

Digital Marketing Efforts to Improve Products of Micro Small and Medium Enterprises (UMKM) in Tegal

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ABSTRACT

Digital marketing is promotional activities and market search through the media digitally online by utilizing various means such as social networks. The aim of this research is to increase knowledge and skills about digital marketing, especially social media, for Small and Medium Enterprises (SME) business people to increase their sales and profits. Digital marketing is the use of social media networks to carry out promotional activities and map digital markets. By using computers or other electronic equipment, digital marketing ideas can bring together geographically diverse parties. The aim of this research is to identify the most effective digital marketing tactics for the growth of MSMEs in Tegal City and Tegal Regency. The method used in this research is descriptive qualitative. With Data collection through observation, interviews, and secondary sources, such as books, journals, and articles, were used to collect information for this research. The results of this research show that the productivity growth of MSMEs in Tegal City and Tegal Regency has not been positive. Even when a website for an online business has been created, not everyone has implemented a digital marketing plan. It can be seen that digital marketing strategies have not received much attention from MSMEs in Tegal City and Tegal Regency. So it is hoped that MSMEs in Tegal City and Tegal Regency can adapt to changing times, namely selling online using digital marketing strategies.

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INTRODUCTION

Technological progress is something that cannot be avoided in today's life, because technological progress will run in accordance with scientific progress. Every Innovation is created to provide positive benefits, provide many conveniences, as well as as a new way of carrying out activities for human life. Specialized in the field technology society has enjoyed the many benefits brought by these innovations have been produced in the last decade. Current technological developments have shown a lot of extraordinary progress normal (Taufikurrahman Taufikurrahman et al., 2023). Many things in the life sector have used the existence of this technology Alone. His presence has had a significant impact on the lives of the people humans in various aspects and dimensions. Likewise with communication technology is hardware equipment in an organizational structure that contains social value which allows individuals to collect, process and exchange information (Febriyantoro & Arisandi, 2018). Digital marketing can bring parties together geographically different. Marketing approach integrated interactive that brings together manufacturers, customers, and the market as a whole are known as digital marketing (Yanto Rukmana & Sri Lestari, 2023). By using plans that utilize technology, companies will be able to more easily contact the target market them. Digital marketing is the use of networks social media to carry out promotional activities and mapping digital markets. By using computer or other electronic equipment, idea. To implement digital marketing is necessary. Social media marketing is media marketing social is any form of direct marketing or indirectly used for building awareness, recognition, recall, and act for a brand, business, product, person, or other entities and is performed using Web tools social, such as blogging, microblogging, networking social, social bookmarking, and content sharing (Azmi et al., n.d.). Then a strategy is needed defined search engine optimization (SEO) search techniques that use words keys or phrases that contain indicators contained in the pages web, this information will be indexed by machine (Raharjo & Rofiuddin, 2022).

LITERATURE REVIEW

A literature review is a critical, analytical summary and synthesis of the current knowledge of a topic. It should compare and relate different theories/research, findings, and so on, rather than just summarize them individually. It should also have a particular focus or theme to organize the review. In this section, the researcher can describe some of the related previous studies (Sulaksono & Zakaria, 2020). Researchers can review the gaps in the research, then it can be used as a basis for research to be carried out. The internet is a necessity, just like we eat anywhere at any time and



anywhere where we will treat the internet as an obligation. The internet is a tool which is quite influential for business (Cibadak, n.d.). The internet has the following characteristics: 1) Interactivity, the ability of technological devices to facilitate communication between individuals such as meeting face to face. Communication is very interactive so that participants can communicate more accurately, effectively and satisfactorily. 2) Demassification, messages can be exchanged among participants involved in large numbers. 3) Asynchronous, communication technology has the ability to send and receive messages at the desired time of each participant. Digital marketing is a new approach to marketing, not just marketing traditional driven by digital elements. Digital marketing has characteristics and own dynamics, which must be understood to be able to choose appropriate marketing tactics and strategies effective. The definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions and processes facilitated by digital technology in creating, communicate and convey values to consumers and related parties other interests (M Kusuma et al., 2022).

METHOD

This research uses qualitative methods, using a triangulation model, which combines structured interview methods, in-depth interviews and observations of MSME actors (Future Marketing New Wave Marketers, n.d.). Theoretically, the qualitative research format is different from the quantitative research format. This difference lies in the difficulty in creating a qualitative research design, because in general qualitative research is not patterned. Qualitative research aims to obtain a complete picture of something according to the views of the people being studied (Wayan et al., n.d.). Qualitative research relates to the ideas, perceptions, opinions or beliefs of the people being studied and all of them cannot be measured with numbers (Dan, n.d.).

