

Analysis of Production Trends as an Effort to Generate Business Income in the MSME Printing Sector: A Case Study of CV Rijiki Advertising, Tolitoli.

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Abstract

The purpose of this study is to analyze the trend of production volume of the printing sub-sector of small and medium enterprises using a case study of CV Rijiki Advertising in Tolitoli Regency. As part of the creative economy, the printing industry is essential in supporting various local economic activities, including promotional activities from other small and medium enterprises, government agencies, and educational institutions. This study is quantitative descriptive using trend analysis of CV Rijiki Advertising Tolitoli's production volume data for 2021 to 2023. The results show that there is a trend of moderate production volume increasing since 2021 in line with economic recovery and increased spending on promotional advertising by institutional clients. The production volume of the billboard printing business in 2021 was 805 units, in 2022 it was 839 units and in 2023 it was 875 units. The production volume of data boards in 2021 was 420 units, in 2022 it was 632 units, and in 2023 it was 683 units. The production volume of data boards in 2021 was 72 units, in 2022 it was 93 units and in 2023 it was 110 units. This increase reflects an average growth of around 20.93% per year, which indicates that there is a post-pandemic economic recovery and market demand for outdoor promotional media is still increasing. Actionable recommendations are provided regarding strategies on how to strengthen business sustainability in the face of market dynamics and technological challenges.

Keywords: *MSMEs; Printing; Product Trends, CV Rijiki Advertising, Tolitoli.*

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introduction

MSMEs are an important economic pillar and are an important element of the resilience of the Indonesian people. In every region in the country, MSMEs are a space for family survival, a source of community livelihood, and a symbol of sustainability of collective resilience. Data from the Ministry of Cooperatives and SMEs details that MSMEs contribute more than 60 percent to the Gross Domestic Product and absorb more than 97% of the national workforce (Ikbal et al., 2018). Apart from the figures that illustrate the contribution of MSEs, this figure should also be directly proportional to the policy on protection and more real partisanship.

In the local context, Tolitoli Regency as one of the developing areas in Central Sulawesi Province shows a fairly dynamic growth in the informal sector and MSMEs, in line with increasing economic activities, infrastructure development programs, and the promotion of local businesses (Nur et al., 2024; Yanto et al., 2023, 2025; Yanto & Syaputra, 2022). The need for promotional media such as billboards, banners, signs, and data boards has become an integral part of social, economic, and even political activities in this area. In this situation, the existence of local printing businesses such as CV Rijiki Advertising becomes very strategic, not only as a printing service provider, but also as a driver of the creative economy in the region.

However, the sector also faces structural challenges, ranging from limited access to modern technology, fluctuations in market demand, to the impact of previous global crises such as the COVID-19 pandemic which has led to a decline in spending (Kustinah, 2021; Soetjipto, 2020). In the post-pandemic period, the need to understand revenue growth patterns and trends as well as production volume is important to formulate a more adaptive and sustainable business development strategy (Indriyani et al., 2024; Masriah et al., 2024; Pusdiklat Keuangan Umum, 2022; Syailendra et al., 2024; Yanto, E., Morad, A. M., Ismail, I., & Mallu, 2024).

This study is relevant because there have not been many academic studies that specifically raise the printing sector as the subject of analysis in districts/cities, especially in areas outside Java. By analyzing production volume trends in an effort to increase revenue on CV Rijiki Advertising, this study is expected to be able to provide a concrete picture of the growth dynamics of MSME-scale printing businesses in the region, as well as the internal and external factors that affect it.

Furthermore, the results of this research are expected to make a practical contribution for business actors in formulating appropriate managerial policies and marketing strategies, as well as being an input for local governments in designing MSME empowerment programs based on local potential. Through this trend mapping, it is hoped that policy interventions that are more contextual, targeted, and able to answer the real challenges faced by MSME actors in the printing sector will be created.

METHODOLOGY

This study uses a descriptive quantitative approach with a case study method (Assayakurrohim et al., 2023; Conway, 1991). The data used is secondary data in the form of a report on CV Rijiki Advertising's production volume for 2021 to 2024. The data is analyzed using trend analysis to determine how revenue changes over time. In addition, semi-structured interviews are conducted with business owners to complement quantitative findings with qualitative insights.

RESULTS AND DISCUSSION

Production Volume

Production volume is the total number per unit of billboards, data boards and inscriptions produced, along with a table of production volumes for the period 2021 to 2023.

