

Attracting Customer Interest: Renovation Strategies For MSMEs By Gohyong Entrepreneurs in Tambelang

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ABSTRACT

Improving the quality and comfort of selling places is an important factor in supporting the success of Small and Medium Enterprises (SMEs) or Micro/Small/Medium Enterprises (MSMEs). One of the businesses that is developing in Indonesia is the Gohyong business, which often faces challenges in terms of adequate selling facilities. This report aims to provide a work report containing solutions for renovating sales places for Gohyong entrepreneurs through the addition of wood as a structural and functional design element. This renovation is expected to provide better protection for the products being sold, increase visibility, and create a more comfortable space for visitors and traders. The method used in this paper is analysis of the current condition of the selling place, identification of existing problems, and design of renovations with the addition of appropriate boards. The results of the renovation are expected to increase the attractiveness of the selling place, improve air circulation, and provide better protection against extreme weather, thereby increasing productivity and customer satisfaction. It is hoped that this research will provide insight for Gohyong entrepreneurs in developing their businesses through efficient and effective infrastructure improvements.



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INTRODUCTION

The introduction contains Micro, small, and medium enterprises (MSMEs) play a crucial role in the Indonesian economy, Indonesia's economic resilience is greatly aided by Micro, Small, and Medium-Sized Enterprises (MSMEs), particularly in times of crisis. About 97 percent of UMKM employees work nationally, and they are more than 60 percent of PDB employees (Harisandi, Yahya, et al., 2024). They are crucial forces behind equitable and sustainable economic growth because of their adaptability, use of local resources, and community-based orientation, both in terms of job creation and the number of businesses. MSMEs are considered the most important pillar of Indonesia's economy. MSME actors must be able to utilize digital media as a means of marketing their products so that consumers become more familiar with the products produced by the MSMEs (Harisandi, Sari, et al., 2023).

MSMEs are one of the main drivers of regional economic activity in West Java, especially in Bekasi Regency. Bekasi is a fast industrialising and urbanising region that provides an ideal setting for small business development, particularly in Tambelang and other subdistricts, the performance of MSMEs in Bekasi City is positively impacted by the role of government, capital, and entrepreneurial skill (Harisandi, Muhammad Mardiputra, et al., 2024). The culinary industry employs a large number of local business owners in this region, including traditional food establishments with strong cultural ties. Nevertheless, despite their potential, Bekasi City's culinary MSMEs are crucial to employment creation, market competition, and hurdles to capital access, product innovation has also been shown to boost market attractiveness (Fairuz, 2024). Bekasi's MSMEs sometimes struggle with innovation, attracting customers, and keeping up with market developments.

One type of business that has developed significantly across various regions is the Gohyong business, which specializes in traditional culinary products. The performance of Bekasi's halal food and beverage MSMEs is greatly impacted by collaboration, skilled labour, and IT (Harisandi, Rabiatal

Hariroh, et al., 2023). Despite its large market potential, Gohyong entrepreneurs often face various challenges related to the quality and convenience of their selling locations. Most Gohyong entrepreneurs operate their businesses in environments that do not always provide optimal conditions, such as open spaces lacking protection from extreme weather and limited space for proper product arrangement. These factors frequently impact customer comfort and influence both the attractiveness and sustainability of the business. Furthermore, poorly organized selling areas can hinder customers' access to products and negatively affect product marketability. One solution that can be provided to improve the quality of Gohyong entrepreneurs' selling places is through renovation with the addition of boards as functional structural elements. The addition of boards can serve to improve air circulation, provide protection from rain or sun, and create a more organized and comfortable space for visitors. An effort to update traditional roofs with new materials while preserving the building's fundamental purpose of protection and comfort (Harisandi, 2025b), it can also be used as a medium to introduce business identity and attract customers attention.

Considering the importance of infrastructure in supporting business continuity and development, the renovation of Gohyong entrepreneurs' selling places with the addition of boards is expected to be a practical solution to improve the quality of their business premises. To improve brand readability and draw in customers, commercial signage is crucial in culinary buildings (Harisandi & Purwanto, 2022) therefore, this jurnal will discuss the various problems faced by Gohyong entrepreneurs regarding their selling places, and offer renovation solutions that can provide long term benefits for both entrepreneurs and customers.

RESEARCH METHODS

This research improving the physical look and operation of Gohyong enterprises, this research seeks to provide a workable remodelling plan. Adding display boards, tables, and banners to enhance operations and give the space a more polished appearance are important upgrades. In conventional culinary firms, the banner and poster rebranding program has been successful in enhancing product appeal and brand image (Rohmah, 2025). By making the area more appealing for social media marketing, these modifications aim to enhance online branding and consumer experience, the interior design of the business location and the presence of social media accounts increase brand awareness (Harisandi, 2025a). In the end, the makeover is a calculated move to increase market reach, customer interaction, and visibility, providing a template for other MSMEs dealing with comparable issues. Using a qualitative-descriptive methodology, this study investigated the renovation methods used by Gohyong business owners in Tambelang to attract customers' interest. The research was conducted using the following structured steps:

1. Group Meetings: To learn about the business's history, common issues, and capacity to participate in innovation activities of a small selection of Gohyong MSME actors in Tambelang, initial group discussions were organised. Finding common trends in product development and marketing constraints was another benefit of these discussions.
2. Location Searching: To find and record operational Gohyong MSME units, extensive field visits were carried out in the Tambelang region of Bekasi Regency. Researchers were able to learn about everyday operations, difficulties, and business practices by conducting informal interviews with local business owners and employees during these visits. Additionally, the physical infrastructure, consumer accessibility, business location visibility, and general ambient variables were evaluated by systematic observation. The operating capability, layout, and potential for renovation-based improvements of each company were then mapped using the data that had been gathered.



