

Analysis of Digital Marketing Utilization for MSMEs in Dayeuhluhur District

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Abstract

The challenges of MSMEs as the spearhead of the country's economy due to the flow of globalization and the rapid advancement of information technology coupled with the Covid-19 pandemic that occurred, required a breakthrough in the field of marketing digitalization to reach a wide market and maintain the sustainability of the MSME economy. This study aims to determine the extent to which the implementation of the use of digital marketing in MSMEs in Dayeuhluhur district can be applied. The method in this research is descriptive qualitative with data collection techniques using in-depth interviews and field observations of MSME actors in the Dayeuhluhur sub-district. Data analysis and processing is carried out through the process of data reduction, data presentation, and conclusion drawing.

keywords: MSMEs, Digital Marketing

Research Background

Micro, Small, and Medium Enterprises (MSMEs) are the basis of a people's economy that can protect the stability of national economic resilience. The contribution of MSMEs to the economy and the business sector in Indonesia reached 98.7%. This figure continues to experience significant development from year to year. This affects Indonesia's GDP (Gross Domestic Product), which reaches 36.82%; indirectly MSMEs are the spearhead of the Indonesian economy, which is very vital and affects the sustainability of the national economy (Ministry of Industry, 2019). Currently, the COVID-19 pandemic has had an impact on the decline in people's purchasing power. The imposition of restrictions on community activities (PPKM), the limited capital and resources, as well as insufficient business understanding have made many MSMEs have to go out of business when faced with the Covid-19 pandemic.

Open mind, creation, and innovation are the main keys to the growth of MSMEs. Micro, Small, and Medium Enterprises innovate in marketing their products by utilizing digitalization to increase their sales. As current conditions hinder conventional marketing activities, digital marketing is one way to maintain the continuity of MSMEs. Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries, and potential consumers. Digital marketing makes it easy for business people to monitor and provide all the needs and desires of potential consumers. Potential consumers, too, can enjoy the simplified process of searching and obtaining product information only by browsing the virtual world (Purwana ES, Dedi, Rahmi, Aditya, 2017). Despite the advantages, digital marketing facilities have not been fully realized and understood by MSMEs actors, especially in Dayeuhluhur sub-district.

In general, food production, agriculture, automotive, and entertainment dominated MSMEs in the sub-district. From observations made by researchers, agricultural products such as

red chili and spices such as nutmeg, cardamom, and pepper are especially outstanding. In addition to good quality agricultural products, the sub-district also have produce comestibles. Beneficial palm sugar, in particular, is strongly tied with the district. A number of places to enjoy local menus can also be easily found on the side of the street around the sub-district.

The government and associations of entrepreneurs of the Dayeuhluhur sub-district have formed an establishment called SINERGITAS for MSMEs actors in the sub-district. The institution utilizes all available resources to facilitate and support the advancement of the MSMEs in the sub-district. The establishment is expected to provide comprehensive assistance in the form of training, development, and even marketing through the existing connections with the government as well as digital marketing through Plaza Dayeuhluhur, which was created to help the MSMEs in the sub-district to market their products all around the country.

The actors of Micro, Small, and Medium Enterprises in Dayeuhluhur district have sufficient knowledge of digital marketing and have used E-Commerce as a strategy to sell their products. For this reason, the researchers in this study made an in-depth observation to analyze the implementation of digital marketing media in MSMEs in the sub-district. Researchers analyzed that 90% of Dayeuhluhur MSMEs use social media such as Facebook, Instagram and Whatsapp to market their products, while some of them use conventional marketing through transactions with collectors or middlemen, especially for food and agricultural products.

Theoretical Review

Digital marketing

Digital marketing can be defined as marketing activities including branding using various web-based media (Sanjaya & Tarigan, 2009). E-Marketing or digital marketing is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, communicate on a global scale, and change the way companies do business with customers (Ali, 2013). Digital marketing is marketing using the application of digital technology. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing). E-Marketing is a marketing process that uses electronic communication technology, especially the internet. The role of digital marketing strategy can be important in keeping up with digital technology developments and developing plans to attract consumers and direct them to a mix of electronic communication and traditional communication (Chaffey, Chadwick, Mayer, & Johnston, 2009).

