

# MICRO SMALL MEDIUM ENTERPRISES STRATEGY IN BUILDING ONLINE SHOP BRAND IN THE MARKETPLACE

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## 7 MICRO SMALL MEDIUM ENTERPRISES STRATEGY IN BUILDING ONLINE SHOP BRAND IN THE MARKETPLACE

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**Abstract:** This research uses a simple-qualitative design, motivated by a phenomenon of fierce competition between marketplaces in Indonesia in the past two years, which then becomes a very unique topic to be discussed in research in management and included in marketing strategy. This study aims to analyze the strategies of MSMEs when selling in Bukalapak. This study also aims to explore the supporting and inhibiting factors of MSMEs in building the image of online stores in Bukalapak. By searching for data sources through unstructured interviews, document collection, and triangulation of data sources conducted by researchers, the results of the data were analyzed using the Miles and Huberman models. The results of the study are five strategies used by MSMEs: product photos, descriptions, responsiveness, product packaging, and expeditions.

**Keywords:** Marketing Strategy, Online Store Brand, Micro, Small and Medium Business

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### 1. Introduction

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Marketing through e-commerce is defined as a process of buying and selling products electronically between organizations and individuals using the Internet, Web and Applications as business transactions according to Laudon (2009). The rapid development of Internet emerges the concept and practice of electronic commerce (e-commerce, from here onwards), which has become a common phenomenon in the world today. Internet-based economic structures and information clusters are a new business reality. (Alyoubi, A. A. 2015). Many marketplace-based e-commerce sites in Indonesia have sprung up and have opened up opportunities for MSME players to expand their market reach. The goal is to have many members and attract them to visit the sites. Many users have low reviews of Bukalapak. Its rating on Google Play Store and App Store fell to 4.1 points on February 15, 2019 (Assegaf, 2019).

In Figure 2 Bukalapak is in third place. This can be a challenge for MSMEs who are doing business using the Bukalapak application in building the image of an online store in this marketplace. Bukalapak in group communication has a chain, wheel, and all channel communication pattern. Meanwhile, communication functions are used as a means of education and problem solving in the community. The form of the online community model reflected in the Bukalapak Community is the use of a platform in the form of the Bukaforum

Jombang Bukalapak community has 35 members. In each city, there is one coordinator called Bukalapak Ranger. The activities include sharing and classes with the aim of exchanging experiences and providing input to others. Pelapak (seller) class is aimed at new pelapak members who are still unfamiliar with selling successfully at Bukalapak. The material presented ranges from how to do online selling, opportunities in selling online to practical materials for opening an account and setting the application (Sarihastia, 2019).

Each pelapak has an online store brand. Brands have a strategic position in product marketing. Practitioners believe that a strong brand provides many positive things for businesses and customers (Sadat, 2009). A good store image is also the reason consumers decide to make transactions. Building an image is not easy. The right strategy in building an online store image such as product photos, packing during delivery, pricing, selecting product types and services is needed (Rahman & Mawardi, 2017).

Toko Online	Pengunjung Web Bulanan
1 Tokopedia	168,000,000
2 Bukalapak	116,000,000
3 Shopee	67,677,900
4 Lazada	58,288,400
5 Blibli	43,097,200
6 JD ID	16,978,200
7 Zalora	5,518,600
8 Sale Stock Indonesia	4,627,600
9 Elevenia	3,938,000
10 iLotte	3,517,400

Figure 1  
Sorcoe: Khoirunnisa, 2018

Toko Online	Pengunjung Web Bulanan
1 Tokopedia	140,414,500
2 Shopee	90,705,300
3 Bukalapak	89,765,800
4 Lazada	49,620,200
5 Blibli	38,453,000
6 Orami	9,813,100
7 Bhinneka	7,678,900
8 JD ID	7,102,300
9 Blanja	5,511,600
10 Zalora	5,218,300

Figur 2  
Source:iPrice, 2019

## Research Focus

This study focuses on the strategy of MSMEs in building an online store brand in Jombang Bukalapak Community. The research location is Jombang District from May 2020 to August 2020.

