

Implementation of Digital Marketing Strategy in MSME Development in Candisari Ungaran Village

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ABSTRACT

Candisari Village is a village where some of its MSMEs have utilized digital marketing platforms. With the rapid development of technology, the digital world and the internet have also impacted the field of marketing. The marketing trend, which was initially conventional (offline), has now shifted to digital (online). This study adopts a qualitative approach and descriptive analysis approach, which means using a qualitative approach to understand and describe the implications of analysis principles contained in MSMEs' digital marketing strategies. The research aims to gather information about digital marketing strategies for the development of micro, small, and medium-sized enterprises (MSMEs). The digital marketing strategies implemented by food and beverage MSMEs in Candisari Village include marketing through social media platforms and various e-commerce applications such as GrabFood, GoFood, and ShopeeFood. To promote their businesses, the majority of MSMEs utilize Instagram, Facebook, TikTok, and WhatsApp as platforms to upload attractive photos and videos of their products on their Instagram accounts, including Instagram Reels, Instagram Feed, and Instagram Stories. Overall, MSMEs in Candisari Village have experienced progress and healthy competition in business development after implementing digital marketing strategies, leading to the advancement of their businesses.

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1. Introduction

In this fast-paced era of increasingly sophisticated technology, humans are able to carry out various activities at home or in the office without having to jump directly into the field. With the existence of internet technology, humans can do many things such as doing business, one of which is Micro, Small and Medium Enterprises. Micro, Small and Medium Enterprises (MSMEs) in Indonesia are arguably growing very rapidly. In 2017, the number of MSMEs in Indonesia has reached 59.2 million. For now, MSMEs that have utilized online platforms in marketing their products have reached 3.79 million. This number is around 8% of the total MSME players in Indonesia. (Kementrian Koperasi dan Usaha Mikro Kecil dan Menengah, 2017) In 2019, digital

marketing has been widely used by various groups. For example, developments in the digital marketing business that have been running, almost all promotional methods are carried out by digital marketing, including virtual reality (a digital marketing strategy that can be done by a company in promoting its product or brand), Instagram Stories (digital promotion through videos or product photos introduced in insta stories).

Several MSMEs in Candisari Village have used digital marketing platforms to their advantage. The internet and the digital world clearly have an impact on the field of marketing with rapid technological advancements. Marketing trends that were previously conventional (offline) gradually became digital (online). Digital marketing is more forward-looking as it allows potential buyers to research things in-depth and make transactions online. In order for the business of MSME players to continue to grow, they must also be creative in marketing their products and services.

Social media today uses digital marketing as an intermediary for marketing communication, one of which is by using media as a promotional tool, to introduce goods or services in the modern world.

Customer loyalty is one of the company's main tools to maintain its business. Marketing should be inventive to attract new customers and inventive to retain existing customers using the company's goods and services repeatedly. This is known as "digital marketing" in today's marketing industry because it allows marketers to use digital media, not just conventional media, such as print and electronic media, for advertising purposes. Marketers provide the possibility to streamline distribution through various digital platforms to connect with customers and win their loyalty.

Along with changes in people's behavior that pay more attention to the internet, it becomes a challenge for the culinary business itself in marketing products online. Consumers are more actively looking for what they want using online media because they can access various information easier than before. As for digital marketing, all culinary business owners do not always have to promote clearly. In essence, Digital marketing can include the ability to do many things that can reach consumers. (Philip Kotler dan Gary Armstrong, 2007) Meanwhile, MSME actors in Candisari village still lack understanding of Digital Marketing so that the business they run is not so developed.

MSMEs must first understand the idea of digital marketing before they can execute it. so that MSME actors at the end of the road succeed and correct in utilizing digital marketing. This is so that an effective marketing strategy can be supported by effective advertising. Since awareness and intention are key factors in purchasing decisions, the efficacy of advertising goes beyond product sales to psychological and cognitive components as well. (Wibowo, 2020) That way, it can build MSME product branding that is known by the wider community. (Jain, 2015) Starting with providing socialization and training related to digital marketing. The provision of training can help MSME actors understand the importance of marketing, increase influence within their MSMEs, and still have competitive edge.