Digital marketing has become one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitalization. Some companies are gradually starting to leave the conventional marketing model and switch to modern marketing. With digital marketing, communication and transactions can be done any time (real time) and can be accessed all over the world. One can also view various goods via the internet; most of the information about various products is already available on the internet, making it easy for customers to compare a product with others. Furthermore, consumers can now enjoy the easiness when ordering the products they want (Kotler & Keller, 2008).

Characteristics of digital marketing

Ali Hasan (2013) states that digital marketing has the following characteristics: 1) the efforts to increase business interactivity with customers depend on technology; 2) there is an electronic dialogue (interactive technology) to provide access to information to customers (communities, individuals), and vice versa; 3) the efforts to conduct all business activities

including research, analysis, and planning to find, attract, and retain customers happen through the internet; 4) the efforts to increase the acceleration of buying and selling goods and services, as well as information and ideas happen via the internet.

Today's digital marketing relies on the type of audience communication. It revolves around managing and utilizing various types of digital marketing channels (Ponde, 2019). Electronic customer relationship management can be applied by MSMEs by: 1) using a website and online social media presence for prospect development through conversion to online or offline sales using email and web-based content to encourage purchases; 2) managing customer profile information; 3) managing customer contact options via mobile, email and social networks to support up-sell and cross-sell; 4) Adding data to improve targeting; 5) providing online personalization or mass customization facility that automatically recommend the next best product; 6) providing online customer service facilities (such as question and answer, call-back and chat support); 7) managing the quality of online service to ensure that first-time buyers have a great customer experience that encourages them to buy again; 8) managing the multichannel customer experience as they use different media as part of the buying process and customer life cycle (Chaffey et. al 2015).

Digital marketing is used to build brand awareness as an effort to provide information, promote, and remind the public about a product (Oktaviani and Rustandi 2018). The effectiveness can be applied to build brand awareness for MSMEs' products. This, for once, can be done by managing social media such as Instagram to carry out promotional activities such as advertisements, taglines, and sales promotions Sulaksono & Zakaria (2020) revealed that increasing the knowledge of and managing digital marketing and social media is important for MSMEs to improve their marketing and profits. Wardhana (2015) found that digital marketing strategies have an effect of up to 78% on the competitive advantage of MSMEs in marketing their products. The use of digital marketing has several advantages, including: 1) the target can be set according to demographics, domicile, lifestyle, and even habits; 2) quick results are available so that marketers can take immediate corrective actions or changes if they feel something isn't right; 3) much cheaper cost compared to conventional marketing means; 4) wider coverage as it is not geographically limited; 5) can be accessed at any time/not limited by time.

Factors that influence the use of digital marketing

Many factors influence or encourage MSMEs to use digital marketing, including relative advantages, top management support, culture, environment, innovation, and ICT knowledge (Albar, Hoque, 2017; Ahmed et al, 2015). According to Hasan and Huda (2013), the challenges in using e-commerce include the lack of education which hinder the use of e-commerce; the lack of privacy policies; the absence of the good agreement on goods delivery policies; the lack of marketing and promotion activities; product prices are more expensive than traditional markets; and the absence of direct meetings between the seller and the buyer which hinder the communication process.

The three obstacles faced by MSMEs are as follows: first, MSME actors are still constrained by the production capacity of goods. Many MSMEs fail in the digital market because they do not meet the demands of the digital market. Second, the lack of resilience of MSME actors, which need to compete with large companies which also switch to digital platforms during the pandemic. Third, the lack of digital literacy and the quality of human resources of the MSMEs actors which can hinder them to do their business optimally. Educations and trainings

are needed so that they can realize their aspirations to apply digitalization to improve their business (Susanti, 2020).

