

## Implementation of Digital Marketing as a Strategy to Improve Marketing Strategies in Micro, Small and Medium Enterprises (UMKM)

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### ABSTRACT

*The development of internet technology marks the entry into the era of the industrial revolution 4.0. The presence of the internet, which has the ability to access information quickly and easily, becomes a new opportunity for MSMEs to market their products because the internet has changed the basic rules of marketing in the traditional world to digital marketing. This study aims to determine the effect of digital marketing on sales, marketing strategies, and constraints in implementing digital marketing for MSME players. The qualitative method is the method used in this study. This research begins with a series of qualitative interviews by identifying their relationships that require more detailed examination. This interview was conducted by one person who is an UMKM player or the owner of Ferniati Olshop. From this research, the results show that UMKM players who implement digital marketing get higher sales. So UMKM players prefer to market their products online. The strategies used in implementing digital marketing to market products are by using social media such as Facebook, Instagram, WhatsApp status, and live streaming on Facebook. The results also show that not only benefits can be obtained from the implementation of digital marketing, but UMKM players also often experience constraints in its implementation. These constraints include unstable internet connections, shipping delays, as well as transaction fraud and admin number manipulation. So it can be concluded that in the implementation of digital marketing, it influences the increase in MSME marketing, and its implementation provides benefits and accompanying constraints.*

### ABSTRAK

**Kata Kunci:**  
*Strategy; Digital  
Marketing;  
UMKM*

Perkembangan teknologi internet menandai masuknya era revolusi industri 4.0. Kehadiran internet yang memiliki kemampuan untuk mengakses informasi dengan cepat dan mudah, menjadi peluang baru bagi UMKM untuk memasarkan produknya karena internet telah mengubah aturan dasar pemasaran di dunia yang tradisional menjadi pemasaran digital. Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran digital terhadap penjualan, strategi pemasaran, dan kendala dalam menerapkan pemasaran digital pada pelaku UMKM. Metode kualitatif adalah metode yang digunakan dalam penelitian ini. Penelitian ini dimulai dengan serangkaian wawancara kualitatif dengan mengidentifikasi hubungan mereka yang memerlukan pemeriksaan lebih rinci. Wawancara ini dilakukan oleh satu orang yang merupakan pelaku UMKM atau pemilik dari Ferniati Olshop. Dari penelitian ini diperoleh hasil yang menunjukkan bahwa pelaku UMKM

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yang menerapkan pemasaran digital mendapatkan penjualan yang lebih tinggi. Sehingga pelaku UMKM lebih senang memasarkan produknya secara online. Strategi yang digunakan dalam menerapkan pemasaran digital untuk memasarkan produk adalah dengan menggunakan media sosial seperti Facebook, Instagram, status WhatsApp, dan siaran langsung di Facebook. Hasil juga menunjukkan bahwa tidak hanya manfaat yang dapat diperoleh dari penerapan pemasaran digital, tetapi pelaku UMKM juga sering mengalami kendala dalam penerapannya. Kendala tersebut seperti koneksi internet yang tidak stabil, keterlambatan pengiriman, serta penipuan transaksi dan manipulasi nomor admin. Sehingga dapat disimpulkan bahwa dalam implementasi pemasaran digital, berpengaruh dalam meningkatkan pemasaran UMKM, serta implementasinya memberikan manfaat dan kendala yang menyertainya.

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## INTRODUCTION

In the rapidly evolving digital era, marketing strategies have undergone significant transformations. The emergence of digital technology and the internet has opened up new opportunities for businesses, especially Micro, Small, and Medium Enterprises (UMKM), to market their products and services more widely and efficiently. One marketing strategy that has come into the spotlight is digital marketing (Wisnujati et al., 2023).

(Junaedi et al., 2023) Digital marketing is a marketing approach that utilizes various digital platforms, such as social media, websites, search engines, and mobile applications, to reach a wider and more measurable target market. The presence of digital marketing provides opportunities for UMKMs to increase their marketing reach, save on promotional costs, and build closer relationships with customers.

However, on the other hand, the implementation of digital marketing for UMKM still faces a number of challenges. Some UMKM still do not fully understand the concepts and effective strategies of digital marketing. In addition, limitations in human resources and finance also become obstacles for MSMEs in optimizing the use of digital marketing. One UMKM that uses digital marketing is Ferniati Olshop. This UMKM sells a variety of products ranging from clothing to food. Therefore, this research aims to examine the influence of digital marketing as a strategy in enhancing the marketing strategies of UMKM. This research is expected to provide insights and practical recommendations for MSMEs in adopting and optimizing digital marketing to improve their marketing performance and business competitiveness .

By understanding the influence of digital marketing on the marketing strategies of micro, small and medium enterprises UMKM, it is hoped that it can help MSME actors in making the right decisions related to effective marketing strategies that are in line with current digital technology developments.

## METHODOLOGY

This study began with a series of qualitative interviews to identify relationships that required further examination. The interviews were led by one individual who is an owner or actor in a Micro, Small and Medium Enterprise (MSME), specifically Ferniati Olshop. The initial contact with the respondent for the interview was conducted using the purposive sampling method.