MSMEs can use Google Business services, such as Maps and search. So that it can help customers in finding the location of MSMEs (Naimah, Rahmatul Jannatin, 2020). In addition, MSME players can also use social media to reach a wider area and customers with little cost and no time limit (Andi Hendrawan, Ferri Kuswantoro, 2019). The use of social media can establish long-term relationships between MSME actors and customers through online communities, so that MSMEs can track and know customer behavior (Cox, 2012). Facebook, Instagram, Twitter, websites, Youtube, Tiktok, and other social media platforms are selectable. MSMEs can showcase and introduce themselves or their products to communities or individuals through whatever social media they use. Aspects of consumer behavior, product awareness, information acquisition, opinions, purchasing behavior, communication, and post-purchase evaluation are also

significantly influenced by digital marketing. All these various factors work together to strengthen the company's competitive position, which ultimately results in more sales.(Bång, 2015)

This paper is based on the argument that a lack of understanding of digital marketing in Micro, Small and Medium Enterprises can have a positive impact on the continuity of a business. In order to have a beneficial effect on the longevity of the company, innovation and effective marketing management are necessary when developing a business. It should be understood that the development of Micro, Small and Medium Enterprises largely depends on the inventiveness of those involved in building a digital marketing strategy. so that these companies can progress and develop and maintain their competitiveness in a fierce competitive environment. This can be seen from several previous studies that state that MSMEs must innovate their business models, ranging from their products to marketing and other systems. This requires the development of knowledge and introduction to new strategies that are not yet known to MSMEs (Alwi & Handayani, 2018)[(Ade Onny Siagian, 2021) advanced MSMEs cannot be separated from the persistent efforts of the actors with their creativity so as to produce something new and have competitiveness (Sutipyo, 2014)(Andi Hendrawan, Ferri Kuswanto, 2019) . When the level of creativity is in line with good marketing strategy management in developing Micro, Small and Medium Enterprises, it will have a positive impact on the continuity of the business, so that it can continue to exist and grow.(Hana Rengganawati And Yuyun Taufik, 2020) (Dian Azmi Fadhilah And Tami Pratiwi, 2021a)

Based on this background, this study aims to determine the influence of digital marketing on sales, marketing strategies, and constraints in implementing digital marketing for MSME actors.

2. Materials and Methods

This research uses a qualitative approach and a descriptive analysis approach, namely a qualitative approach to understand and describe the implications of analytical rules contained in MSME digital marketing strategies.(Sugiyono, 2019) Researchers use this methodology to highlight the most important things in an event or phenomenon of the one under study. This research was conducted in Candisari Village, Ungaran Regency and the informants in this study were the MSME actors themselves. Informants are important objects in a study. Informants are also defined as people who are used to provide information about the situation and background conditions of the research site.

Researchers used descriptive qualitative research design in this study to learn more about digital marketing techniques for the growth of micro, small, and medium enterprises. Ten informants were interviewed using observation and interview methods. Since the purpose of the study is to explain and analyze the topic under study, a qualitative approach is used. However, this research was limited to Candisari Ungaran Village.

3. Results and Discussions

1. Description of the object of study

Candisari Village is one of the villages located in Candisari District, Ungaran Regency. Most of the population make a living as farmers, factory workers and carry out entrepreneurial activities. The location of Candisari village is under the slopes of Mount Ungaran which makes its location very strategic as a tourist area, so many surrounding communities take advantage of the layout of the village as culinary tourism.

Understanding and Knowledge of Food and Beverage MSME Actors in Candisari Village. Various research perspectives due to the development of the times and marketing trends, in maintaining their business in an era of fierce competition. One of the strategies that can be done to develop Micro, Small and Medium Enterprises is through marketing strategies using digital

marketing methods. This study aims to find out what and how digital marketing strategies are used by Ungaran Micro, Small and Medium Enterprises in maintaining and increasing business profits.

With the development of the times, a technology is also growing rapidly. One of them is a marketing system or marketing trend. The rapid development of technology, not far from everything related to the internet and the digital world, with the existence of digital marketing strategies applied to a business allows interest to arise in people's purchasing behavior. What was initially unknown, with this digital technology, a business can be accessed and conveyed to potential customers through virtual media.

Not only that, the impact of a digital strategy applied to a business also makes it easier for potential customers to transact in terms of payment. Now payment activities are shifting online, which previously payments were made conventionally (offline), with the existence of digital technology allows prospective customers to decide on purchase decisions, because it is considered easy and practical.

Digital marketing consists of social media, e-commerce and online marketplaces that are designed in such a way as to be integrated with one another. Digital marketing is built by connecting websites and social media, so that potential customers get the convenience to order the products offered. Some things that must be considered are understanding and knowledge of digital marketing by food and beverage MSME actors.