RESEARCH METHODS

Researchers used qualitative research methods. This is because qualitative research can facilitate and foster a deeper understanding of experiences, procedures, difficulties, and events (Pradhan, Nigam, & Ck, 2018). Qualitative research can be defined as a research method that makes descriptive data in the form of written or oral statements from observations of the behavior of the people who are the objects of the research. The method was chosen as it provides an analysis that cannot be obtained in the form of numbers, and researchers are required to collect the data directly and be able to describe everything that happens in the community.

Descriptive qualitative research obtains data through interviews, observations, photographs, etc. This study uses both primary and secondary data sources to collect the data needed for the research. Initial observation and interviews were conducted in this study. Purposive sampling, which is sampling based on certain objectives or considerations is used as the sampling technique (Husaini, 2008). Informants in this study were SMEs in Dayeuhluhur sub-district. The stages of Miles and Herberman's interactive analysis model are utilized as the reference in this research. The model consist of four stages, namely: data collection, data reduction, data presentation and conclusion drawing. The sample, which is the category that qualified to be interviewed after initial observations, consists of MSME actors who already have and utilize social media as a digital marketing tool. In order to collect valid data and conclusions, several steps are needed. First, the researchers noted some important points that occurred in the field. Second, the researchers collected data from various sources. Third, the researchers took data from photographs, observations, and documentation of the results of the interviews. Fourth, the researchers carefully observe things that happened in the field in order to do the research optimally (Ayu et al., 2020).

Results and Discussion

This sub-section discusses in detail the process of in-depth observations and interviews conducted with MSME actors in the Dayeuhluhur sub-district. Data collection was carried out in September - October 2021. From the observations, researchers obtained some initial results which were used as the basis for the next interview stage. Micro, Small and Medium Enterprises in Dayeuhluhur sub-district are dominated by actors engaged in agricultural products, food and beverages, foodstuffs, building materials, electronics, fashion, electronics, transportation services, automotive, and entertainment or arts.

Table 1 shows the characteristics of MSMEs actors in the Dayeuhluhur sub-district.

Table 1
Characteristics of MSMEs in the Dayeuhluhur District

No	Characteristics	Total	Percentage
1	Foodstuffs	6	12%

2	Elektronics	5	10 %
3	Transportation Services	4	8 %
4	Otomotives	4	8%
5	Agricultures	11	22%
6	Building Materials	5	10%
7	Fashion	5	10%
8	Entertainments	2	4%
9	Foods and Beverages	8	16%

(The data were processed by researchers, October: 2021)

In this study, following the initial observations, researchers conducted interviews with Micro, Small and Medium Enterprises in Dayeuhluhur District. The following tables exhibit the results of the survey, which was filled to be utilized as the initial reference for the study.

The first question, following the questions about the business characteristics, was "have you ever heard of digital marketing?" In response to the question, 90% of the respondents said that they have heard of digital marketing, while 10% of them stated the opposite.

The second question was about the utilization of digital marketing media or social media as their marketing tools. The results of observations and interviews show that the actors of Micro, Small and Medium Enterprises (MSMEs) in the Dayeuhluhur sub-district have used digital marketing media or social media in marketing. However, there are still many MSMEs actors who are still confused about utilizing other digital marketplaces. Most respondents use social media in the form of Whatsapp (40%), Facebook (16%), Instagram (16%), and Plaza Dayeuhluhur - an online catalog provided by the local government to accommodate, guide, and assist MSMEs in the district to market their products- (25%). The rest 10% don't actively use social media and still opt for conventional transactions or marketing.

Table 3
Media Digital Yang Digunakan Oleh UMKM Di Kecamatan Dayeuhluhur

Variable	Total	Percentage
Facebook	20	16%
Instagram	20	16%
Whatsapp	40	33%
Plaza Dayeuhluhur	30	25%
Conventional Marketing	10	10 %

(The data were processed by researchers, October: 2021)

The third question was about the effects and benefits of digital marketing media utilization for MSMEs actors in the Dayeuhluhur sub-district. The respondents agreed the use of digital marketing media provides them with the following benefits: 1) the target can be set according to demographics, domicile, lifestyle, and even habits; 2) quick results are available so that marketers can take immediate corrective actions or changes if they feel something isn't right; 3) much cheaper cost compared to conventional marketing means; 4) wider coverage as it is not geographically limited; 5) can be accessed at any time/not limited by time.