## Formulation of problem

Based on the background, the problem formulations of this study are as follows:

1. What is the strategy of MSMEs in building an online store brand in Bukalapak marketplace?
2. What are the supporting and inhibiting factors for MSMEs in building an online store brand in the Bukalapak marketplace?

## Objectives

Based on the formulation of the problem, the objectives of this study are:

1. To find out, analyze and develop MSMEs strategies in building an online store brand in Bukalapak marketplace.
2. To find out, analyze and develop supporting and inhibiting factors for MSMEs in building an online store brand in Bukalapak marketplace.

## Benefits

### Practical Benefits

The results of this study are expected to contribute to the study of MSME strategies in building brands in online stores in the field of entrepreneurship.

### Theoretical Benefits

The results of this research are expected to be used as a reference and as material for further research

## 2. Literature Review

### Strategy

According to Oliver (2017) strategy is a way to achieve an end result related to the goals and objectives of the organization. Meanwhile, according to Hooley (2015) strategy is a pattern of goals, main aims or objectives and important policies, and plans for achieving goals, which are stated in such a way as to formulate a business for the future. Based on the statements of the two experts, the researcher concluded that strategy is a way or plan to achieve the goals of a particular organization or business.

### Micro, Small, and Medium Enterprises (MSMEs)

MSME (UMKM) stands for Small, Micro, and Medium Enterprises. In Article 5 paragraph (1), Article 20, Article 27 paragraph (2), and Article 33 of the 1945 Constitution of the Republic of Indonesia it is explained that a business is an UMKM if it is a small business managed by a person or a group of people with small amount of income (OJK Sustainable Finance, 2017).

### E-Commerce

E-commerce is a way of selling online or the ability to transact online. To quote Rahman and Mawardi (2017) explanation, e-commerce is the use of applications, WEB and the Internet to do business digitally and also allows commercial transactions between organizations and individuals. According to Kuswiratmo (2016) e-commerce or online shopping is the implementation of commerce in the form of sales, purchase, ordering, payment or promotion of a product and service by utilizing computers and digital electronic communication facilities or data telecommunications. Commerce can be done globally using the internet network.

Based on the statements of the two experts, the researchers concluded that e-commerce is a sales transaction activity without bringing together sellers and buyers directly, but can still interact via the internet network.

Standard components that must be owned by e-commerce according to Hidayat (2013) include:

1. Products: The types of products sold via the internet, such as beauty products, clothing, sports, food, health, and other life necessities.
2. How to receive orders: via email, telephone, or sms
3. Where to sell products: must have hosting or a domain on the internet.
4. Payment methods: check, credit card, internet payment, transfer.
5. Shipping methods: expedition or courier service.
6. Customer service: Customer complaint services. This can be via email, WhatsApp, or

telephone.

## 2 marketplace

Marketplace is an internet-based (web-based) online media for conducting business activities and transactions between buyers and sellers. Buyers can find as many suppliers as possible with the desired criteria, so they get according to market prices. Suppliers/sellers can find out companies that need their products/services (Opiida, 2014). In Indonesia the marketplace is described as a market where there is interaction between sellers and buyers in it and the owner of the website or application is likened to a stall provider. Several marketplaces in Indonesia include Tokopedia, Bukalapak, Shopee, Lazada, JD.id, Bhinneka, and Bli-bli.com (Farki, 2016). Based on the statements of the two experts, the researcher concluded that the marketplace is an online media where sellers and buyers interact where the owner of the website or application is the provider of the stall.

## Brand

A brand is a set of images and customer experiences for a particular company that communicates expectations about the benefits of a particular product in depth according to (Sadat, 2009). Kotler (2009) defines a brand as a name, term, sign, symbol, or design that is intended to identify an item or service from a seller to make it different from others.

Based on the statements of the two experts, the researchers concluded that a brand is a name, term or sign that gives the identity of good or service that consumers will benefit from. Salamah (2014) classifies brands as follows:

1. Brand Awareness
2. Brand Association
3. Brand Identity
4. Brand Image
5. Brand Personality
6. Brand Equity

## Brand Image

According to Tjiptono (2015), brand image is a description of associations and consumer beliefs in certain brands. Brand Image is the observation and belief held by consumers, as reflected in the consumer's memory.

