Utami	Ruslina	31	Dodol Denni	Henny
11	Dodol Riska 3	Sukamdi	32	Dodol Isya	M. Zaini
12	Dodol Sahabat Baru	Yuslina	33	Dodol Ani	Jubaidah
13	Dodol Rini	Rini	34	Dodol Putri	Rafli
14	Dodol Sanjo 2	M. Nawi Lubis	35	Dodol Salsabila	Eko Subakti
15	Dodol Fitra	Syaiful	36	Dodol Kartika	Hj. Maimunah
16	Dodol Istana	Khairina	37	Dodol Tengku	Zulazmi
17	Dodol Azwar	Ilhamsyah	38	Dodol Julianda	Sri
18	Dodol Nurmi 4	Nurmiyanti	39	Dodol Cahaya	M. Yusuf
19	Dodol Podo Seneng 3	H. Basri	40	Dodol Puspita	Zulkarnain
20	Dodol Nurlela	Syahrial	41	Dodol Delima	Zulkifli
21	Dodol Lezat	Darwis			

Source: Data processed by researchers (2022)

The data above shows that 58 (57.4%) traders are still surviving and 41 (40.59%) traders have closed.

Problems Infrastructure development aims to improve people's living standards and facilitate people's mobility. However, if it is not accompanied by a good integration system, it will have a negative impact on MSME business actors in the Workshop Market.

II. THEORETICAL REVIEW

a. Definition of Integration

Integration comes from the English "integration" which means the whole. Social integration is defined as a process of adjustment between different elements in people's lives so as to produce patterns of community life that have harmonious functions. The term national integration comes from two words, namely integration and national. The term integration has the meaning of assimilation or unification of different elements so that they become a unified whole.

b. Understanding Infrastructure

Based on Presidential Regulation No. 38/2015 defines infrastructure as one of the technical, physical, systems, hardware and software needed to provide services to the community and support the network to the community and support the network structure so that the economic and social growth of the community can run well. The World Bank in Prasetyo and Firdaus (2009) divides infrastructure into 3, namely:

- a. Economic infrastructure, infrastructure in real or physical form to support economic activity, public utilities in the form of power, gas, water, telecommunications, sanitation and public work in the form of irrigation, roads, drainage, dams as well as for the transportation sector in the form of roads, ports and so on.
- b. Social infrastructure can be in the form of housing, health and education.
- c. Administrative infrastructure can be in the form of coordination and law enforcement

As a basic physical need, infrastructure requires organizing a structural system for economic security in the public sector and the private sector as the services and facilities needed in the form of physical and social infrastructure so that the economy can function properly (Wikipedia, 2018).

c. Definition of Micro, Small and Medium Enterprises (MSMEs)

MSME stands for Micro, Small and Medium Enterprises. Basically, UMKM is the meaning of business or business carried out by individuals, groups, small business entities, and households. Indonesia as a developing country makes MSMEs the main foundation of the community's economic sector, this is done to encourage the ability to develop independence in society, especially in the economic sector. The development of MSMEs in Indonesia continues to improve in terms of quality, this is due to strong support from the government in the development of MSME business activists, which is very important in anticipating future economic conditions and maintaining and strengthening the structure of the national economy. Based on the Central Bureau of Statistics for Small and Medium Enterprises Based on the quantity of labor. Small businesses are business entities that have a workforce of 5 to 19 people, while medium businesses are business entities that have a workforce of 20 to 99 people.

d . Definition of Marketing

According to Kotler and Keller (2016), "Marketing is one of the main activities that need to be carried out by companies, whether goods or services companies in an effort to maintain the viability of their business." Meanwhile, according to Tjiptono and Chandra (2012), Then According to Sumarmi and Soeprihanto (2010), "Marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, distribution, and promotion.

Definition of Development

Tikson (2005) in Sumampouw (2017) argues that the theory of development in the social sciences can be divided into two major paradigms, namely modernization and dependence. The modernization paradigm includes macro theories about economic growth and social change and micro theories about individual values that support the process of change. The dependency paradigm includes theories of underdevelopment, dependent development and world system theory. As for development according to several experts , namely: development according to Rogers (Rochajat, et al: 2011) is a useful change towards a social and economic system that is decided as the will of a nation. Furthermore, according to WW Rostow (Abdul: 2004) development is a process that moves in a straight line, namely from underdeveloped communities to developed countries. Development was originally used in the sense of economic growth. A community is considered successful in carrying out development, if the economic growth of the community is high enough.

