



## Implementation of The Concept of Niteni, Nirokke, Nambahi In Increasing Sales of Putra Tabah UMKM In Giwangan Main Market, Yogyakarta

Widya Astuti<sup>1</sup>, Engga Tri Cahyono<sup>2</sup>, Clarisa Nindya Franselina<sup>3</sup>, Fariz Najwa Hanan<sup>4</sup>, Nabilla Zhara  
Anasya<sup>5</sup>, Susana Ema Kelen<sup>6</sup>, Azwar<sup>7</sup>

<sup>1,2,3,4,5,6,7</sup> Faculty of Economics and Business, Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia

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### ABSTRACT

This study aims to implement the concept of Niteni, Nirokke, Nambahi in an effort to increase sales of UMKM Putra Tabah located in Giwangan Main Market, Yogyakarta. UMKM Putra Tabah is a vegetable trading business that has been operating since 2010 and is now managed by the second generation. Niteni will be implemented by observing the best practices of other successful business actors, in order to understand effective marketing and management strategies. Furthermore, through Nirokke, this UMKM will imitate or adapt digital marketing methods to increase the reach and visibility of its products. Finally, the Nambahi concept will be used to add value to products by introducing new variations and attractive offer packages for customers. Through this study, it is hoped that concrete steps can be identified that can be taken to increase sales and competitiveness of UMKM Putra Tabah. This study not only aims to improve the performance of UMKM Putra Tabah, but also provides a model for other UMKM in facing increasingly competitive market challenges

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### Corresponding Author:

Widya Astuti

Faculty of Economics and Business, Universitas Sarjanawiyata Tamansiswa,  
Yogyakarta, Indonesia

Email: [widyastuti2223@gmail.com](mailto:widyastuti2223@gmail.com)

## 1. INTRODUCTION

UMKM are Micro, Small, and Medium Enterprises that can be owned by individuals, groups, or business entities that have met the criteria according to the Law [1]. UMKM have a strategic role in national economic development, especially in the trade sector. Proven by the resilience of UMKM to the 1997 monetary crisis, more than 95 percent of this business sector was able to survive in the midst of the national monetary collapse [2].

Micro, small, and medium enterprises (UMKM) are the most widely used economic businesses by Indonesian people as a way to earn income. UMKM play an important role in the Indonesian economy because they not only absorb labor (having a percentage of 90% compared to large businesses), but can also market their local products to the global market [3]. This shows that UMKM are driving

the economy and making a major contribution to the Indonesian economy. Because they are labor-intensive businesses, UMKM can absorb labor, thereby helping the government overcome unemployment rates in Indonesia [4].

The strategic role of UMKM has also been proven by experience in various countries, such as Japan, China, Korea, and Thailand. In these countries, UMKM function as dynamic economic actors, contributing to the industrialization process by creating harmonious synergistic relationships between UMKM and large companies. This coexistence produces efficiency and increases competitiveness in the global market [5].

The Micro, Small, and Medium Enterprises (UMKM) sector is one of the main pillars of the national economy. In addition to contributing to the absorption of labor, this sector also plays an important role in income distribution and becomes a forum for community socio-economic activities. UMKM will be able to survive and compete if they are able to implement good management. Management in general includes marketing, production, human resources (HR), and finance [6].

Government Regulation Number 7 of 2021 regulates the criteria for Micro, Small, and Medium Enterprises (UMKM) based on two main aspects, namely business capital and annual sales results. The business capital criteria for micro businesses are set at a maximum of IDR 1,000,000,000.00 (one billion rupiah), excluding land and buildings for business premises. Meanwhile, small businesses have business capital of more than IDR 1,000,000,000.00 up to a maximum of IDR 5,000,000,000.00 (five billion rupiah), and medium businesses have business capital of more than IDR 5,000,000,000.00 up to a maximum of IDR 10,000,000,000.00 (ten billion rupiah).

In terms of annual sales results, micro businesses are limited to a maximum of IDR2,000,000,000.00 (two billion rupiah), small businesses have annual sales results of more than IDR2,000,000,000.00 up to a maximum of IDR15,000,000,000.00 (fifteen billion rupiah), and medium businesses have annual sales results of more than IDR15,000,000,000.00 up to a maximum of IDR50,000,000,000.00 (fifty billion rupiah).