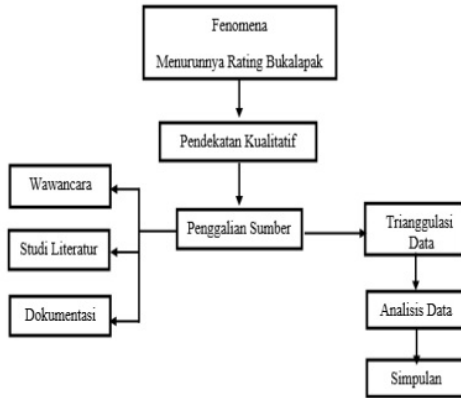
The benefits of brand image according to Priyansa (2017) are as follows:

1. The company will win the market competition with the ability to develop tactical marketing strategies for the medium and long term. A positive image can generate sustainable profits.
2. Having resistance to crisis. Most of the stakeholders, including the community, can understand the mistakes that occur by a company because of a good image.
3. Attracting investors as an asset of a company.
4. Increasing the effectiveness of marketing strategies.
5. Saving operating costs because of its good image.

Based on the statements of the two experts, the researchers concluded that brand image is a belief that is in the minds of consumers.

### Research Flowchart

To be able to understand the important aspect of this research concept, the researcher makes of the design flow of the researcher's thinking as follows :



### 3. Method

#### Research Design

This study uses a simple-qualitative design. According to (Bungin, 2020; 3-4) simple qualitative design aim to explain the phenomenon in depth through complex data collection. This study does not prioritize population size or sampling, even the population or sampling is very limited. If the data collected is in-depth and can describe the research objectives, there is no need to look for sampling again.

#### Informants

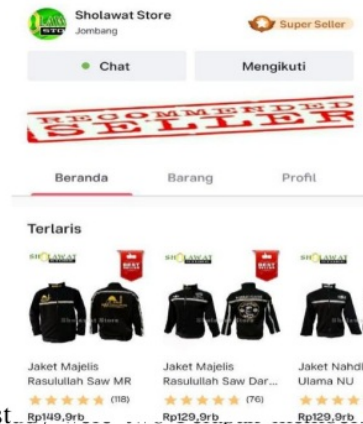
Informants are people who know and understand deeply about the object to be studied (Suyanto, 2005). In this study, the first informant to be addressed was the Bukalapak Jombang Community Ranger. Researchers consider this informant to have all the information the researcher needs because of his position not only as a Ranger but also a pelapak. Below is the profile of the Bukalapak Community ranger. Apart from being a ranger in the Bukalapak Jombang community, the informant is also the owner of the Sholawat Store, which has been running for 3 years, both online and offline. The location of the offline shop is in the Religious Tourism Area of the KH. Bisri Syansuri Denanyar, Jombang Regency, while online stalls can be accessed through the Bukalapak application as shown in Table 3 below

**Table 3: Personal data of Bukalapak Jombang**

Name	Radian Ade Firmansyah, S.M
Position	Ranger of Bukalapak Jombang
Age	25 Years Ols
Occupation	Owner of Pakaian Sholawat Store
Address	Jl. Teratai Ds. Candimulyo Kec. Jombang Kab. Jombang, East Java

Source: Interview data, 2020

Apart from being a ranger in the Bukalapak Jombang community, the informant is also the owner of the Sholawat Store, which has been running for 3 years, both online and offline. The location of the offline shop is in the Religious Tourism Area of the KH. Bisri Syansuri Denanyar, Jombang Regency, while online stalls can be accessed through the Bukalapak application as shown in Figure 3 below



Other informants in this study are Andre Maulana and M. Nasrul Waton. Below is an informant's data from a member of the Bukalapak Jombang community named Andre Maulana.

### Data Validity

The present study uses source triangulation technique to check the validity of the data. In data collection techniques, triangulation is defined as a data collection technique that combines several data collection techniques and existing data sources (Sugiyono, 2018).

### Data Collection Technique

All informants undergo an in-depth interview to obtain valid, relevant and adequate information which is the answer to the problem being researched.