f. Definition of Toll Road

According to Ikhrom (2017) toll roads or what can be called freeways are one way for the government to be able to realize development evenly and as a way to accelerate distribution service delivery services and toll road users also have to pay a certain amount of money to be able to access distribution services. use that path. The definition of toll roads is based on PP No. 15 of 2005 concerning roads, "toll roads are public roads that are part of the road network system and as national roads whose use is required to pay tolls". The definition of Toll Road according to the Government Regulation is a certain amount of money paid for the use of toll roads. Government Regulation (PP) No. 15 of 2005 concerning toll roads, it is explained that the definition of toll roads is public roads which are part of the road network system and as national roads whose users are required to pay tolls.

g. Previous research**Table 4. Previous Research**

No	Title	Researcher Name & Year	Similarities to Current Research	Difference with current research
1	Staying alive during an unfolding crisis: How SMEs ward off impending disaster	Sara Thorgren and Trenton Alma Williams (2020)	The research is both researching on MSMEs	Location of Research and wider discussion of the sustainability of SMEs
2	Permission to Hustle: Igniting Entrepreneurship in an Organization	Greg Fisher, Regan Stevenson and Devin Burnell (2020)	research is both researching about entrepreneurship	Location of research and discussion of wider research on organizational support to perpetrator Entrepreneur
3	Analysis of the Effect of Economic Infrastructure on Gross Domestic Product in Indonesia	Eko Fajar Cahyono (2012)	This research is both researching regarding Infrastructure	Research Locations and Gross Domestic Product variables
4	The Influence of Road Infrastructure Development and Natural Resources on Community Welfare in the District. North Labuhanbatu	Zupi Andriyani Sagala (2019)	This research is both researching about Development Infrastructure	Research Locations and Community Welfare Variables
5	The influence of toll road infrastructure is Village Community Income (Teluk Bawah, Tebo Ilir District, Tebo Regency)	Fathani Muttakin (2018)	This research is both researching on Infrastructure Development	Research sites
6	The Impact of Infrastructure on Economic Growth in Indonesia	Tunjung Hapsari (2011)	This research is both researching about Infrastructure	Locations of research and wider discussion
7	The Effect of Road Infrastructure Development on the Arrangement of the Coastal Slums of Tarakan City	Hendra Julianto, Noptri Jumario (2018)	This research is both researching regarding Infrastructure	Research Locations and Slum Area Arrangements

III. METHODOLOGY

a. Research Form

The type of research used in this study is a qualitative research with a descriptive approach.

The qualitative research method according to Sugiyono (2017) can be interpreted as a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experimentation) where the researcher is the key instrument, the data collection technique is done by triangulation (combined), data analysis is inductive/qualitative, and qualitative research results emphasize understanding meaning, and constructing phenomena rather than generalizations.

b. Analysis Descriptive Qualitative with Model Miles and Huberman

put forward that activity in analysis data qualitative conducted by interactive and This process continues continuously until it is complete, so that the data is saturated. Activity in data analysis consists of steps the following:

- 1) Data Reduction (Reduction Data)
- 2) Data Display (Presentation Data)
- 3) *Conclusion Drawing/Verification* (Withdrawal Conclusion/Verification). **Place and time of research**

The place of this research is in the MSME tourist site, Pasar Bengkel, Serdang Bedagai Regency, North Sumatra. The time used for this research was carried out from January 2022 to completion.

c. Research Informants

Research informants are people who can provide data related to what is researched by the author. Sugiyono (2017) suggests that, the social situation for the initial sample is highly recommended for a social in which it becomes a kind of estuary from many other domains.

IV. RESULTS AND DISCUSSION

a. Findings in the field regarding the transformation of MSME traders in the workshop market after the construction of the toll road

Data and information regarding the integration system of MSME traders in the workshop market after the construction of the toll road was obtained from interviews with the Department of Manpower, Cooperatives and Micro Enterprises, Serdang Bedagai Regency, an MSME trader in the Workshop village and employees/I who work in several MSMEs in the workshop market.

b. The positive and negative impacts of the construction of the Medan Kuala Namu Kota Tebing Tinggi Toll Road

Every change made must have a positive or negative impact as well as the impact of the construction of the Medan Kuala Namu Tebing Tinggi Toll Road. The Ministry of Public Works and Public Housing (PUPR) has completed the construction of the Kuala Tanjung-Tebing Tinggi-Parapat Toll Road to facilitate access from Medan to the National Strategic Tourism Area (KSPN) of Lake Toba. With the construction of road access, it will increase the acceleration of the development of tourist destinations. "Improved road access will support the economy of the community in the tourist area, and the construction of the Kuala Namu-Tebing Tinggi-Parapat Toll Road can increase accessibility to Lake Toba.

"That the positive impact after the construction of the toll road that is very pronounced is the reduction/reduction of congestion which is very significant because so far the

workshop market area and its surroundings have always experienced prolonged congestion. With the toll road being built, the trip will be shorter.