For business actors who have been operating before this provision came into effect, the annual sales result criteria are used to provide convenience and protection for UMKM that meet these provisions. In addition, the nominal value of this criterion can be adjusted to economic developments, thus providing flexibility in grouping UMKM according to dynamic market conditions. With this regulation, it is hoped that UMKM can develop sustainably and get the support needed for their business growth, and understand the right category in order to take advantage of the various facilities and protections available from the government and other related institutions.

UMKM Putra Tabah, which operates in the Giwangan Main Market, Yogyakarta, faces various challenges in marketing and distributing its vegetable products. One of the main problems faced is the low quality of human resources (HR) involved in the marketing process.

In the context of UMKM development, the quality of human resources is a very important element. However, many UMKM actors still face several significant obstacles related to the ability, skills, expertise, and professionalism of human resources (HR) which are generally still relatively low [5].

Many collectors and traders in this market still rely on conventional marketing methods, such as waiting for buyers to come to the stall or relying on regular customers. This shows a lack of knowledge and skills in more effective modern marketing strategies, such as utilizing social media or e-commerce platforms to reach a wider market. This condition is caused by the lack of training and education for traders on innovative marketing techniques. Without increasing human resource capacity, their business development potential will remain limited. Therefore, a training program is needed that can improve marketing capabilities, so that UMKM such as Putra Tabah can compete better in an increasingly competitive market and expand their market reach.

Therefore, this proposal proposes the application of the 3N concept (Niteni, Nirokke, Nambahi) to increase the capacity of vegetable collector businesses in order to increase their competitiveness and sales.

The concept of Niteni, Nirokke, Nambahi which comes from the Javanese learning philosophy was chosen as an approach in developing this UMKM. This concept emphasizes the process of observation (niteni), imitation of best practices (nirokke), and innovation (nambahi) which are in line with the needs of UMKM development in the modern era.

Niteni comes from the root word "titen" which refers to the ability to recognize and capture the meaning of an object carefully, such as nature, characteristics, procedures, and truth. Niteni can be interpreted as the process of searching for and finding the meaning of an object observed through the five senses. In this context, niteni is a cognitive process which according to Ki Hadjar Dewantara is called "cipta", namely the power of thought that aims to find the truth through observation and comparison of objects to understand their differences and similarities [7].

The concept of nirokke and nambahi is translated as imitation and development or addition of value. These two concepts are interrelated because they are in the realm of applying the niteni process. Ki Hadjar Dewantara associates both with "will or intention" that appears together with the results of thoughts and feelings. The difference between nirokke and nambahi lies in the level and process of creativity.

Nirokke or imitation is a natural trait that has existed since childhood [8]. Children tend to want to imitate everything that catches their attention, so that many of their abilities and behaviors are formed through the process of imitation, especially from their parents. This process is important because it helps children educate themselves through experience, even in imaginary contexts. Meanwhile, nambahi is a continuation of nirokke, where a creative and innovative process occurs to give new colors to the model being imitated. In this case, Ki Hadjar Dewantara emphasized that we do not only imitate, but must also process what has been learned. The nambahi process is expected to develop in students, so that they are able to create something new from what they have imitated [8].

## **2. METHOD**

The research method uses a qualitative approach with data collection techniques through direct observation and in-depth interviews. Through a qualitative approach, this study shows how traditional philosophy can be applied in a modern business context to improve the performance of UMKM. The results of the study indicate that the application of the 3N concept (Niteni, Nirokke, Nambahi) can increase the competitiveness and sales of UMKM through three stages: (1) Niteni: in-depth observation of product quality and consumer needs, (2) Nirokke: adoption of digital platforms and modern marketing systems, (3) Nambahi: development of product variants and improvement of customer service. This study provides a practical contribution to the development of UMKM in the vegetable trading sector in facing competition in the digital era.



Figure 1. Implementation of Putra Tabah UMKM strategy through the 3N concept

### 3. RESULTS AND DISCUSSION

UMKM Putra Tabah is a vegetable trading business located in Giwangan Main Market, Yogyakarta. Established in 2010, this business is a family legacy that is now managed by the second generation, namely Mr. Sulistiyo and Mrs. Suwarti. In its development, this business not only continues the family tradition but also opens up opportunities for the next generation, with a succession plan to the third generation which will be implemented in the next two years.

