



## The Effect of Integrated Marketing Communications Strategy on the Development Of Creative Economic Products In Moringa Processed MSMe Indra Jaya

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### Abstract

*The purpose of this study was to determine and analyze the effect of advertising (X1), product packaging (X2), public relations (X3) and events marketing (X4) on product development (Y) in the context of the creative economy. The method used is a quantitative method. The population used is all consumers of Processed Moringa Indra Jaya. The sampling technique used is non-probability sampling in the form of random sampling of 100 people. Respondents were selected based on an existing database of MSME recommendations related to the respondent's domicile throughout Indonesia. Analysis techniques use multiple linear regression analysis and hypothesis testing using SPSS for Windows statistical tools. The results showed that all independent variables have a positive and significant effect on the dependent variable, partially or simultaneously. For MSMEs this research can be used as a reference material for MSME to analyze the implementation of marketing activities in their businesses, as data to assist the development of MSME and as an evaluation of MSME as a marketing perspective.*

**Keywords:** advertising, product packaging, public relations, marketing events, product development

### Abstrak

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh advertising (X1), kemasan produk (X2), public relation (X3) dan event marketing (X4) terhadap product development (Y) dalam konteks ekonomi kreatif. Metode yang digunakan adalah metode kuantitatif. Populasi yang digunakan adalah seluruh konsumen Olahan Kelor Indra Jaya. Teknik pengambilan sampel yang digunakan adalah non probability sampling berupa random sampling sebanyak 100 orang. Responden dipilih berdasarkan database rekomendasi UMKM yang ada terkait dengan domisili responden di seluruh Indonesia. Teknik analisis menggunakan analisis regresi linier berganda dan pengujian hipotesis menggunakan alat statistik SPSS for Windows. Hasil penelitian menunjukkan bahwa semua variabel bebas berpengaruh positif dan signifikan terhadap variabel terikat, baik secara parsial maupun simultan. Bagi UMKM penelitian ini dapat digunakan sebagai bahan referensi untuk menganalisis pengimplementasian aktivitas pemasaran dalam usaha mereka, sebagai data bantuan terhadap perkembangan UMKM dan sebagai evaluasi dalam perspektif pemasaran.

**Kata Kunci:** advertising, pengemasan produk, public relation, event marketing, product development

## 1. Introduction

Creativity is one of the most important aspects of meeting global challenges. A creative economy will always generate its own positive values, create its own market segments, and absorb labor and excess economic income well. In order to develop the creative industry, we need many high-quality resources, including human resources (HR) with high innovation and creativity. However, the development of the creative industry requires not only self-realization



and creative ideas through appropriate marketing strategies, but also space for exploring ideas and work, in addition to the need for quality human resources. In developed countries, the formation of these creative spaces has resulted in 'creative cities' based on a creative atmosphere conducive to partying so that the creative side can be embraced. Indonesian cities with many unique features have the potential to develop as creative cities. In the current product growth phase, Indra Jaya MSME with limited knowledge of marketing activities really need input, especially in terms of integrated marketing communications.

One of the reasons promoting the product development of the creative economy is that it has a positive impact on socio-economic life, business environment and also impacts on society. In the context of the development of the creative economy in Indonesian cities, the creative industry has more potential for growth than in large cities or well-known cities. This has to do with the presence of reliable human resources, the presence of better marketing networks than small urban businesses, the creation of that identity with the manufactured products and promoting local intellectual culture and creative industries that use creativity, innovation, talent and human capacity to innovate.

The development of Micro, Small and Medium Enterprises (MSME) is a cornerstone of the economy that helps improve the national economy as most of Indonesia's enterprises are SMEs and many of them consume and use energy. indigenous resources (McKinsey Co, 2018). Indonesia is well known in the eyes of the world because of the natural resources that support it and the Indonesian people's high creativity and artistic and cultural heritage. Therefore, with the support of the government-owned Ministry of Tourism and Creative Industries (*Kememparekraf*), the creative industries can be further developed and moved forward in Indonesia. In line with statement from President of Indonesia Decree No. 28 of 2008 National Industrial Policy that said "The creative economy is the process of transforming the added value resulting from the exploitation of intellectual property in the form of creativity, expertise and individual talent into a marketable product to improve the well-being of implementers and stakeholders [1].

MSME industry economy creative in involvement in economy national has an important and strategic role. However, MSME in the creative economy industry still have obstacles, both to obtain financing and to develop their businesses. In terms of financing, there are several MSME in the creative economy industry that already have sources of funds or permanent investors, but there are also some who still have a source of funds have limitations in terms of financing and also other constraints such as human resources and other constraints, especially in terms of product marketing. The problem of developing business products is a very important issue because product innovation can be used as a competitive advantage in an economic industry that is now developing very competitively. Consumer interest is determined by the level of confidence consumer see product which offered and so far where consumer see the products offered are different from other alternative choices. The consumer's attachment to a company will be strong if the consumer's preference to see the service is different from those on the market (Alfansi, et al. 2012).

Effective product management is one of the main indicators in competing for the long term because product design and delivery can be used as a basis for competitive advantage. Kotler said "A product is anything that can be offered to a market to satisfy a want or need. Products that are marketed include physical goods, services, experiences, events, persons, places, properties, organizations, information and ideals [2]. Products are not only said to be tangible but also intangible can be said to be products, all products are intended to provide satisfaction for every consumer. Development product MSME is challenge which big for provider business

product especially in sector food and drink. Provider product which no capable creating new products will increase the risk of decreasing the number of consumers who will do repetitive buying , this is due to the emergence of more creative and innovative competitors with changing consumer tastes and the emergence of new technologies in every production process in the economy creative.