Table 4
The Benefits of The Utilization of Digital Marketing Media

No	Benefits	Total	Percentage
1	The target can be set according to demographics, domicile, lifestyle, and even habits	10	10 %
2	Quick results are available so that marketers can take immediate corrective actions or changes if they feel something isn't right	10	10 %
3	Much cheaper cost compared to conventional marketing means	30	30 %
4	Wider coverage as it is not geographically limited	20	20 %
5	Can be accessed at any time/not limited by time	30	30 %

(The data were processed by researchers, October: 2021)

Following the observation and interview, the researchers then conducted an analysis of the answers submitted by the MSMEs actors. In this case, the researchers used a purposive sampling technique and took only 9 (nine) samples as informants who are considered to meet the conditions to answer the problems in this study. Table 5 exhibits the results of the study.

Table 5
Tabel Hasil Analisis Observasi

Business Name	Business Type	Digital marketing or social media used	The utilizations of digital marketing or social media in marketing products
PD. Wanda jaya	Rice milling and sales	Whatsapp, Plaza Dayeuhluhur	Active utilization using personal name
Toko Riz 10	Palm sugar	Whatsapp, Facebook, Plaza Dayeuhluhur	Active utilization using personal name
Kopi giri basma	Coffee production	Whatsapp, Facebook, Instagram, Plaza Dayeuhluhur	Active utilization using business name
Abret jaya group	Travel and transportations	Whatsapp, Facebook	Active utilization using personal name
Toyo group	Agricultures	Whatsapp	Not actively used
Katasora entertainment	Wedding music services	Whatsapp, Instagram, Facebook, Plaza Dayeuhluhur	Active utilization using business name
RM. Bu Tin	Food restaurant	Whatsapp, Plaza Dayeuhluhur	Active utilization using personal name
Hasna cake	Cake production	Whatsapp, Facebook, Plaza Dayeuhluhur	Active utilization using business name
Tutin salon	Bridal makeup services, salon	Whatsapp	Active utilization using business name

Based on the table of the results of the analysis of the observations above, the results and data obtained are as follows:

PD.Wanda Jaya:

PD. Wanda Jaya processes or produces rice from farmers around Dayeuhluhur. The establishment processes it from paddy into rice with a rice processing machine and produces clean and selected quality. PD. Wanda Jaya is located at Jalan Manggasari, RT 03/ RW 11 Panulisan, Dayeuhluhur, Cilacap, Central Java. The owner of PD Wanda Jaya, Mr. Karsam, has used digital marketing following the recommendation from the Sinergitas forum initiated by the Dayeuhluhur sub-district government to develop the potentions of good quality products using an online catalog called Plaza Dayeuhluhur. According to the first informant, digital marketing has improved the sales, albeit insignificantly. This increase is because the informant can increase the number of new consumers through product promotion via Whatsapp and can market the rice products widely to all consumers without relatively large marketing costs.

Riz10 Shop:

The second informant owns Riz10 shop that produces palm sugar, which is made from real palm trees without any chemical mixtures. Palm sugar could be used as an additional ingredient for foods and drinks. The natural sugar provides some health benefits including preventing anemia and diabetes. The second informant has utilized digital marketing through social media, namely Whatsapp and Facebook, to market the products. He also joined the Dayeuhluhur Plaza, which was recommended by the Dayeuhluhur sub-district Sinergitas forum. The informant experienced the benefits of utilizing digital marketing through social media yet felt that he did not have the sufficient IT skills that allow him to employ digital marketing optimally.