## 4. Result and Discussion

Business actors who are members of the Bukalapak Jombang Community have various ways of developing their online store branding strategy. Some focus more on displaying product photos when they are posted on the Bukalapak application because photos are considered very crucial when trading in a marketplace. It is assumed that most potential buyers are looking for an online store that displays real photos of their products. The next strategy is to provide accurate and honest product descriptions.

Product descriptions show information on the quality of a product being sold. If the description written is not suitable, this can lead to disappointment for buyers and they are unlikely to return to buy at the same stall at a later date. This is in accordance with the opinion expressed by the owner of the Nasya Gaulcomp lapak, Andre Maulana:

*"I am more into product photos, descriptions and services. I make product photos interesting, original images can make people more interested. The description of the products we sell is written in the column. If the product is original, then this is written ori. Never write original for non original products. This prevents buyers from repurchasing. I am also open about*

*complaints from my buyers. Yes, of course there are criteria that I make for items that can be complained about".*

In addition to being oriented towards product photos and product descriptions, a salesperson must have a fast response when there are questions from potential buyers, both in terms of product availability and the completeness of the products to be obtained. The fast response is actually trivial, but it will greatly affect the reputation of the online store later in Bukalapak application.

The packaging of the goods that has been ordered is also a point that needs attention. Careless packaging will have a negative impact on customer satisfaction when the goods arrive and are opened. At this point each customer must understand their respective products, so they can determine safe packing when the package is sent to consumers.

Selection of a shipping expedition that has a high level of speed and safety of goods is another thing that must be considered. The whole method aims to make consumers who shop feel satisfied and can give good ratings to online store. This is in accordance with the theory conveyed by the owner of the lapak from Aneka Berkah *Hard* Tekno, M. Nasrul Waton:

*"I always try to be fast in transactions, from chatting back to people who want to buy, packing packages, to sending packages. I also choose fast courier services; everything for our customer satisfaction".*

Online selling is not simple. It is a long process and a lot of patience is taken in order to be successful. Online selling is not same as selling for real. Offline transactions needs large capital to rent a kiosk, buy goods, transport costs, and pay employee salaries. Online selling can be done anytime and anywhere, because all buyers are in the marketplace application. This is in accordance with the theory put forward by the Ranger of the Bukalapak Jombang Community, Radian Ade Firmansyah, who is also the owner of the Sholawat Store clothing store:

*"Online selling is not an easy job. This requires a lot of patience and tenacity in order to succeed. Competition both online and real is fierce, so it is the people who stay who will be successful. Online selling does not require as much capital as real selling, so this business is everyone's idol."*

In Bukalapak Community, tricks and strategies that can be applied by the pelapak who are members of it are provided, both rangers and all community members. Strategies include:

### **1. Use different photo**

Use self-taken product photos. This is to characterize the pelapak product, thus, when the price offered is much higher it will still attract potential buyers

### **2. Open the shop earlier**

Don't expect any sales even though the price of the item on offer is the cheapest if the shop is not open. The activity status of a store stated 1 week ago or 2 days ago will make potential customers reluctant to shop at the store. If the shop's active status is today, consumers will look even though the price offered tends to be expensive.

### **3. Always have a fast response when a message comes in the application.**

Each customer is required to respond quickly to questions asked by consumers such as message features or product discussions. Most of the Bukalapak seller seems to ignore the message or the discussion of the product is not answered. Even though the prices of the goods are cheap, if the seller is ignorant, prospective buyers will be reluctant.

### **4. Avoid to write no retur, no cancel, and no complain.**

Many sellers at Bukalapak write no returns, no cancel, no complaints. This creates the impression that the seller does not want to be responsible when the goods arrive in the hands



of consumers. The consumer will not file a complaint if there is no problem with the goods he bought. Surprisingly, the average seller at Bukalapak uses the words above to deny consumer complaints, so that consumers are disadvantaged.

### 5. Don't do a price war

Low prices will increase sales, but only for a moment. Selling is not done once or twice, but continuously and the way to bring in buyers through price wars is wrong.