The creative economy is one of the strategic issues that allows us to win global competition with continuous innovation and creativity. The creative economy is an evolving economic concept that nurtures information and creativity and ensures that knowledge, ideas and human knowledge are the main assets driving economic growth. Specific skills in a variety of creative industries including game development, apps, architecture, interior design, visual communication design, product design, fashion film and video animation, music publishing, advertising, performing arts, visual arts and so television and radio. Talent and creativity can increase the number of consumers.



Figure 1. Development of creative economy

Here are the reasons why we need to develop creative industries in Indonesia: (1) Contribute significantly to the economy; (2) Create a positive work environment; (3) Build national image and identity; (4) Based on renewable raw materials; (5) Development of innovation and creativity, national competitive advantage; (6) Achieving Positive Social Impact.

The current level of intense competition between companies encourages the study of marketing communications to develop, especially since this is also related to increasing numbers sale. Therefore, more and more companies are aggressively promoting both through advertising and other marketing communication tools such as direct marketing, public relations, sales promotion, personal selling and interactive marketing in marketing their products. The breakthrough and development of marketing communications gave birth to the concept of integrated marketing communications. As pointed out by [2], integrated marketing communication combines advertising with other marketing communication tools such as public relations, direct marketing, sales promotions, sponsorship events, etc. to collaborate in various areas. It is an activity aimed at enabling influence consumers. Integrated marketing communications form an identity brand that strongly connects and reinforces the image and message a company wants to convey. Additionally, implementing integrated marketing



communications results in more consistent communications, more effective communication budgets, and greater impact on sales.

The concept of marketing is a business philosophy that states that the buyer's desire is the main condition for a company's survival. A business that sticks to a marketing concept sells more than just a product or service. Where businesses need to pay attention to consumers and meet their needs profitably in order to satisfy them [2]. Marketing is a form of Analyzing, planning, implementing and monitoring programs to create, establish and maintain beneficial relationships with target customers to achieve business goal.

The creative economy is primarily an economic activity that prioritizes creative thinking to produce new and different things, with unique commercial value and character. Following this, UNCTAD stated in its Creative Economy Report [1]“Creativity in this context refers to the formation of new ideas and the implementation of those ideas in ways that promote entrepreneurship, promote innovation, increase productivity and facilitate economic support, the production of original works of art and cultural, functional products creatures can grow”. In Indonesia the government itself has identify the scope of the industry from 14 sub-sectors, Based to the Ministry of Trade at the Republic of Indonesia in the book Development of Creative Industries Towards Creative Economy Vision 2025, among others:

1. Advertising (advertising). Creative activities related to advertising services such as newspapers, electrical appliances (television/radio), billboards, etc., distribution and sending of advertising materials and samples, rental of advertising columns.
2. Architecture. Based on the Indonesian Standard Classification of Business Sectors (KBLI) 2005, it is an architectural consulting service that includes businesses such as architectural design, construction supervision, and urban planning. In addition, the subfield of architecture also includes Creative activities related to the general design of buildings, from the macro level (city planning, town planning, landscape architecture) to the micro level (architectural details). Such as construction cost planning, cultural relics protection, construction supervision, urban planning, engineering consulting, civil engineering, electromechanical activities and other engineering activities.
3. Art Market. Unique activities related to the trading of original and rare items of high artistic value through auctions, galleries, paintings, music, internet and other art-related subjects.
4. Crafts. Creative activities related to product creation, production and distribution from initial design to finishing process.
5. Design. Creative activities related to graphic design, interior design, product design, industrial design, corporate identity consulting, market research, packaging manufacturing.
6. Fashion. Creative activities related to the production of clothes, the design of pedestals, and the design of fashion accessories
7. Video, film and photography. Creative activities related to video production, creation of film and photography services, and video recording and film distribution.
8. Interactive games. Creative activities related to the creation, production and distribution of video and computer games that display entertainment, skills and education.
9. Music. Creative activities related to making or composing, performing, reproducing or distributing audio recordings.
10. Performing arts. content development efforts, performance production, creative activities related to design etc.
11. Publishing and printing. Books, magazines, newspapers, magazines, tabloids, creative activities related to the writing and publishing of Kinten digital content, activity secretariat news, search news.



12. Computer and software services. Creative activities related to computer development, such as computer maintenance, data processing, database development, software development, system integration, system design and analysis.
13. Television and radio. Creative activities related to the production, production and packaging of television and radio programs.
14. Research and development. Providing scientific and technological discoveries and applying scientific knowledge to develop new products, new processes, new materials, new methods and new technologies that can improve products and meet market needs. Creative activity related to innovative companies.

According to Buchari Alma (2000: 99) the biggest challenge faced by the company is problem development product. Company which no stage or unable to develop products or create new products will face risks such as: drop score sale because appearance competitor which more creative, existence changing consumer tastes and the emergence of new technologies in the production process. Therefore, product development needs to be accompanied by information that informs the public about the product, one of which is through activities promotion.