Furthermore, the researcher interviewed several MSME traders in the workshop market area, namely Mrs. HJ. Supaini, Mrs. Siti Rhayu and Mr. Sukamdi also said that, meaning that the positive impact of toll road construction greatly reduces congestion in the workshop market area. Then the researcher tried to interview the employees who work in the workshop market shops, namely Putri, Nuning and Maya, they compactly said the same thing, which was only able to break down congestion but had a very negative impact on MSMEs in the Workshop market.

Meanwhile, the negative impact after the construction of the Medan Kualanamu – Tebing Tinggi toll road itself is that MSME traders say that their income has decreased drastically and they have even been forced to lay off some of the employees who work in their stores. If initially they could employ 4 to 5 employees now they only employ 1 or 2 employees.

Visitors usually stop by their shop to eat, drink or even buy souvenirs typical of the workshop market SMEs to give to family, relatives and friends. But now they don't stop by because they want to get there quickly. Some Travels who work together with MSME shops in the workshop village cannot refuse passenger requests to use the toll road, this is unavoidable for the satisfaction of the travel passengers themselves.

c. Infrastructure Development Integration Strategy in MSME Product Marketing System

Effective marketing is marketing that is more consumer-oriented, not product-oriented. Marketing is closely related to efforts to meet various existing needs and anticipate future needs, and all these activities do not have to end in influencing or being influenced. The definition of marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of both existing and potential buyers. Likewise with the marketing carried out by MSME traders at the Workshop Market to attract visitors who come to their respective stores. Marketing activities that are usually carried out by traders include: product, place, promotion and price. Based on the results of interviews with MSME traders in the workshop market, they always try to maintain the quality of their products, maintain cleanliness and comfort for visitors by providing places to eat, rest, toilets and even prayer rooms for visitors who stop by. As for the price itself, the traders said that they set a reasonable and competitive price for lunkhead, the price is Rp. 20,000 – Rp. 30,000, for chips it is Rp. 5,000 and Rp. 10,000, this depends on the size of each foreigner. However, for their own promotion they do not use the online system, they just stay in the store.

The researcher also interviewed a visiting Bengkel Market visitor named Rina. She hopes for the progress or future of the Workshop Market so that it can be as attractive as it used to be before the toll road, considering that this Workshop Market has long been a culinary tourist spot with lunkhead as its specialty, "It makes it more unique and creativity in the Workshop Market. So that visitors who stop by are not only presented with various MSME products but can also travel and take selfies in the workshop market area.

Mrs. Yusva herself as Head of Micro Business Empowerment, Serdang Bedagai Regency said that there were many efforts that had been made to increase the opinion of MSME actors in the workshop village, namely by : facilitating MSME

actors to use digital marketing. So opening the *mindset* of MSME actors does not only expect from conventional marketing activities as they did before the construction of toll road infrastructure. In addition, the government's own efforts through the Small and Medium Enterprise Cooperative Service include the following:

1. In June 2022 has invited and then trained MSME traders in Serdang Bedagai and the majority who participated in this event were MSME players in the Workshop Market by providing material and socializing how to sell and market their products through digital marketing, E-Commerce / market place. The event was held for three days in a row and took place on the beach of the mirror with the speakers of practitioners who are experienced and certainly competent in their fields. The things taught at the event were how to take good and interesting product pictures, make videos and social media accounts that would be used. In this event, they were also introduced to *e-commerce* on how to create an account and register it in major *e-commerce sites* such as Shope, Tokopedia and Lazada, which are currently loved by the Indonesian people. For *these events*, the Department of Cooperatives and Small and Medium Enterprises in Serdang Bedagai Regency cannot confirm how many *events* will be held each month or year because this depends on the budget provided by the government.
2. The Department of Cooperatives and Micro, Small and Medium Enterprises in Serdang Bedagai Regency has also made efforts for MSME traders, especially those who have the most impact on toll road construction, to get dispensation for the price of shops located in toll road *rest areas* so that they can continue to sell and introduce the products they sell. for visitors who pass through the toll road *rest area*, but so far their efforts have not yielded results. Considering the price of one stall/shop located in *the rest area* is still very expensive and unaffordable for MSME actors. Just imagine 1 stall/store for the smallest size, the rental price reaches 50 million per year and must be paid off in advance. Of course this is very burdensome for SMEs. Until now, there is still no agreement in favor of MSMEs.
3. *modern* digital marketing efforts, the relevant agencies also provide assistance to HR (MSME actors) in this case assisting the manufacture of attractive *packaging* and assisting the manufacture of product *labeling*.
4. Related parties to involve MSME actors to participate in promoting their products through *bazaars* held in the city of Medan and its surroundings. Such as in Medan Merdeka Square, Medan Grand Mosque and other places.
5. In the wong rame tourism, there has also been an exhibition *event* for the MSME Kab. Serdang different
6. In the Plut gallery of the North Sumatra Province Cooperative & SME Service Office Building Jln. Gatot Subroto, several MSMEs that met the criteria were also promoted in the gallery.
7. When the minister, Sandiaga Uno, as the minister of tourism and creative economy, visited Serdang Bedagai Regency, Bulu Duri Village, Kec. Sipis-pis also sought exhibitions and promotions for 3 consecutive days.