The implementation of digital marketing strategies for food and beverage MSMEs in Ungaran Regency, especially those carried out on MSMEs in Candisari Village, was identified as a problem by researchers. Based on this, researchers conducted interviews with MSME players to find out more about how to implement digital marketing strategies for MSMEs.

Related to the question asked by researchers about the knowledge and understanding of Food and Beverage MSME actors in Ungaran district, Candisari Village about digital marketing, "Micro, Small and Medium Enterprises business or commonly known by the abbreviation of MSME business was initially carried out by conventional marketing only, where business actors only put their product display in stores or entrusted it to people's stores. There are also those who directly offer to their closest friends mouth to mouth. However, with the development of the times followed by increasingly advanced technology, MSME business actors inevitably have to learn about what technology is, especially in utilizing their business progress. It is undeniable that almost all corners of the world we have used the internet as an intermediary medium in interacting, MSME business actors have now utilized technology as a medium to help promote their business products, one of which is by implementing digital marketing strategies"

By studying the use of digital marketing through social media, MSME players believe that by implementing digital marketing in their business they can further expand market reach and greatly facilitate their business activities.

They claim that utilizing social media platforms like Instagram, TikTok, WhatsApp, Facebook, and others as intermediaries allows them to sell their wares extensively. Utilizing social media today, according to them, digital marketing is the best choice and offers a number of advantages for MSME business owners. By promoting their products through the creation of interesting content, which is then uploaded to their MSME Business social media profiles.

Not only that, according to them, the strategy of implementing digital marketing is a step that makes it easier for consumers to make purchases and payments, in this day and age many people are reluctant to go out and buy directly to business outlets. Therefore, these MSME players provide delivery services by registering their business products on e-commerce platforms such as grabfood, shopeefood and gofood from the three platforms which are often accessed by consumers.

The answers from the results of the interviews that have been conducted, the average

answers they give are similar. Business actors can disclose what digital marketing is. Although they cannot express the meaning of digital marketing well, in essence they already understand and understand enough about digital marketing. MSME business actors have also understood and known about the implementation of marketing strategies with digital marketing methods even though only in outline. This can be seen from the implementation of digital marketing strategies that have been carried out such as by using Instagram, tik-tok, whatsapp, facebook and several order delivery services such as, grabfood, gofood and shopeefood. According to them, the use of digital marketing strategies is very helpful in promoting the products they sell, and is very beneficial for the sustainability of their business activities in the long term, because digital marketing can add broad access to potential customers. Not only that, digital marketing can facilitate the buying activities of potential customers, simply by ordering without having to come directly to the sales outlet. So that the digital marketing strategy has a good influence on MSME owners.

2. Implementation of Digital Marketing Strategy in MSME Development in Candisari Ungaran Village

The digital marketing strategy carried out by micro, small and medium enterprises in Seppong Village certainly has an impact on MSME businesses, so that the welfare level of sellers and employees who work in the business also increases. Marketing carried out to micro, small and medium enterprises in Candisari Village was initially simple, relying only on their respective sustenance, with only capital to attract customers simply, namely by pouring food or beverage menu paper to every customer who passed in front of the stands of these business actors.

Following the emergence of social media as a means of digital marketing, MSME players in Candisari Village gradually began to market their products on social media by uploading pictures or videos of their goods as attractive as possible and making caption designs to be installed on the platform. such as Facebook, Instagram, and WhatsApp. so that other social media users can see the food or goods they market. MSME players use social media as an online discussion forum platform, how to record customer desires, how to respond to consumers, and a place to advertise their goods or food. They also use it as a basis for business choices.

In the application of digital marketing strategy, Mr. Rubis said that in the application of marketing strategy they do promotion to social media so that the product can be seen by everyone and influence the level of the product being marketed so as to generate profits. The policies carried out by MSME actors in Seppong Village are in accordance with what Dian Azmi Fadhilah & Tami Pratiwi said that digital marketing has a huge influence on product marketing because it can increase sales volume and profits. (Dian Azmi Fadhilah And Tami Pratiwi, 2021b) From what was expressed by Dian Azmi & Tami Pratiwi agreed, we see that MSME actors have felt that the application of digital marketing in the current era is very important for the MSME community.