Previous research with the article title The Effects Of Integrated Marketing Communication On Organizational Performance For One Tambon One Product: Case Study For Nakhon Pathom Province, Thailand [3] researching about formulation problem how personal selling direct influence performance 'One Tambon' one product case study for nakhon pathom province, Thailand; how to determine the effect of advertising on the performance of One Tambon, a product case study for Nakhon Pathom province, Thailand; To determine the effect of advertising on the performance of One Tambon, a product case for Skipper Pathom province, Thailand is examined, and to determine how advertising affects the performance of One Tambon, a product case study for Nakhon Pathom province is considered. According to the study, integrated marketing communications had an effect on One Tambon's product performance in Thailand, Advertising had the greatest impact, followed by promotions and personal selling the least. Therefore, companies should make full use of social media tools like Facebook and blogs to inform and encourage contributions from previously unseen audiences. To educate customers and build strong customer relationships, companies must Follow up with key customers one by one. As a "vehicle" for achieving business goals, IMC should always be an integral part of top management's business strategy.

An article titled Innovative Food Packaging, Food Quality and Safety, and Consumer Perspectives [4] examines the importance of food packaging to increase food quality and safety. Use of advanced intelligent, active and intelligent packaging systems and development of oxygen barrier properties in packaging. It also describes the specifications of this package. The study also describes consumer perceptions of eco-friendly packaging that can be used in the food industry. In conclusion, innovative food packaging is the best way for the food industry to protect food and safety.

In a study titled Consumer Preference for Yogurt Packaging Design Using Conjoint Analysis [5], four types of purchased product attributes, such as graphics and package color, were analyzed. It states that the factors were selected from the package design, package shape and label text. A packaging design that appeals to consumer tastes creates a positive attitude towards the purchaser. The results show that they contribute to understanding the consumer market and provide the theoretical support needed to develop yogurt packaging designs that satisfy consumer tastes.

A study titled The Determinants of Product Innovation and Marketing Innovation Effecting to the Innovation Performance [6]. The purpose of this study is to observe the factors that



influence product and market innovations on innovation activity and determine the impact of product and market innovations on innovation activity. It is showed on diffusion of innovation theory, technology acceptance model and chocolate model. As recommendations from this study, MSME continue to develop different new products for the public. There must be regional differences, especially when it comes to food groups. Recommendation for development of foods with long shelf life. By adding gimmicks such as the latest packaging design, we can create unique value and eco-friendly packaging.

A study titled “Identifying Key Risk Factors in Product Development Projects” [7] explores how companies can develop new strategies to meet consumer needs. He said product development is important. As a process, companies often face many obstacles and risks that cause development project delays and errors. Case study results indicate that the six main risks for product development projects include project completion time, key technical skill acquisition, project progress management, project uniqueness and complexity, marketability, and product risk. contains the functional completeness of showed on the goal of the analysis of motivation of the movement, six main factors are grouped into concentration quadrants. The optoelectronics manufacturing industry must focus on de-risking projects. The cause and effect diagram shows that if companies want to improve performance on these key elements, they must first improve project completion times or master key technical skills. Therefore, increasing the effective completion time of a project is a good place to start.

Research on Developing the Integrated Marketing Communication (IMC) through Social Media: The Modern Marketing Communication Approach [8]. The purpose of this study is to trace the development and evolution of the concept of integrated marketing communications and how it is reinventing the stair of marketing communications are done. This paper develops a theoretical framework and extends marketing practice through a systematic review of existing conceptual frameworks for marketing communication in contexts that help integrate them with social media, also known as consumer-generated media. It provides semantics for understanding the manifest as a tool. This study reviews and describes the relationship between consumer-created social media and marketing communications through improved results on the side of contemporary marketing communications.

Research entitled Marketing means of communication of the independent commercial enterprises with consumers; using innovative technologies [9]. A key analysis of the marketing communications tools of commercial banks serving consumers in the modern and classical eras of national economics is presented. Targeted and interactive marketing instruments and marketing tasks aimed at increasing loyalty to the brand and its products, increasing awareness and using innovative internet acquisition systems are also analyzed. PEST and SNW analyzes were conducted to improve communication between commercial banks and consumer services. In conclusion, it can be said that the requirements for marketing communications, branding, image and development of the companies surveyed have increased significantly.

Research article entitled Measurement of Advertising Effectiveness in Social Networks: Current Overview and Development of a Model [10]. The model that describes the actual monitoring of the effectiveness of online advertising, describes the concepts and the main parameters for evaluating the effectiveness of this communication tool with possible collaborative studies for general clarification. Dimensions are displayed. An extensive research process on the origins of advertising effectiveness as a discipline has resulted in the development of model-measurement social media theory, grounded in classical theories, to define the best goals, techniques, and metrics for each digital campaign.

Article with title Project Management for Corporate Events: A Set of Tools to Manage risk



and Increase Quality Outcomes [11]. Let's take a look at the events industry, a project industry that has seen a steady increase in interest in sustainability over the past few years. The purpose of this work is contribute to the development of project management processes and the organization of company activities with a focus on risk management. Based on data analysis, a suite of tools with potential aspects assist corporate activity managers in project risk management processes, including Work Breakdown Structures (WBS), Risk Division Structures and family models, and methodology development. of event company risk management and mitigation strategies. As a result, this research has showed the development of a suite tools for enterprise event management. These tools should be implemented together and interconnected in a consistent way. Integrating such tools is important as it can lead to more effective event risk management and improved quality of program outcomes.