Radian Ade Firmansyah who is also the owner of the Sholawat Store clothing store and Ranger for the Bukalapak Jombang Community stated:

*"We have tips to get more leverage when marketing products at Bukalapak, namely 1) Use a different photo; 2) Always open shop early, because it's online so no need to check shop opening hours; 3) Fast response if there is an incoming chat from a buyer in the application, it will also affect our rating in the application; 4) Avoid writing no returns, no cancelations, and no complaints. This will create an image in the minds of consumers if we are sellers who let go of responsibility; 5) Do not have a price war, do not sell once or twice, but continuously and the way to bring in buyers through a price war will not last long".* Based on the theory presented by the research informants, the researcher concluded that the branding strategy carried out by pelapak in the Bukalapak Jombang Community did not refer to one way. All branding strategies come from the concept of branding strategies in general with the incorporation of the personal thoughts of the patrons. The concept of an appeal strategy that is generally used is to use good product photos, improve service, competitive prices, and complete appropriate product descriptions. The branding strategy that comes from the personal thoughts of customers is to carry out safe packing of the packages to be sent, fast response, and choose the recommended delivery service.

### Forms of Small and Medium Business Branding in the BukaLapak Marketplace

Branding is a uniqueness, characteristic, or identity of the online shop that is built by every customer at Bukalapak. Each pelapak who is part of the Buka Jombang Community has the name and logo of their respective stall which can be ascertained that they are different from one another. Kotler (2009) defines a brand as a name, term, sign, symbol, or design that is intended to identify an item or service from a seller to make it different from others.

The following are the names and logos of stalls of research informants who have been interviewed in depth:

#### 1. Sholawat Store

This online shop is named Sholawat Store because the owner is a member of the Sychermania Jombang community. The location which is in the boarding school environment which is expected to make this name can bring fortune for the owner and also the surrounding environment. Radian Ade Firmansyah as a shop owner and ranger for the Bukalapak Jombang Community:

*"It is given the brand Sholawat Store because it is located in a boarding school area which is expected to bring fortune. I wanted to use my name but I remember that sholawat will bring luck and blessings so I named it the Sholawat Store clothing store".*

Other informant stated:

*"To get consumers, I give a uniqueness, especially for the boarding house students."*

## 2. Nasya Gaulcomp



The name of the online shop Nasya Gaulcom comes from the name of the stall owner's son, Andre Mulana. The owner of this shop hopes that by giving the name of the online shop according to the name of his child, this will bring blessings to the family and sustenance that continues to flow from the selling process at Bukalapak. He said:

*"I named this online shop Nasya Gaulcomp according to the name of my first child, the goal is to keep the fortune flowing for my little family".*

## 3. Aneka Berkah Hard Tekno

The owner of the online shop Aneka Berkah Hard Tekno named his stall based on his mother's suggestion. Aneka Blessing brand for informants is a prayer that will continue to flow every time you make a transaction at Bukalapak.

*"The name of this online shop actually came from my mother's suggestion, which means that every word that is spoken is a prayer. So I gave the name of my online shop with the name Aneka Berkah Hard Tekno. So that every transaction I make is accompanied by blessings from Allah SWT".*

The next form of branding is brand popularity and brand credibility. Stores that are widely known to the public/popular will certainly find it easier to find buyers, in contrast to stores that are still starting to build a name. One way to introduce the store to consumers is to watermark the name of the online shop on each photo of the product sold on the Bukalapak marketplace

Next is credibility. Prospective buyers before making a purchase at an online store see the comments in the review column. These comments come from consumers who are either satisfied or dissatisfied with the service performance and products sold at the store. This will demonstrate the ability of the stall owner to serve consumers so as not to disappoint consumers. Radian Ade Firmansyah as *Ranger* of Jombang Bukalapak community stated:

*"To build an online shop image. Popularity is needed. If the shop is known to many people in a positive sense, it will automatically raise the shop's image. Usually, to introduce stores to consumers, sellers use a unique logo and name, advertise that is the same as others so that it can appear directly during searches, then give a watermark on the product image. Furthermore, it is our credibility or ability when serving. Because many consumers in online stores before buying, they must have seen the reviews first, and most consumers trust the reviews of buyers who shop at the store first. The number is 1 always remind my community*

*friends never to disappoint consumers. "*

It is important to have honesty from peddlers when posting goods for sale so as not to harm people who have bought. If the shop owner is honest, then the shop will be trusted by many buyers and recommended to other potential buyers.