Next, the researcher interviewed one of the STIE Bina Karya Lecturers whose focus was on marketing, Mrs. DR. Fitrianiingsih SE., MM. Responding to the phenomenon that occurred in the workshop market area, he said that the integration system must be carried out properly, this cannot be separated from the support from

the government and of course the MSME actors themselves. The government must provide real solutions and firm steps to revive the economy, especially in the workshop village, Serdang Bedagai Regency. It would be wise if the government made a policy, in this case the construction of toll roads, also had to think about the impacts that would arise, especially on the community around the toll roads. Of course at this time we hope that the government will facilitate or sign an agreement between MSME traders and toll road managers to provide space to open merchandise in the rest area which of course gets a price dispensation. Mrs. DR. Fitria also said that traders must also be active and be more creative in marketing their products, in this case, traders should not only expect visits from visitors but must be able to market their products widely through digital marketing which later buyers can come from anywhere including from all corners of the country as well as requests from abroad. This of course can happen if the government and SMEs themselves want to be consistent in marketing their products.

V. CONCLUSION

Based on the theoretical study, the results of the analysis and discussion that have been carried out can be drawn conclusions and suggestions as follows:

a. Conclusion

The construction of the Medan-Kuala Namu-Tebing Tinggi toll road is one of the important efforts of President Jokowi's government, this improvement should be a trans Sumatra toll road that will connect the island of Sumatra from Sabang to Lampung. The laying of the first stone which marked the beginning of the construction was completed on September 23, 2014. Bengkel Market is one of the centers of the population of the Serdang Bedagai area, the workshop market has existed since the 1970s where the workshop market is located around the Sumatran causeway. This workshop market is a prima donna for both food and drink visits for drivers from the surrounding city of Medan who want to go to the eastern part of Sumatra or vice versa. The impact of the construction of the Medan-Kuala Namu - Tebing Tinggi toll road is widely felt by the MSME community groups around the workshop market. The impact is not only felt by the region but also the regional government, the impact of this toll road construction is divided into:

1. The workforce used by MSMEs is getting smaller, which used to employ 2 to 5 people for each shop, now they are only ready to employ 1 to 2 people. Even a decrease in wages for shop employees in the workshop market area.
2. There has been a significant decrease in income for MSME actors and even the closing of MSME merchant outlets/shops
3. While the good impact felt by the workshop market is the breakdown of congestion in the workshop market area and its surroundings.
4. Marketing activities carried out by MSME traders at the Workshop Market in terms of product quality are quite good. However, existing products and creativity did not develop. In terms of price, the prices offered in every shop in the Workshop Market are still reasonable and competitive. However, in terms of marketing activities such as promotions, it has not been carried out optimally due to lack of knowledge and lack of interest in MSME actors in the digital marketing system.
5. The government has made several efforts, starting from *digital marketing training* , *packaging assistance* , *labeling assistance* , promotion through events carried out by the Serdang Bedagai Regency and Provincial Governments, and even helping MSME

actors in terms of requesting dispensation for lost/stores that are at rest. the toll road area but the results have not been maximized because they are not fully supported by the relevant parties .

b. Suggestion

The following suggestions are given based on data and facts found in the field from various sources:

1. UKMK Actors

- a. MSME actors must be more active and creative in order to attract visiting interest from buyers/visitors, for example in terms of store arrangement and others
- b. MSME actors should be more active in terms of marketing. In this case, it is more about *digital marketing* in accordance with the current developments. Both through social media (*instagram, facebook, tiktok* and *youtube*) and it can also be through *e-commerce* by joining shope, tokopedia, lazada and others which are currently being loved by the Indonesian people . There has been a change in shopping styles from *conventional* to *online* , where customers can view products and prices, then make a purchase and send it directly to the destination address.

2. Government

Policy Based on the results and interpretation of this study, the researcher provides suggestions

1. Before making a new policy in this regard, especially the construction of toll roads, it is necessary from the beginning to think about a good and beneficial integration system for all parties, especially the surrounding community.
2. Micro, Small and Medium Enterprises are very important for economic growth in Indonesia, so MSME actors need to be taken seriously.
3. Can provide appropriate/real solutions and systems for MSME actors and continue to be consistent and structured in terms of mentoring MSME actors. Both in terms of products, prices, packaging and promotion systems.

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