The research entitled *The Dark Age Of Advertising: An Examination Of Perceptual Factors Affecting Advertising Avoidance In The Context Of Mobile Youtube* [12]. This study uses reverse psychological theory to examine consumers' perceptions of the factors that influence ad avoidance on social networking sites (SNS) related to mobile YouTube. This study aims to reduce the effect of advertising on consumer avoidance by understanding the dual psychological profile of the target group, the SNS platform owner and online advertisers who are registered for online paid advertising. It highlights the desire to make choices. Internet users realize that the very high cost of accessing many platforms for free can be prohibitive. The delivery of advertising content based on strong psychological underpinnings may alleviate user privacy concerns by progressively “scratching” each very specific data requirement.

Article entitled *The Value of Art in Persuasive Marketing Communication and Its Sustainable Effect on the Country of Origin* [13] brings together compelling art values by aligning and integrating the cultural and artistic realities into marketing communications. This paper examines the impact of the value of artistic communication on customer behavior as an aftermath in their home countries. An analysis of marketing communications shows that the persuasive aspect is that the rhetorical ethics of arguments, dialects, poetry, essays, poetry, and fairy tales are combined with national culture such as traditions, national values, heritage arts, or Paintings, sculptures, music, etc. have been shown to be more valuable to customers when combined. The results of this study show that technical communication in various integrated marketing communication media have a positive impact on consumer behavior and lasting impact on customer communication behavior at home.

Research that discusses the *Development of Sasirangan Fabric Creative Economy Products and the Application of Integrated Marketing Communication Strategies in Increasing the Attractiveness of Banjarmasin City as a Tourism Destination* [14] with the results shows that in general an integrated marketing communication strategy on economic products creativity in the City of Banjarmasin has been implemented well. The indicator can be seen from the majority of respondent' answers who agreed with the questions from the questionnaire submitted. However, the four factor forming integrated marketing communication aspects of public relations and publicity as well as advertising are the forming factors that have the strongest role and have been implemented well. This interprete that overall the tourism managers and the creative economy tourism industry have carried out a series of promotions to introduce what all potential tourists have through various media.

Result study which conducted about Market orientation, creativity, and New Product Performance in High Technology Firms (Subin Im and John P. Workman Jr. , 2004) found that new product creativity and marketing programs correlated with market orientation and new product success. Indicates that it is associated with the indicated product. Researchers also show



that the previous dimension is more meaningful than the new dimension, with the level of creativity being more important explain the relationship between market orientation and success. The findings have important theoretical and commercial implications for the development of new product strategies.

Based on the differences between researchers and previous studies, using different variables between the influence of the dependent variable on integrated marketing communication on the independent variables (advertising, direct promotion, public relations, market orientation and interactive marketing) and competitive advantage that affect marketing performance, consumer perspective while this research focuses on using four variables in terms of integrated marketing communication with different variables (advertising, product packaging , public relations and event marketing ) that affect the development of creative economy-themed products on the MSME scale.

The problem in this research, starting from the differences in the results of studies in research gap previously. Study this conducted because existence uncertainty influence marketing performance in related MSME. To solve this problem, this research article proposes a research problem which consists of whether advertising has a significant effect on the build of creative economy products in MSME Processed Moringa Indra Jaya?; Does the product packaging have a significant effect on the development creative economy products on SMEs Processed Moringa Indra Jaya?; Does public relations have a significant effect on the development of creative economic products in MSME Processed Moringa Indra Jaya?; Does event marketing have a significant effect on the development of creative economy products in MSME Processed Moringa Indra Jaya?; Do advertising, product packaging , public relations and event marketing have a significant simultaneous effect on the development of creative economy products at MSME Processed Moringa Indra Jaya?.

In accordance Combining the context of the problem and its formulation, the aim of this article is to study and analyze the effectiveness of advertising on the development of creative economy products on SMEs Processed Moringa Indra Jaya; the effect of product packaging on the development of creative economy products on SMEs Processed Moringa Indra Jaya; the influence of public relations on the development of creative economic products in MSME Processed Moringa Indra Jaya; the effect of event marketing on the development of creative economy products in MSME Processed Moringa Indra Jaya; the influence of advertising, product packaging , public relations and event marketing simultaneously on the development of creative economy products at MSME Processed Moringa Indra Jaya.

## 2. Method

The variables in this study consisted of two kinds, namely the dependent variable and the independent variable. In this study, the dependent variable is Product Development (Y). Meanwhile, the independent variables in this study are Advertising (X1), Product Packaging (X2), Public Relations (X3) and event marketing (X4). In conducting research, the methods used in this research are descriptive in nature, aimed at producing a systematic, fact-based and accurate account of the facts and characteristics of a particular population or region. It is a quantitative method. According to Sugiyono (2012), Quantitative methods can be defined as research methods based on positivist philosophy that are used to study a population or a specific sample. Data collection through research tools, quantitative data analysis are specific, empirical, objective, measurable, rational and systematic. This method is called quantitative because the research data are provided in the form of numerical and statistical analyses.