1. Analysis

Researchers determined the main issues that the entrepreneurs were facing through surveys and in-depth interviews, with a focus on digital marketing, branding, packaging, and sanitary procedures. Strategic recommendations were based on data from this stage.



2. Strategy Formulation

Renovation initiatives, such as redesigning the product display, integrating digital platforms for promotion, were developed based on the needs analysis. These tactics were customised based on the capabilities and market positioning of each company.



3. Execution

The recommended strategies were implemented in collaboration with the team. This included hands-on help with banner positioning at sales and table design for sales requirements.



4. Monitoring and Evaluation

Execution monitoring was conducted over a number of weeks to assess the efficacy of the renovation measures that were put into place. Both qualitative and quantitative data were gathered during this time, including in-depth client comments about modifications to the overall customer experience, product presentation, and service quality. In order to gauge any growth in revenue or transaction volume, sales numbers were also monitored. The participating entrepreneurs were also asked to participate in follow-up interviews to get their opinions on the effects of the interventions, the difficulties they faced, and recommendations for future development or scalability. The goal of this thorough assessment was to make sure the tactics supported long-term company success in addition to providing immediate advantages.

RESULTS AND DISCUSSION

The results of this research aim to analyze the renovation strategy planned and implemented by the team for an MSME located on Jl. Sakserong, Kp. Pakuning RT.002 RW.002, Sukarapih Village, Tambelang District, Bekasi Regency. The findings present descriptive data regarding physical improvements and strategic marketing efforts. One of the key renovation actions was the creation of additional infrastructure such as new tables and standing banners, the lack of supporting equipment such as banners and menu books, then handled by the community service team by making banners and stickers, was welcomed by MSME actors in Bekasi City (Wibawa, 2023), which were designed and constructed by the research team to enhance the functionality and visual appeal of the business premises. Qualitative descriptive devotion methods based on interviews, observations, and documentation produce brands, banners, and promotional media on social media (Marfudin, 2024), these improvements are documented through field measurements and photo evidence, highlighting the group's involvement in assessing and fulfilling the renovation needs. Alongside physical enhancements, the research also initiated a new marketing strategy by guiding the business owner to utilize social media platforms for selling Gohyong.



This digital approach was intended to expand market reach and increase consumer engagement. The campaign's performance on social media was evaluated through audience perception metrics, showing that 40% of the interaction came from views, 30% from likes, followed by 5% comments, 5% shares, and 20% categorized as general audience exposure. Evaluation of the Impact of social media and SME Performance service quality in digital marketing (Wicaksono, 2025), these results were supported by documentation such as screenshots of the social media campaign platform. Overall, the research provides a comprehensive insight into how simple structural renovations combined with digital marketing strategies can significantly improve business visibility and consumer interaction, while also identifying opportunities for further development to strengthen competitiveness within the MSME market.

CONCLUSION

Gohyong is a this born from the fusion of Chinese and Indonesian culture, especially Betawi. This food is characterized by rolls made from a mixture of minced meat, shrimp and spices wrapped in tofu skin or

spring roll skin, then fried until crispy. The uniqueness of gohyong lies in the combination of crunchy outside and soft inside, as well as the combination of savory and aromatic flavors from the spices used, outer part turns into golden brown with a crispy and crunchy texture, while the inner side remains soft and juicy (Song et al., 2021). The dish is often served with sweet and sour sauce or chili sauce, which further enriches the flavor. We are pleased to conduct research with Mrs. Nur Aisah as the owner of the Gohyong MSME located on Jl. Sakserong, Kp. Pakuning RT.002 RW.002, Sukarapih Village, Tambelang District, Bekasi Regency. During the research, we gained a lot of insight and experience from these activities, such as knowing how to make Gohyong, marketing the product properly, and calculating the sales estimates made. Based on the results of the research that has been conducted, it can be concluded that the marketing strategy implemented by Mrs. Aisah as the owner of the Gohyong business has not used a social media platform, therefore we propose to use the social media platform, The use of social media increases the effectiveness of promotions through low costs and wide reach (Aureliano-Silva et al., 2022). Gohyong's business had a significant influence in attracting consumers after a new marketing strategy was created. These results are consistent with studies showing that brand personality has a positive impact on brand awareness, brand trust, and brand loyalty, social media marketing is effective in building brand awareness, engagement, and the need to accelerate digital transformation of MSMEs (Jang, 2016). This marketing strategy also involves several main components, namely price, product quality, promotion, and service, which support each other in achieving positive benefits from consumers.

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