In a study conducted by Dian Azmi Fadhilah and Tami Pratiwi entitled "Strategic Marketing of MSME Products Through Digital Marketing", the author stated that in addition to offering finely guided digital marketing workshops to the government, training to encourage creativity should also be offered. With the help of these sessions, business leaders can target their market online as well as offline, making their target market wider. Because of its very strategic location, it is often used as a place to relax with family or relatives, the selling price of business actors is also relatively low or affordable, and the service is quite good, over time this business has become increasingly known to many people in various regions. Carried out by business actors to customers so that customers feel comfortable and satisfied with the services of the company.

So broadly speaking, the application of digital marketing strategies carried out by MSME players in Candisari Village has run well with the existence of a marketing system through offline and online by marketing their products to the visiting community by offering their trading menus

and promoting their products through social media so that they can be more advanced.

3. The Impact of Digital Marketing Utilization by MSME Actors in Candisari Village

Digital marketing is one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitalization. With digital marketing communication and transactions can be done at any time / real time and can be accessed throughout the world, one can also see various goods through the internet, most information about various products is already available on the internet, ease of ordering and the ability of consumers to compare one product with another.

The business world and the economy have felt the impact of the COVID-19 pandemic. In a relatively short time, business people have to rack their brains and work harder to identify marketing strategies since social distancing and Large-Scale Social Restrictions (PSBB). To survive in pandemic conditions last year, business actors must intensively promote their businesses so that their businesses survive. One of the efforts that can be done by business owners in maintaining their business is to apply digital marketing strategies to their business. Digital marketing is very effective in reaching a wider market.

From the results of interviews that have been conducted by researchers on several MSMEs, it is said that the impact of utilizing digital marketing on sales turnover is actually not too significant. From the data above, it can be seen that the turnover generated by a number of MSMEs tends to increase and some even decrease. According to MSMEs, the increased turnover is due to many enthusiasts from online.

Although the impact of implementing digital marketing is not too significant on sales figures, digital marketing has an important and very influential role in maintaining a business to survive and be able to compete with other businesses. Through the application of digital marketing, consumers more easily find business starting points, and can meet consumer needs and desires.

Then the development of MSMEs in Candisari Village after implementing a digital marketing strategy, so that it has progressed because it can increase the sales turnover of micro, small and medium enterprises. As stated by Mrs. Maya Sari said that before getting to know digital marketing, the reach of consumers was only limited to the seppong village area so that the products sold could be known outside of the area. After the existence of digital media, MSME players are increasingly easy to market a product or food so that from year to year the reach of consumers is wider, information is delivered faster, costs are relatively less than online marketing, for example holding marketing events in certain locations and fast Return of investment (ROI) means revenue generated from promotional costs, marketing, or spent ads.

According to Darwanto, in observing the growth of MSMEs in the economy in Indonesia, MSMEs as part of the economy must also further increase competitiveness by innovating. Competitive advantage based on innovation and creativity must be prioritized because it has durability and also a longer period of time. (Yuli Rahmini Suci, 2017) So that it can develop the business and can continue to progress. As stated by Darwanto's theory that MSME players must further increase competitiveness by innovating so that MSME players can develop their businesses and can continue to advance. However, with the advancement of technology does not demand the possibility of MSME players not cheating with such high competition, business people use ways to get profits, even business people often ignore ethics in marketing their products, as a result fellow business people often clash interests. However, in Candisari Village, each business actor focuses on their business and in conducting competition, they compete healthily.

So broadly speaking, MSME players in Candisari Village have felt the development after the digital marketing was implemented and made their businesses more advanced and competition

in developing their businesses healthily.

4. Conclusion

The digital marketing strategy that has been carried out by Food and Beverage MSME players in Candisari Village is in the form of marketing through social media facilities and several e-commerce applications such as grabfood, gofood and Shopeefood. To promote their business, the majority of them use Instagram, Facebook, TikTok and WhatsApp as a place to upload a number of product photos and videos as attractively as possible on their Instagram accounts, such as on Instagram reels, Instagram feeds and Instagram stories. As for whatsapp media they do promotions to the closest consumers by ordering internally. The results of digital marketing strategies in increasing profits or business profits have not been so significant. However, digital marketing methods can have a positive impact on the sustainability of MSMEs in Candisari Village, in particular. With digital marketing, business actors can easily promote their business products by being able to reach consumers more widely. Not only that, digital marketing also makes it easier for consumers to buy food and beverages without having to come to MSME outlets directly. This can provide comfort and convenience for consumers so that it has a good influence on MSME owners. So broadly speaking, MSME players in Candisari Village have felt the development after the digital marketing was implemented and made their businesses more advanced and competition in developing their businesses healthily.

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