The population used in this study were all consumers of MSME Processed Moringa Indra Jaya stored in the MSME database. The population in this study is infinite which is unlimited,



infinite or the number is unknown surely. The sampling method used in this study is non-probability random sampling, which is a technique or method of randomly selecting members of the population without see level which there is in something population (Sugiyono, 2013). Type sampling in particular using simple random sampling or simple random sampling is a technique used for sampling that is carried out randomly and comes from members of the existing population. Although taken at random, but every member of the population have a fair and Equal opportunities for selection to participate in the sample. Respondents were selected based on an existing database of MSME recommendations related to the respondent's domicile in all regions Indonesia. Distribute questionnaires by distributing e-questionnaires using google forms with the aim of reaching the Indra Jaya MSME customer database.

Sampling of this research using the formula:

$$N = \frac{Z^2}{4 (Moe)^2}$$

Information :

N = Number of Samples

Z = Normal distribution level at 5% significance level = 1.96

Moe = Margin of error (10%)

So that this study obtained a value of n of 96.04 and rounded up to 100. So the number of samples taken in this study amounted to 100 people. Data collection techniques in this study used interviews and documentation. Interviews were used using a tool, namely a questionnaire in the form of an e-questionnaire and the documentation method was carried out to obtain secondary data. Instrument e - questionnaire (questionnaire) in the form of a checklist (V) which has provided alternative answers so that respondents just choose the available answers. The measurement scale uses a Likert scale. Data analysis used in this paper is descriptive analysis and quantitative analysis. Descriptive analysis is used for describe or give description about description advertising, product packaging , public relations and event marketing and their impact on product development, while quantitative analysis is used to examine certain samples that are quantitative in nature and aim to test hypotheses that have been set developed.

Multiple regression analysis and coefficient of determination were used in this study. Validity and reliability tests were performed before multiple linear regression analysis. The coefficient of determination is used to determine the percentage change in the independent variable caused by the dependent variable. Test hypotheses with t-tests and F-tests. The t-test is designed to partially determine the impact of advertising, product packaging, public relations, and event marketing on product development. The F-test, on the other hand, is used to determine the effectiveness of advertising, product packaging, public relations, and event marketing. About parallel product development (Simultaneously).

### 3. Result and Discussion

Processed Moringa Indra Jaya is one of the MSME originating from Sidoarjo with the owner's name Kurdya Indrawati having his address at Bluru Permai Housing Block AJ no. 4 Sidoarjo. This variety of MSME product production is made from Moringa leaves such as fresh drinks, cookies, crackers, vermicelli, tea to Moringa leaf seeds, all of which are very beneficial for the health of the body. Processed Moringa Indra Jaya is a member of the East Java Food and Beverage Association (AMJ) for the Sidoarjo area, where AMJ is the official MSME association work in the food industry under the guidance of the Regional Secretariat of the East Java

Provincial Government. All question items is declared valid because all items in the question have r numbers greater than r tables (r Count > r Tables) or values from the sig below from 0.05 The results of the reliability test in this study used Cronbach's alpha coefficient , where According to Ghazali, the tool is considered reliable if it has a Cronbach alpha coefficient of 0.60 or more.

Statistical calculations in multiple regression analysis are described in the following table

**Table 1. Multiple Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.194	3.940		.304	.762
Advertising	.247	.079	.251	3.087	.003
Product packaging	.329	.093	.336	3.561	.001
Public relation	.424	.124	.308	3.328	.001
Event Marketing	.395	.095	.313	3.259	.002

Source: Output Results SPSS, 2022

The data in the table is designed to test the change of the regression model used to explain the independent variable (X) with respect to the dependent variable (Y) by testing the significance of the regression coefficient. The results of the regression analysis obtained a constant value of 1.194 while the value for the advertising variable (X1) was 0.247, the product packaging variable (X2) was 0.329, the public relations variable (X3) was 0.424, the event marketing variable (X4) was 0.395. So that when included in the overall regression analysis function, the following equation is obtained:

$$Y = 1.194 + 0.247 X1 + 0.329 X2 + 0.424 X3 + 0.395 X4$$

Information :

- Y = Product Development
- X 1 = Advertising
- X 2 = Product Packaging
- X 3 = Public relations
- X 4 = Event Marketing

The constant value of 1.194 means that if the advertising variable (X1), packaging product (X2), connection Public (X3) and Events Marketing (X4) considered fixed, the Product Development variable (Y) will remain at 1.194. The effect of advertising (X1) on product development (Y) The value of the regression coefficient of the variable X1 is 0.247 with the assumption that if X1 (advertising) increases by one unit then Y (product development) will also increase by 0.247 time. The effect of product packaging (X2 ) on product development (Y) The value of the regression coefficient for the variable X2 is 0.329 with the assumption that if X2 increases by one unit, Y will also increase by 0.329 time. The effect of Public Relations (X3) on Product Development (Y) The value of the regression coefficient for the X3 variable is 0.424 with the assumption that if X3 increases by one unit, Y will also increase by 0.424 time. The effect of event marketing (X4) on product development (Y) The value of the regression coefficient of the X4 variable is 0.395 with the assumption that if X4 ( event marketing) increases by one unit then Y (product development) will also increase by 0.395 time.