M. Nasrul Waton stated: *"For me it is simple, my parents always taught me to be honest and not to harm others. Those two things that I hold until now, my shop is known to many people. Alhamdulillah, I have never disappointed my customers"*.

Based on the results presented by the informants, the researchers concluded that branding is important to pay attention to. Brand can be a characteristic or identity of the online store that is owned. Good service and honesty will help drive the success of online stores in the future to be more developed.

### **Supporting factors for Small and Medium Enterprises in building the Online Store brand at Marketplace BukaLapak**

In making transactions using the marketplace, the seller has many conveniences and a variety of supporting features. However, obstacles still arise in its implementation.

Selling online teaches patience and tenacity. In the Bukalapak application, all sellers compete with peddlers from all over Indonesia. This spurs the spirit to continue to innovate so that the shop can survive.

#### **1. Transaction Guarantee**

There is a system that guarantees transactions between sellers and buyers. Funds from buyers are not sent directly to sellers while the transaction is being carried out. It will be disbursed when the goods ordered have reached the buyer's hands.

This is in accordance with the statement from the ranger of the Bukalapak Jombang Community, Radian Ade Firmansyah:

*"Bukalapak is teaching us sellers to compete in a healthy manner. Bukalapak is safe, we don't have to worry about being tricked by irresponsible people. Every act of fraud is immediately reported and the perpetrator can be caught. So this can make potential buyers feel safe if they want to buy through Bukalapak"*.

#### **2. Community**

Another supporting factor for the sellers is the community. The main task of the community is to cover all complaints and obstacles that are experienced by traders on the Bukalapak application. This is also a new family and a place to exchange experiences and tricks in trading on the Bukalapak marketplace. Andre Maulana as owner of the Nasya Gaulcomp online stall stated:

*"The existence of this community makes me more confident. The Bukalapak community that I participate in is able to become a place to get the latest information and a place to develop an online business"*.

### **Supporting factors for Small and Medium Enterprises in building the Online Store brand at Marketplace BukaLapak**

Transactions using the pelapak marketplace are provided with many conveniences and various supporting features. There are still obstacles in its implementation Below are the factors that support MSMEs in building an online store brand at Bukalapak. Online selling teaches patience and tenacity. In the Bukalapak application, all sellers compete with peddlers from all over Indonesia. This spurs the spirit to continue to innovate so that the shop can survive.

#### **3. Transaction Guarantee**

There is a system that guarantees transactions between sellers and buyers, where funds from

buyers are not immediately sent to the seller while the transaction is being made. Funds will be disbursed when the goods ordered have reached the buyer's hands.

A ranger for the Bukalapak Jombang Community, Radian Ade Firmansyah, stated:

*"Bukalapak teaches us as sellers to compete in a healthy manner. Bukalapak is safe, we don't have to worry about being tricked by irresponsible people because every act of fraud will be immediately reported, and the perpetrator can be caught. This can make prospective buyers feel safe to make transaction in Bukalapak".*

#### **4. Community**

Another supporting factor for sellers is the community. The main task of the community is to cover all complaints and obstacles that are experienced by traders on the Bukalapak application. In addition, the Bukalapak community is also a new family and a place to exchange experiences and tricks in trading on the Bukalapak marketplace. Andre Maulana as the owner of the online shop Nasya Gaulcomp said:

*"This community makes me more confident. The Bukalapak community that I participate in is able to become a place to get the latest information and a place to develop an online business".*

#### **The inhibiting factors for Small and Medium Enterprises in building the Online Store brand at Bukalapak Marketplace**

Some sellers complained of several inhibiting factors.