Table 1
Production Volume of Billboards, Data Boards, Inscriptions in 2021 to 2023

Name Product	Production volume Year 2021	Production Volume Year 2022	Production Volume Year 2023
Billboard	805 unit	839 unit	875 unit
Data Boards	420 unit	632 unit	683 unit
Inauguration Inscription	72 unit	93 unit	110 unit

Source: Data processed, 2025

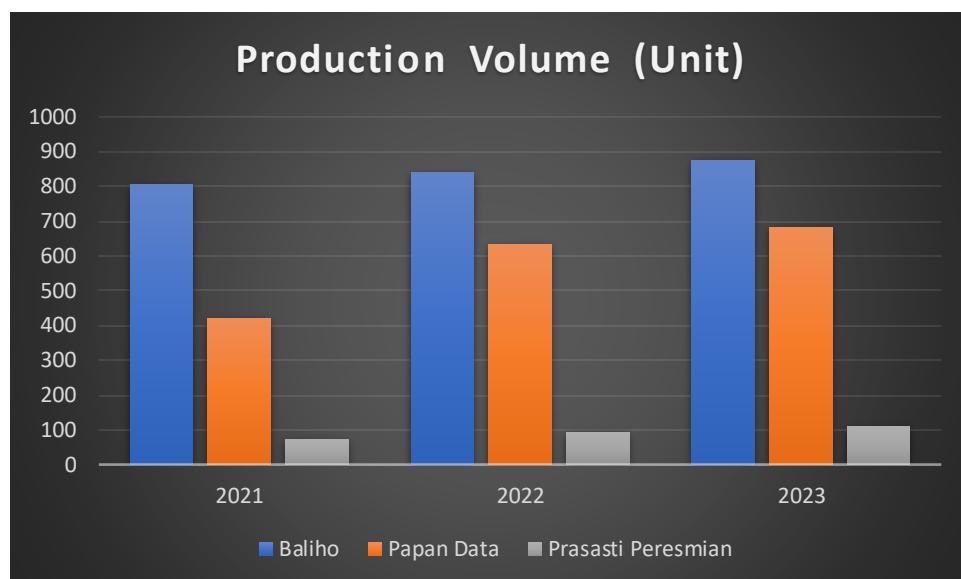


Figure 1. Graph of CV Rijiki Advertising's Production Volume

CV Rijiki Advertising recorded a growth in production volume for all printing categories during 2021 to 2023. The products analyzed included billboards, data boards, and inauguration inscriptions. In the period from 2021 to 2023, billboard production showed a significant increase. In 2021, the billboards produced totaled 805 units. In the following year, there was an increase in production to 839 units, and again increased to 875 units in 2023. This increase reflects a growth of around 4.2% per year, which indicates that the market need for outdoor promotional media is still increasing. Databoard products show the most significant increase compared to other products. It was recorded that in 2021, data board products amounted to 420 units and immediately jumped to 632 units in 2022 and then experienced growth again to 683 units in 2023. This figure shows an increase in output of 50.5% from 2021 to 2022 and 8.1% from 2022 to 2023. This increase is likely due to the increasing need for visual information boards in the government and education sectors post-pandemic. The production of the inauguration inscription also experienced positive growth. From 72 units in 2021, it increased to 93 units in 2022, and further reached 110 units in 2023. This increase in production shows an increase in awareness of business identity among MSME actors and institutions that require an inauguration inscription for branding and identification purposes.

Overall, the data illustrates a positive trend in the development of CV Rijiki Advertising's printing business. The increase in production volume every year indicates the post-pandemic economic recovery and the success of the company's business strategy in responding to market needs. In addition, this also shows the potential for the MSME printing sector to continue to grow if supported by product innovation, proper marketing, and regulatory support from local governments.

Factors Affecting Production Volume Trends

Several internal and external factors that have been identified affect revenue changes, including: 1) Product Innovation: Diversification of printing services including digital branding and merchandise services; 2) Digital Marketing: The use of social media and local marketplaces as effective promotional channels; 3) Partnerships with Local Agencies: The existence of government projects involving promotional and printing services and; 4) Changes in Consumer Behavior: Increased demand from other business actors who are also adapting to the new normal.

CONCLUSION

The trend of CV Rijiki Advertising Tolitoli's production volume shows an increasing pattern since 2021, indicating a positive recovery in the MSME printing sector. These changes are driven by the adaptation of production and marketing strategies, product diversification, and increased market demand. The recommendations of the results of this study are: 1) Expanding the partnership network with government agencies and other MSME actors; 2) Increasing investment in digital printing technology and online ordering systems and; 3) Participating in creative business training and certification from related institutions to increase competitiveness.

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