Giri Basma Coffee:

Giri Basma Coffee produces original robusta coffee from the Basma Mountains, Cilumping village, Dayeuhluhur sub-district. The owner of Giri Basma Coffee is Mr. Kardi. Giri Basma Coffee processed the products from selected pure red coffee beans and is the winner of the 2019 Central Java Province coffee contest. The third informant stated that Giri Basma Coffee has used social media as a means to introduce their products to all consumers and coffee connoisseurs in order to create a brand image and gain awareness in Indonesia and even worldwide. Giri Basma Coffee has employed several social media including Whatsapp, Facebook, Instagram, website, and Plaza Dayeuhluhur. According to the third informant, the benefits of using digital marketing media include the ability to interact directly with consumers without geographical restrictions as well as increasing the sales turnover.

Abret Jaya Group:

The fourth informant came from the Abret Jaya group, which is an MSME actor that provides door-to-door travel service by picking up and taking the consumers to the destined addresses. The track that is being run is the Dayeuhluhur – Bandung track. Abret Jaya Group is located in the hamlet of Serang, Datar village, Dayeuhluhur sub-district. The owner of Abret Jaya Group is Mr. Rian Agus Supian. According to the informant, the business has used digital

marketing media to promote and inform the consumers about their services. Furthermore, the owner stated several benefits of the marketing means, such as increasing the number of passengers going to Bandung or to Dayeuhluhur. The company utilized digital marketing through the use of several social media such as WhatsApp and Facebook. These media provide the company a means to convey or communicate their products quickly and easily to the public without having to spend relatively large advertising capital.

Toyo Group:

Toyo Group focuses its business activities on selling and purchasing agricultural products. The company is located at Serang Hamlet, Datar Village, Dayeuhluhur sub-district. The business is owned by Mr. Toyo. The fifth informant stated that he does not employ digital marketing media in his business. Sales are still carried out using conventional methods in collaboration with farmers whose products are directly sold to the Caringin main market in the city of Bandung. The informant still feels that he does not need the use of digital marketing as there is already a wholesale market in Bandung City, which has enough scale to accommodate the sales of goods or agricultural products, including the products from Dayeuhluhur sub-district. Furthermore, the informant stated that he does not have adequate skills regarding digital marketing, so he was afraid to use digital marketing in doing business.

Katasora Entertainment:

Katasora Entertainment is an MSME actor engaged in music and entertainment. The company provides a range of services including music course, wedding, birthday party, and gathering services. Katasora Entertainment has professional band members. In addition to entertainment services, Katasora Entertainment also opens private tutoring services to develop children's interests and talents in music. The owner of Katasora Entertainment is Helmi Ikhsan. Katasora Entertainment is located at Jalan Maryani No. 14, Panulisan, Dayeuhluhur sub-district. The informant stated that the business has employed WhatsApp, Facebook, Youtube, Instagram and website for their digital marketing activities. According to the informant, the utilization of digital marketing contributes significantly, namely by promoting the company's arts to attract potential customers. Digital marketing media allows the company, for once, to upload a video in their accounts, which can cut the cost of promotion while reaching a wide range of potential consumers at the same time.

Bu Tin's Restaurant:

Bu Tin's restaurant, which is located at Jalan Dayeuhluhur, Dayeuhluhur Village, Dayeuhluhur District, is a restaurant that provides a local Dayeuhluhur menu. The restaurant combined their foods with selected spices, resulting in a taste that satisfies the consumer's tongue. The spacious, clean, and comfortable place helps to attract consumers. In accordance with the name of the business, the owner of this business is named Mrs. Tin. According to Mrs. Tin, the business utilizes the owner's personal WhatsApp and Dayeuhluhur Plaza as digital marketing media. The marketing through the WhatsApp account is conducted by updating the informant's status, for instance, by providing the information of a new menu. In terms of marketing, Bu Tin's Restaurant is helped by several consumers who uploaded their social media with their selfies via cellphone cameras when they were at the dining area. Indeed, the classic nuance, comforts, and attractive interior of the restaurant would encourage them to do so.