##### **1. System Crashes**

System disruptions can occur when a seller processes orders from a buyer. The long duration for data verification is also an obstacle complained by traders. M. Nasrul Waton, owner of the online shop Aneka Berkah Hard Tekno, said:

*"The obstacle that I have experienced so far at Bukalapak is the system. First when I register for Bukalapak account, then register for Open Wallet. To register for Open Wallet, there must first be verification from Bukalapak. I waited for the verification for about 2 weeks before it was approved. This is very uncomfortable for me as a potential seller. Then once, when I sent the item ordered by the buyer, Bukalapak unilaterally canceled the transaction. In the end I had to lose the goods as well as the profits from them".*

##### **2. Consumer Character: Not Reading**

###### **Product Descriptions**

Apart from coming from the Bukalapak application system, obstacles also come from consumers. They sometimes do not read product descriptions written by vendors, and are more focused on the price offered. When the goods have been received, then the consumer complains about the goods that have been purchased. Usually the complaint is written in the review column so that it can influence other potential buyers. Shoppers who feel disappointed can also affect the online shop owner's rating, because it will give one to three stars. Nasya Gaulcomp online shop owner, Andre Maulana said:

*"I sell accessories and fashion necessities such as t-shirts, sling bags, and wallets. The price I offer is relatively cheap, because my sales target is for the middle to lower class. Of course, at a low price, the quality of the goods sold cannot be the same as the higher price. Usually this is a problem, consumers expect too high of items purchased at low prices, then when they feel dissatisfied, they end up with one star or negative comments which in the end can affect my online shop".*

Based on the supporting and inhibiting factors for MSMEs in building an online store brand at Bukalapak, researchers conclude that Bukalapak is a safe application for sellers and

buyers alike, thus attracting many potential buyers to visit the Bukalapak application. This can be a supporting factor for pelapak to be more active in updating their stalls. The community also plays an important role for members who are helped in resolving any complaints they face.

The system in the application sometimes also experiences errors because this application still needs improvement, but this is quite disturbing the activities carried out by the pelapak. Low ratings or negative comments given by consumers are enough to affect the reputation of the online store for other potential buyers.

## 5. Conclusions

Referring to the formulation of the problem and discussion of the strategy to build an online store brand on the Bukalapak marketplace, the researchers can draw the following conclusions:

*First*, the branding strategies implemented by MSMEs of the members of the Bukalapak Jombang Community include 1) Using original product photos; 2) Provide a suitable description of the product; 3) Responding to inquiries from prospective buyers quickly; 4) Pay attention to the safety standards of the goods sent and 5) Choose a shipping service that can provide a sense of security.

*Second*, there is a slight difference between the branding strategy used by MSMEs and that of the Bukalapak Jombang Community. The strategies suggested by the Bukalapak Jombang Community include 1) Using different photos when posting products being sold; 2) Always open the shop early, because buyers of goods from online sites know no time; 3) Always respond fast when a message comes in the application, don't be an indifferent seller; 4) Avoid no returns, no cancellations, and no complaints because it can lead to an assumption that the pelapak has no responsibility, and 5) Avoid doing price wars, because price wars are an unhealthy marketing method.

*Third*, the form of branding carried out by MSME players includes giving a unique name, creating a logo, and giving a watermark as the identity of their respective online stores. Applying honesty when processing transactions is also a form of branding for online stores. Honesty makes consumers satisfied so that they recommend the shop to other potential buyers.

Fourth, the supporting factors for MSME players when building a brand are the support from the Bukalapak Community and from the application security level. This makes consumers feel safe in making transactions.

*Fifth*, the inhibiting factors complained by mSMEs when building a brand at Bukalapak were slow handling of customer service, and system errors that sometimes still occur. Negative reviews from disappointed consumers, although not purely the fault of the retailer, are also an inhibiting factor.

## Acknowledgements

From the findings of this study, there are several recommendations made to MSME actors in the Bukalapak Jombang Community:

1. Maintain each other's brand image that has been formed
2. MSME players are expected to be able to combine the branding strategies that have been applied previously as suggested by the Bukalapak Community.
3. The vendors are expected not to view consumer complaints as an obstacle, but as an input that can be used to build the quality of their online stores for the better.

4. Further researchers should conduct further research that is able to reveal more about the strategy of MSMEs in building online store brands in the Bukalapak marketplace.

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