

Market Penetration for Micro and Small Business using Information Technology in Majalengka District Indonesia

E Rusliati¹ and Mulyaningrum²

^{1,2}Universitas Pasundan, Indonesia

¹Ellenusliati44@gmail.com

Abstract. The purpose of this research is to obtain information about market penetration efforts by micro and small entrepreneurs in Majalengka. The market penetration strategy was intended to gain a broader market share to increase sales and profits. The analytical method used was descriptive qualitative with the *Forum Pengusaha Muda (FPM) Majalengka* as the analysis unit. The results showed that micro and small businesses in Majalengka had made efforts to penetrate the market in good categories. Efforts made included products marketing by utilizing information technology, considering market segmentation, and listing the brand, expiration date, and composition for food entrepreneurs, and registering products to obtain P-IRT permission and MUI *halal* certification. The utilization of information technology was expected to increase market penetration efforts, including knowing about the needs of prospective customers containing products, product quality, expected services, complaints about products and services provided, and even competitor activities. The FPM Majalengka allowed for digital programs to occur, namely peer-to-peer contact, knowledge transfer, training, and intervention.