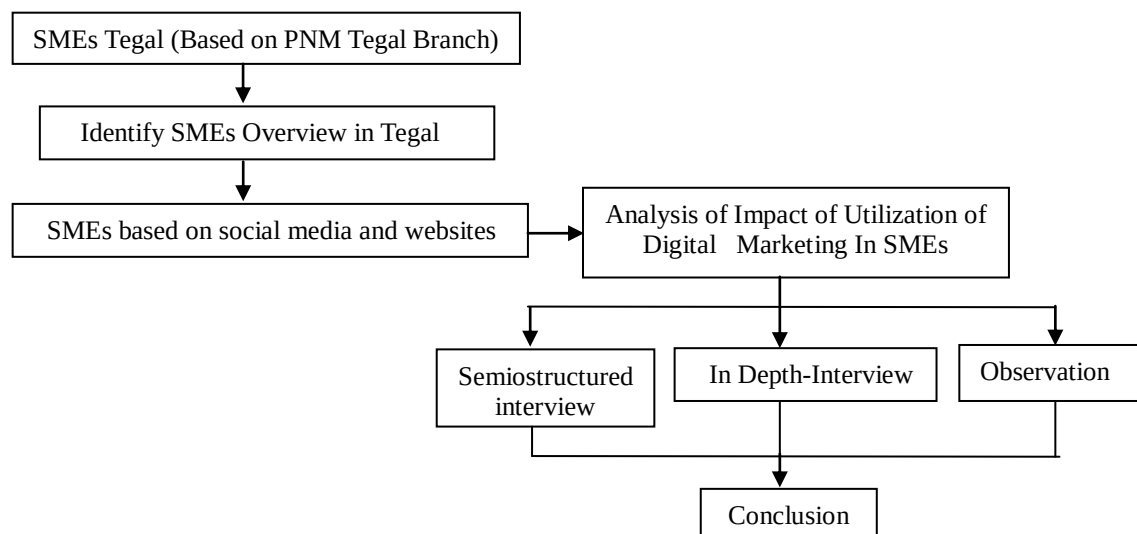


Figure 1: Research steps

This research is of a qualitative type so it does not use the terms population and sample but the social situation and the informant. The informants in this research are perpetrators MSEs are active in Tegal City and Regency, which have used information technology both social media such as Facebook, Instagram, Twitter, YouTube and so on, then using chat platforms such as WhatsApp, and Line or MSEs use personal websites and marketplaces such as Bukalapak, Tokopedia, Shopee and so on (Nugraha & Wahid, 2018). The research uses primary data obtained through structured interviews, in-depth interviews and observations and data secondary data originating from PNM regarding the number of active MSEs in Tegal City and Regency (Rozinah & Meiriki, 2020).

RESULT

Some MSMEs use social media to inform and communicate with consumers, the social media that are often used include Facebook, Instagram and YouTube, some of these platforms are quite effective in informing about all products and interacting directly with consumers, even for some MSMEs the use of YouTube is also effective for provide trust and foster a good image among consumers. The social chats that are often used by MSME players are Whatsapp and Line, these two platforms are often used by consumers (Purwana et al., 2017). Apart from being easy to use, MSME players can also create special groups and send product catalogs to their loyal customers. Several MSME players collaborate with marketplaces to sell their products throughout Indonesia, in this case several consumers use the large marketplace platforms in Indonesia, namely Shopee and Tokopedia (Pengaruh Pemasaran Digital Terhadap Peningkatan Pendapatan UMKM, n.d.). Apart from being easy to use, these marketplaces provide a sense of security for MSME

players in terms of payments because the marketplace will transfer the amount of money paid from consumers when their products have reached the hands of consumers. Another platform that is currently widely used is joining the online motorcycle taxi application, one of which is Go-Jek, on this application, food ordering and delivery is available via the Go-Food application, so MSMEs feel helped by this application. Several MSMEs stated that their sales increased when they joined Go-Food (Azmi et al., n.d.).

Table 1: Digital Marketing Used

No	Variable	Total	Percentage
1	Social Media		
	• Instagram	12	100%
	• Facebook	8	67%
	• Youtube	2	17%
2	Social Chatting		
	• Whatsapp	10	83%
	• Line	4	34%
3	Marketplace		
	• Shopee	7	58%
	• Tokopedia	2	17%
4	Platform lainnya		
	• Go-Jek	5	41,6%

Some MSEs update information both on social media and on other platforms, namely once every day as much as 67% and other MSEs usually update their product information every hour and every week. The more frequently MSEs update their product information, this will encourage consumers to buy their products.

DISCUSSION

MSEs agree that digital marketing helps them promote and market their products effectively. They argue that digital marketing allows them to save on promotional costs because so far they still rely on offline marketing such as distributing brochures, advertising in newspapers and advertising via billboards, their expenses will be greater when they use offline marketing.

CONCLUSION

All MSME players stated that the use of digital marketing helps them to inform and interact directly with consumers. MSME players say that the use of digital marketing expands their market share, increases awareness for consumers because MSME players routinely update information about products every day and increases sales because several MSMEs also collaborate with several marketplaces such as Shopee and Tokopedia, then for MSME players whose categories are food and drinks collaborate with the Go-Food application, making it easier for consumers to buy their products.

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