Hasna Cake:

Hasna Cake is an MSME actor in Dayeuhluhur district that produces cakes made with natural sweeteners. The owner of Hasna Cake is Mrs. Susi Susilawati. Hasna Cake is located at Jalan Hanum Dayeuhluhur, Ciloa Village, Dayeuhluhur District. The business has used digital marketing as a means to promote their products, namely by using business accounts on WhatsApp, Instagram, and Facebook as well as joining Plaza Dayeuhluhur. The informant stated that social media provide Hasna Cake the convenience to do direct transactions and communications with their consumers. The marketing tool also allows the business to target a wider market, which positively influences the business' sales turnover.

Tutin Salon:

Tutin Salon is one of the SMEs in Dayeuhluhur sub-district which is located at Jalan Sangapati, Panulisan, Dayeuhluhur sub-district. The owner of the salon is Mrs. Tutin. The business provides beauty services such as bridal makeup, hair smoothing, skin care and traditional cream baths using natural ingredients that are massaged on the side of the head which serves to strengthen hair roots, reduce headaches, head tension and insomnia. Tutin Salon utilizes digital marketing by using a business account on WhatsApp and marketing assistance from Plaza Dayeuhluhur. The informant stated that digital marketing provides the means to get and spread consumers' testimonials which can attract new consumers. Even though they only use WhatsApp as a marketing medium, loyal consumers will convey their satisfactions to other consumers through word of mouth. Furthermore, the owner stated that in addition to promotion, service quality also affects customer satisfaction so that it will create loyal consumers who will continue to use Tutin Salon services.

The results of the interviews with the informants shows that MSMEs actors in Dayeuhluhur sub-district have tried to keep up with technological developments and adapted to use digital media in their marketing. Digital marketing provides the opportunity for the MSMEs actors to market their products or business at a significantly lower cost compared to the conventional marketing tools. Some of the main benefits felt by entrepreneurs who use digital marketing include increased profits that allow them to survive in the midst of the pandemic. This is in accordance with the research conducted by Setyawan, Sukadana and Saientisna (2017) which shows that sales results using e-commerce are greater than sales results without the use of e-commerce. Sales proceeds using Facebook, in particular, are 46 percent greater than the sales results using other e-commerce applications.

MSMEs actors in Dayeuhluhur sub-district must try to maximize and optimize information technology and digitalization systems to get the advantages to compete to get a wider market so as to maximize sales turnover and maintain the sustainability of their companies. This study indicates that MSMEs in the sub-district have already had the interest and the initiatives to carry out promotional activities through digital marketing media such as WhatsApp, Facebook, and Instagram. Some, in particular, have used business accounts to build brand awareness. With that being said, there are several obstacles for Dayeuhluhur MSME actors in implementing digital marketing, including the limited ability and knowledge of the entrepreneurs about digital marketing. One of the important things to note is that Dayeuhluhur MSMEs actors must try to separate business accounts from personal accounts so that they can manage their digital marketing media optimally. This is in accordance with the viewpoint of Sulaksono (2020) who stated that the separate accounts allow entrepreneurs to focus on promoting their businesses in the digital marketing media. Apart from the limited knowledge and skills, limited capitals also served as an obstacle for MSMEs actors in Dayeuhluhur sub-district.

The constraint of limited capabilities and knowledge of digital marketing is supported by other researchers that the main obstacle for MSMEs is limited digital literacy (Susanti, 2020, Suwarni, 2019).

To overcome this, MSME actors must increase their knowledge about digital marketing so that they can take advantage of digital marketing optimally. Entrepreneurs must actively look for various training facilities that have been carried out by the government and entrepreneur associations related to digital marketing.

Conclusions

MSMEs actors in the Dayeuhluhur sub-district have taken advantage of digital marketing by using various social media, although their use has not been maximized. The use of digital marketing has provided benefits for MSME entrepreneurs in terms of increasing income and expanding the market. There are several obstacles in using digital marketing, among others, due to limited digital marketing capabilities, as well as limited business capital.

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