This success was achieved through the application of the traditional Javanese learning concept, namely 3N (Niteni, Nirokke, Nambahi), which has helped UMKM Putra Tabah in facing operational challenges amidst tight competition and other challenges faced by traditional markets. The following are the results and discussions of each stage of the strategy implementation.

#### 3.1 Niteni Stage (Observation)

The Niteni stage at Putra Tabah UMKM helps consumers understand product quality and their needs. To increase competitiveness in the competitive traditional market, visual inspection, aroma analysis, and texture of vegetables ensure that only high-quality products are offered to customers. In addition, consumer needs analysis shows that product quality and variety are the most important things.

The observation results show that a deep understanding of the dynamics of the Giwangan market, including high demand and price fluctuations, to remain competitive with competitive prices. Analysis of price competition at the Giwangan Main Market provides strategic insights that help in determining the right price and improving service quality. As a result, the Niteni stage improves product quality and allows UMKM to adapt to changing market needs.

#### 3.2 Nirokke Stage (Imitate and Adapt)

Nirokke Stage UMKM Putra Tabah received advice on best practices that can improve their competitiveness in the market. One of the main steps is to optimize the online platform which aims to facilitate transactions for customers and expand market reach. This UMKM can improve operational efficiency and reach more customers by using digital technology.

In addition, it is recommended to use a digital marketing system to attract more customers with modern marketing techniques that are in line with current trends. In today's digital era, UMKM face complex situations with opportunities and challenges that come and go. Digital technology has opened

up opportunities for UMKM to expand consumer reach and increase revenue. However, this also brings challenges in the form of increasingly fierce competition and increasing consumer expectations [9]. Digital marketing is now one of the marketing methods that is in great demand by the public to support various activities carried out. Gradually, people began to abandon the traditional marketing model and switch to modern marketing through digital marketing [10].

This strategy not only helps UMKM Putra Tabah keep up with developments, but also allows them to take advantage of technological opportunities to increase sales and customer relationships. Putra Tabah can maintain product quality and reduce waste by implementing best stock management practices, such as the FIFO (First In, First Out) system. The results of the Nirokke stage show that digital transformation not only improves operational efficiency but also allows UMKM to adapt to market changes quickly. Therefore, Putra Tabah UMKM are expected to succeed in creating more effective and responsive sales channels to customer needs, as well as reducing waste and operational costs through better stock management. This shows how important it is to incorporate technology into business strategies if we want to survive and thrive in the digital era.

### **3.3 Nambahi Stage (Development and Improvement)**

At the Nambahi stage, Putra Tabah UMKM focuses on making significant developments in its business. To expand product choices and attract more customers, the first step taken is to add new types of vegetables. By providing various types of vegetables, this UMKM can meet the diverse needs of consumers. In addition, Putra Tabah UMKM's main priority is to improve customer service, with the aim of improving customer experience through better and more responsive service. With this action, it is hoped that Putra Tabah UMKM can increase distribution and increase customer loyalty.

In the context of highly competitive competition, the application of the 3N concept (Niteni, Nirokke, Nambahi) allows this UMKM to strengthen the quality of their products and services. Through the application of the 3N concept, Putra Tabah UMKM has succeeded in utilizing local philosophy in a more modern business strategy. The integration of traditional values with digital innovation helps Putra Tabah maintain its position as one of the main suppliers of vegetables in Yogyakarta.

This development model shows that local philosophies such as 3N can be an effective guideline in facing the challenges of the modern market and increasingly fierce competition. This success is an example that micro-enterprises can survive and thrive amidst market changes through adaptation, collaboration and innovation.

## **4. CONCLUSION**

The implementation of the Niteni, Nirokke, and Nambahi concepts is expected to increase sales and competitiveness of Putra Tabah UMKM in Giwangan Main Market, Yogyakarta. Through the Niteni stage, this UMKM can identify product quality and consumer needs, which allows them to adjust their offerings to market demand. In the Nirokke stage, optimizing online platforms and adopting digital marketing systems helps expand market reach and improve operational efficiency. Finally, the Nambahi stage focuses on product development and improving customer service, which not only improves consumer experience but also strengthens customer loyalty. The results of this study indicate that the integration of technology and best practices in management can provide the competitive advantage needed to survive in an increasingly competitive market.

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