The interviews were recorded using audio software (e.g., Audacity) and then fully transcribed. The transcripts and interview notes were stored and named for easy access and identification. As a validation step, the validity of the data was checked using the triangulation technique. Triangulation is an effective approach to minimizing the discrepancy between construction and reality in research by collecting data from various perspectives and sources. By using triangulation, the research re-examined the findings by comparing information from various sources, using various methods, and referring to various theories (Moleong, 2017).

## **RESULTS AND DISCUSSION**

This discussion aims to determine the influence of digital marketing on sales of UMKM actors. The use of digital marketing techniques has a significant influence on UMKM sales. This factor is due to the ability of digital marketing to increase product sales volume, promote products more cost-effectively, build interactions with consumers, and simplify the transaction process for consumers (Pradiani, 2018).

The question is: “if given a choice between conventional marketing and digital marketing, which one would you choose?”

Answer: I tend to choose digital marketing. However, I also still do traditional marketing such as participating in bazaars and selling products at home. When I participate in bazaars, the atmosphere is always very crowded. However, when I sell products at home, the number of visitors may only be one or two people because their preferences lean more towards local products. They tend to view imported products as a more expensive option even though the quality is good.

The research findings show that Micro, Small and Medium Enterprises (MSMEs) are more inclined to choose digital marketing strategies over traditional marketing strategies. This is due to the fact that marketing products through digital platforms tends to increase sales volume when compared to direct sales. According to research conducted by (Azmi Fadhilah & Pratiwi, 2021), in January 2020, around 93% of people searched for products or services online, 90% visited online stores, 88% conducted online transactions from various devices, 25% conducted transactions using laptops or computers, and 80% conducted transactions through smartphones. These findings are consistent with research conducted by (Batu et al., 2019), which showed a relationship between various variables in digital marketing and online purchasing decisions. From this research, it can be concluded that implementing the concept of digital marketing in selling

MSME products can increase sales because it facilitates direct interaction between consumers and sellers, as well as providing complete information access related to the products being sold, such as prices, quality, sizes, variations, promotions, and so on (Febriyantoro & Arisandi, 2018).

Then the researcher continued the interview:

Question: After you know the target audience for those products, how do you market the products you sell?

Answer: I promote the products by uploading them on social media platforms like Facebook, Instagram, and also through WhatsApp status. However, in general, I more often do live streaming on the Facebook social media platform.

The research findings reveal that Micro, Small and Medium Enterprises UMKM promote their products using digital marketing. They utilize various social media platforms such as Facebook, Instagram, WhatsApp status, and conduct live streaming on Facebook.

Digital marketing is an effective strategy to attract consumer attention. The benefits of digital marketing are not only limited to the ability to promote products and provide complete information, but also enable more interactive dissemination of information, create awareness of the company and products, and provide data that can be used as a basis for market research (Digdowiseiso & Ria, 2023). Therefore, utilizing social media such as Instagram, Facebook, WhatsApp, and other platforms as a means to sell products is considered an appropriate step. Data shows that 43.1% of users make purchases through social media (Fauzi & Rahadi, 2021).

The researcher then continued to the next question:

Question: Were there any obstacles faced in implementing digital marketing?

Answer: Yes, there were, for example when I did a live broadcast, the signal was disrupted causing the broadcast to be interrupted. In addition, I experienced obstacles when the expedition service I used for shipping goods was overloaded, causing delays in delivery. This caused customers to often send protests and complaints to me, such as "Has my order arrived, sis?" Besides that, I also often experienced fraud in buying and selling transactions and manipulation of the admin's WhatsApp number.

The research findings show that Micro, Small, and Medium Enterprises (MSMEs) face several challenges when implementing digital marketing. These challenges include unstable internet connections, delays in delivery, as well as issues of fraud in transactions and manipulation of admin numbers.

According to research conducted by Ruth (2015), the low quality of internet services and infrastructure in Indonesia affects the implementation of digital marketing in some areas. In addition, the increase in the number of Micro, Small and Medium Enterprises (MSMEs) using digital marketing has increased the demand for goods

delivery services. As a result, there has been an increase in delays in delivering products to consumers (Anandhita, 2013). Furthermore, fraud has also become a problem that has emerged along with the development of the internet. Fraudulent practices are not only carried out by potential buyers, but also by parties claiming to be online product sellers. The level of social media usage will always increase supported by current technological developments, where people can connect with each other online (Wardani et al., 2023).

## CONCLUSION

The purpose of this research is to identify the influence of digital marketing on sales, marketing strategies, and the obstacles faced in implementing digital marketing by Micro, Small, and Medium Enterprises (UMKM). The research results show that UMKM actors are more inclined to market their products online because it can increase sales volume. The strategies used in implementing digital marketing include the use of social media such as Facebook, Instagram, WhatsApp status, and live broadcasts on Facebook. However, in practice, there are challenges such as unstable internet connections, delays in product delivery, as well as issues of fraud in transactions and manipulation of admin numbers. Therefore, it can be concluded that the implementation of digital marketing has a positive impact in increasing UMKM marketing, but also faces a number of issues that need to be addressed. The implications of this research are expected to provide additional insights, information, and knowledge for stakeholders and encourage further research on aspects of digital marketing that have not been covered in this study.

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