**Multiple Correlation.** To determine the effect of variable X to variable Y, multiple correlation tests were carried out. The results of the calculation are as follows:

Table 2. Multiple Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 <sup>a</sup>	.543	.529	2.297

a. Predictors: (Constant), advertising, product packaging, public relation, event marketing

According to the table 2 above refers that Score R used for see connection between variable X1 (Advertising), X2 (Product Packaging), X3 (public relations) and X4 (event marketing) on product development (Y). The more big R means connection between variable the more tightly. From results output SPSS in above can be seen the value of R = 0.731, meaning the influence between advertising, product packaging, public relations and events marketing to development product on MSME Processed Moringa Indra Jaya has a strong relationship because the number 0.731 lies in the interval 0.60 – 0.799.

**Coefficient of Determination (R<sup>2</sup>).** R-squared is used Determine the effect of the independent variable on the dependent variable. The value of the coefficient of determination is determined by the adjusted R-squared value. According to the table 2 above shows that for the value of the coefficient of determination using the adjust R square model. From the results of calculations using SPSS, The value of the coefficient of determination is obvious of adjust R square that is as big as 0.529. Thing this means that X1 (Advertising) X2 (Packaging Product), X3 (relationship public) and X4 (events marketing) take effect to development product (Y) of 52.9% while the remaining 47.1% is influenced by other variables not examined in this study.

**Simultaneous Test (F).** In this study, hypothesis testing is intended to measure amount of influence X1 (Advertising) X2 (Product Packaging), X3 (public relations) and X4 (event marketing) on product development (Y), then the F test is used. According on the results of the Anova test hypothesis or the F test, it is shown in the following table:

Table 3. Simultaneous Test ANOVA<sup>a</sup>

a. Dependent Variable: Product development

b. Predictors: (Constant), advertising, product packaging, public relation, eventmarketing

Source : SPSS (2022)

Then based on the table 3 is known score Fcount as big as 37,793 then compared with score Ftable (df1=k-1=4-1=3, whereas df2= nk = 100- 4=96, alpha = 5%) is of 2.70, it means that

Fcount > Ftable (37.793 > 2.70) with a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	597.043	3	198.685	37.793	.000 <sup>b</sup>
	Residual	501.662	96	5.257		
	Total	1.098.705	99			

significance value of 0.000. The influence of advertising variables, product packaging, public relations, event marketing on product development was significant, indicated by a sig value of 0.000 or less than 0.05, which means H0 is rejected and Ha is accepted.

The results of the tests carried out from related variables, namely Advertising, Public Relations, Product Packaging and Event marketing have a simultaneous effect on the development of creative economy products. These results can be confirmed at the significance value of 0.000 which is smaller than the significant level limit of 0.05 or seen from the calculated F value and F table where F count must be greater than F table. These results indicate that all variables simultaneously affect the development of creative economy products. The conclusion



is a hypothesis which reads "There is an influence between advertising, product packaging, public relations and event marketing in general" together - The same is true for the development of creative economic products in MSME Processed Moringa Indra Jaya. That statement in line with the article title "The Effects Of Integrated Marketing Communication On Organizational Performance For One Tambon One Product: Case Study For Nakhon Pathom Province, Thailand" [3] which states that advertising, promotion and personal selling simultaneously affect product development. Where MSME Indra Jaya has begun to incorporate elements of integrated marketing communications in the product development phase.

**Partial Test (t).** See Table 1, according on the results of the t test (partial) obtained the value of advertising significance 0.003. Because the significance value is less than 0.05, it means that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. That is, advertising (X<sub>1</sub>) partially has a significant effect on the development of product (Y) and has a positive value. These results can be seen in the significant value of 0.003 which is smaller than the significant level of 0.05 or the t-count value which is greater than the t-table and has a positive B value of 0.247. This explains the important condition that the results of this study indicate that the greater the implementation of the advertising strategy, the higher the level of product development or an increase of 0.247 or 24.7%. Conclusion is hypothesis which sounds "There is an influence of advertising on the development of creative economy products on SMEs Processed Moringa Indra Jaya is proven the truth.

That statement in line with the article entitled "Measurement of Advertising Effectiveness in Social Networks: Current Overview and Development of a Model" [10] which mentions that An extensive research process on the origins of advertising effectiveness as a discipline has resulted in the development of product for each digital campaign; such as a series of advertisements that have been run by MSME Indra Jaya. Referring to Table 1, according on the results of the t test (partial) the significance value of product packaging is 0.001. Because the significance value is less than 0.05, it means that H<sub>0</sub> is rejected and H<sub>2</sub> received. That is, product packaging (X<sub>2</sub>) partially has a significant effect on product development (Y) and has a positive value. These results can be viewed with a significance value of 0.001 (below the 0.05 significance level) or a t-number value (above the t-table and B-value of 0.329). This indicates that the results of this study indicate an important condition that the higher the product packaging strategy, the higher the level of product development or an increase of 0.329 or 32.9%. Conclusion is the hypothesis which reads "There is an influence between product packaging on the development of creative economy products at MSME Processed Moringa Indra Jaya which is proven to be true.

That statement in line with an article titled "Innovative Food Packaging, Food Quality and Safety and Consumer Perspectives" [4] that describes consumer perceptions of eco-friendly packaging that can be used in the food industry. Innovative food packaging which is run at MSME Indra Jaya is the best way to protect food and safety. See Table 2. Based on the results of the t-test (partial) the significance value of public relations is 0.001. Because the significance value is less than 0.05, it means that H<sub>0</sub> is rejected and H<sub>3</sub> is accepted. This means that public relations (X<sub>3</sub>) partially has a significant effect on product development (Y) and has a positive value. These results can be seen at a significant value of 0.001, which is less than a significant level of 0.05, or a t-score that is greater than the t table and has a positive B score of 0.424. This indicates that the results of this study indicate an important condition that the more the PR strategy is implemented, the higher the level of product development or an increase of 0.424 or 42.4%. The conclusion is that the hypothesis that reads "There is an influence between public relations on the development of creative economic products at MSME Processed Moringa Indra



Jaya is proven to be true.

That statement in line with an article “The Development of Sasirangan Fabric Creative Economy Products and the Application of Integrated Marketing Communication Strategies in Increasing the Attractiveness of Banjarmasin City as a Tourism Destination” [14] with the results shows that in general an integrated marketing communication strategy on economic products creativity especially for aspects of public relations and publicity has been implemented well. as done by MSME Indra Jaya, which publishes word of mouth to business-to-business cooperation.

See Table 2. Based on the results of the t-test (partial) the significance value of event marketing is 0.002. Because the significance value is less than 0.05, it means that  $H_0$  is rejected and  $H_4$  is accepted. That is, event marketing (X4) partially has a significant effect on product development (Y) and has a positive value. These results can be seen in the significant value of 0.002 which is smaller than the significant level of 0.05 or the t-count value which is greater than the t-table and has a positive B value of 0.395. This explains that the results of this study indicate a significant condition which means that the higher the event marketing strategy that is carried out, the higher the level of product development or an increase of 0.395 or 39.5%. The conclusion is that the hypothesis which reads "There is an influence between event marketing on the development of creative economic products at MSME Processed Moringa Indra Jaya is proven to be true.

That statement in line with an article “Project Management for Corporate Events: A Set of Tools to Manage risk and Increase Quality Outcomes” [11]. As a result, this research has showed the development of a suite tools for enterprise event management. As has been done so far by MSME Indra Jaya who actively participates in a series of events such as bazaars and exhibitions that Integrating such tools is important as it can lead to more effective event risk management and improved quality of program outcomes. Influence from each variable independent to variable dependent on SMEs Processed Moringa Indra jaya, could seen from direction sign and level probability. If the level of sig  $< 0.05$ , it can be said that the variable has a significant effect as for comparing the value of t count with t table if t count  $>$  t table, with the known t table value of 1.661 then these The variable has a large positive impact and significant on the dependent variable.

***Effect of Advertising on Product Development.*** Respondents' agreement prevailed compared to the results of the current survey and they were selected to strongly agree with the current statement, which provides evidence for the inclusion of the respondents in this study really liked the products offered by Processed Moringa Indra Jaya and consider product already enough innovative based on source from information advertisement related although there is also a number of respondent which choose for neutral in existing questions but the percentage of their opinion a little. One way to add value to customers is through different product styles and designs. Design is a bigger concept than style. Style only describes how the product looks. Patterns can be fun or boring. Impressive patterns can attract attention and create a beautiful aesthetic, but they don't really improve the performance of the product. In contrast to style, design comes more than the secondary shell and design is the core of the product. Good design not only contributes to the appearance of the product, but also to its benefits [2]. Based on Kotler's opinion, it can be concluded that advertising can convey a series of information related to product development in terms of the creative economy produced by companies with certain product styles and designs through traditional or new advertising media. The reality Processed Moringa Indra Jaya has apply strategy advertise by traditional and new media . Advertisement traditional wrong one the method with install advertisement in letter news print and new media



advertisements by creating and publishing social media accounts such as Instagram for information media, promotions and promotions sale.

***The Effect of Packaging on Product Development.*** According to Iwan Wirya (1999), packaging has two attractions, namely: 1) Visual appearance refers to the appearance of a product's packaging, which includes various graphic elements such as color, illustrations, text, and layout. 2) Practical appeal: Effective and efficient packaging for consumers and distributors, especially for storage and display. It follows that product packaging can create a special appeal that better influences the product development cycle. According to Ben Hargreaves (2002), in his book entitled "Eat medelicious, desirable, successful food packaging design", says that in the world of food products, a simple product with the right packaging design can become a unique and very special character. In relation to Indra Jaya's Processed Moringa products, the right product packaging strategy can attract consumers' attention and increase purchase intention in a phase of product development maturity from the economic creative side.

Processed Moringa Indra Jaya has implemented an attractive packaging strategy for each product variant item, both in primary packaging and secondary packaging such as Moringa seeds packaging in plastic bottles, Moringa Chocolate in glass jars, Moringa sticks packaged in recycled paper and various variants of product packaging other.

***The Effect of Public Relations on Product Development*** In accordance with the statement Harris (1991: 12) in Scriven (2002: 35) states that Marketing Public Relations is a process in planning, implementing and evaluating projects to increase sales and customer satisfaction through an effective communication process and the delivery of credible information related to the required products, what consumers want and what they are interested in. This implies that with existence delivery publication through various media could by appropriate To use receive suggestions and input from the community, especially consumers as a basis for developing innovations on economic product development creative. According to information from the owner and manager of Processed Moringa Indra Jaya, related activities with connection Public has often conducted for example with be a speaker or resource person in seminars on MSME and entrepreneurship and forms of marketing public relations other.

***Effect of Event Marketing on Product Development.*** The point of event marketing activities is direct communication in the field that can be utilized as well as possible to the targeted segment which is the target market. Event marketing activities are said to be successful if they apply a concept that is creative, interesting, original, with smooth and capable results that are as planned from the beginning which are real and direct in bringing in the target group in accordance with the initial planning which is actually in bringing in targeted visitors according to what is expected.

According to Boone and Kurtz (2010), the growth of event marketing cannot be separated from the following factors, that is: 1. Existence limitation for amount product certain in advertise the product; 2. Cost advertising which increase cause company look for alternative promotion which is cheaper; 3. Interesting activities will usually attract the attention of many people or be covered by the media so that the company benefits because the company's identity is known by audience. From factor that implied that events as wrong one activity promotions can help encourage the development of creative economic products according to the intended market share so that they are better known to a wider audience which will increase the number of consumers from MSME Processed Moringa Indra Jaya. One of the realizations of the Indra Jaya Processed Moringa event is by frequently participating in and participating in various exhibitions or bazaars on a local, national and international scale and becoming one of the most unique products and having certain characteristics. because there are still very few MSME



whose production uses basic processing from Moringa.

***Effects of Advertising, Public Relations, Product Packaging and Event marketing Towards Product Development.*** In the world of business, product development is very important, because consumer tastes are not static but change according to the times. If the company does not make improvements to existing products or if the company does not add variety to the products produced, then the company will lose customers and eventually the company can experience a failure in satisfying consumers through diversification of production.

Marketing communication is the means by which companies applied directly inform, persuade and recall consumer goods rather than direct products or brands (Kotler & Armstrong, 2004). From the statement implies that of all the main variables in the integrated marketing communication used in this study serves to inform the product to consumers through: various media at a time could to do activity research that is ask feed back in the form of input and suggestions on the development of product variants consumed. As expressed by Watono and Watono (2011:104) consumer review conducted found understand the characteristics of consumers who will be the target audience . To be able to 'take pictures' of consumers directly holistic, must explore three aspect characteristics consumer, that is head (knowledge) which refers to knowledge that forms beliefs, heart (feeling) refers to the consumer's feelings towards the product/brand and hand (behavior) which refers to behavior, namely the intention to do something about the product (brand). From the various activities organized and followed in the context of communication marketing, MSME Processed Moringa Indra Jaya has reach variety appreciation and achievements from related agencies and institutions, especially regarding the uniqueness of the product to the efficacy of creative economic products that generated.

#### **4. Conclusion**

The follow conclusions are according on the results obtained from research and discussion as follows: 1) Advertising variables have positive and partially significant impacts on development of creative products on Processed Moringa Indra Jaya. 2) Changing part of the package has a positive and important effect of creative product development on Processed Moringa Indra Jaya. 3) Variable connection Public by Partial take effect positive and significant towards the development of creative products in Processed Moringa Indra Jaya. 4) The changing part of event marketing has the positive and significant impact of developing innovative products on transformed Moringa Indra Jaya. 5) Advertising, product packaging, public relations and event marketing variables together (simultaneously) have a huge impact from the development of creative products on Processed Moringa Indra Jaya. 6) The variable of public relations (marketing public relations) is the dominant variable that influences the development of creative products in Processed Moringa Indra Jaya.

#### **Suggestions**

In carrying out integrated marketing communication strategy, MSME Indra Jaya will be more active invite potential customer through more creative ways. Besides that, MSME Indra Jaya should also be more active educating customer so that they can take aware of technological developments more in order to maximize the marketing process. And also MSME Indra Jaya must start targeting millennial generation to be willing and interested in interest of product because later these target of market share will become an important user which support the pillar of the Indonesian economy. The better the advertising strategy applied, the more positive impact it will have on the development of creative economy products. The advertising strategy can be done by choosing the right target so that consumers are more interested and continue to choose products from Processed Moringa Indra



Jaya, taking into account the advertising success criteria, namely measurement from the awareness, knowledge to purchase stages.

The better the product packaging strategy that is applied, the better the evaluation of consumer responsiveness towards product development. The right product packaging strategy can be done by improving the quality of the design to the type of packaging by always being guided by the VIEW Model ( Visibility, Information, Emotional Appeal, Workability ) so that consumers are interested in making purchasing decisions while still paying attention to the target market selection process according to the procedures from identification. The market as a whole, implementing the most appropriate marketing mix to evaluating and controlling the operations of marketing programs in order to have a positive effect on the development of products in the creative fields. The better the public relations strategy applied, the faster the product development cycle phase should be. The marketing public relations strategy can be done by always being actively involved in events with relevant themes, carrying out brand publicity tools activities such as news kits, media tours to Fact Sheets more massively while still paying attention to PR guidelines, including prioritizing creativity, simplicity and using 'language' target audience appropriately.

The more good strategy events marketing which conducted so will by direct or indirectly will increase the positive influence on product development. Processed Moringa Indra Jaya is not only aggressively participating in a bazaar exhibition, but more than this activity, it can sponsor an event to hold its own event even though it is on a limited scale. With the main goal of involving consumers in corrective action on product development related. Recommendations for further research, researchers should be able to add variations the variables studied, increasing the quantity of research samples, and looking for clues such as books and journals that are more varied to help complement and support better research results. It is hoped that further researchers can develop this research, by including the influence of variables outside those in this study as research material advanced.

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