

The Role Of Digital Marketing Strategy In MSMEs

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Abstract: This study looks on MSME company strategies that leverage technology, namely digital marketing during and after the epidemic. This research was carried out utilizing qualitative and descriptive methodologies. Researchers collected data via observation, interviews, and documentation in the Ulumanda region of Majene, West Sulawesi. The data was then evaluated utilizing interactive modeling approaches. According to the study findings, MSMEs are dealing with new, more significant issues such as restricted distribution, limited manufacturing, difficulties understanding market demands, more digitally savvy competition, and a reduction in sales and output. Finally, MSMEs must comprehend and utilize digital to solve this challenge. Digital marketing targets a wide range of nations and areas. Small and medium-sized enterprises must be robust when coping with digital difficulties. SWOT analysis helps small and medium-sized firms integrate digital technologies.

Keywords: MSMEs, Post-Pandemic, Digital Marketing.

INTRODUCTION

Some high-income countries are also struggling to deal with the impact of the COVID-19 pandemic, but the situation is worse for low- and middle-income countries as investors seek safer havens, trade is lost, and these countries suffer from large capital outflows (Moridu et al., 2021). It is even worse for low and middle income businesses, namely MSMEs (Micro, Small and Medium Enterprises), which lack the institutional capacity and/or contingency mechanisms and funds to stimulate their economies and protect the livelihoods of the most vulnerable people during the global crisis. (Yusef, 2021).

Based on Yusuf's study (2021), it is possible to conclude that the corona virus pandemic has had an enormous influence on MSMEs' business performance, particularly for MSMEs that operate beyond fundamental demands. The decrease in people's buying power was driven by an income problem as a consequence of the slowing economy.

Survival techniques are required when dealing with pandemic circumstances such as those caused by Covid-19. According to Rahman (2021), in this context, a survival strategy is a pattern, effort, or efforts established by a person or organization to be able to confront the

difficulties that arise under all circumstances. A survival strategy has the capacity to operate at the greatest level that is capable of saving the organization.

Yusuf et al. (2021) conducted previous study on digital marketing as a marketing strategy for MSMEs confronting the digital age, which included raising brand recognition, expanding the market, speeding up the sales process, and establishing sales loyalty. Other study results indicate that the number of consumers preferring to purchase online has increased after the Covid-19 outbreak. As a consequence, there is an urgent need for a business plan that can address this trend while assuring the survival of MSMEs via the use of digital marketing (Angga, 2021). However, additional issues exist in this instance. MSMEs frequently face the following challenges when implementing digital marketing: limited resources (financial, resources, or technology), a lack of knowledge about digital, fierce competition in the online market, limited internet access, and varying levels of difficulty in managing digital marketing. (avicenna et al., 2021).

METHOD

This study's design employs a qualitative research technique with a descriptive approach that explains the findings of the analysis and investigations. According to Creswell (2019), a descriptive method is a data analysis technique that involves describing or interpreting data as it is received without attempting to draw broad inferences or generalizations. The method's relevance stems from how it is utilized to assess data. The phenomena being examined is descriptive in nature, which entails making observations, collecting data, interpreting the data, and drawing conclusions about it. Thus, qualitative descriptive research is a sort of study that may offer a complete picture of the social environment or the link between the phenomena under investigation.

The qualitative technique here tries to offer an in-depth description of speech, writing, and behavior that may be noticed from particular people, groups, communities, or organizations in the context of certain contexts, which are evaluated in a full, thorough, and holistic way. Researchers acquire data using techniques such as observation, documentation, and interviews. Researcher observation tasks involve meticulously capturing events, behavior, and objects detected and seen using search results received from internet media, social media, and other research-related media. Researchers gathered data by performing research on the internet as a documentation tool and reading publications available both online and in print media as a supplement. Researchers interviewed many sources, including MSME enterprises in the special region of Ulumanda, Majene.

The next step is data analysis, which displays the findings from the research instruments used in this study. Miles (2014) developed the interactive model used in this study. The first step, reduction, involves interpreting the data in the researcher's language while maintaining the intents provided by the resource person as an informant. Researchers limit information as necessary. The outcomes of data reduction will be exhibited and presented in a more detailed and contextual manner in the second step. The third step involves making conclusions based on the study setting. The purpose of data analysis is to compress the complexity of data into a format that is simpler to digest and comprehend.

RESULTS AND DISCUSSION

Problems faced by MSMEs amidst and after Covid-19

Digitalization for micro, small and medium enterprises in Indonesia is expected to make this country the leading digital economy in the region by 2025 (Razali, 2021). Although challenges continue to arise, including: MSMEs are still limited in producing their product capacity, MSMEs have difficulty analyzing market needs, the quality of the products sold is uneven, MSMEs are faced with other businesses that are already digitally literate, MSMEs must increase their literacy education so that unable to compete, the level of sales and production of MSMEs decreases, difficulty obtaining the required raw materials, limited distribution and problems with insufficient capital, all of which threaten the existence or survival of MSMEs (Ramdani et al., 2022)

Digital Marketing on the Performance of MSME Players

Adapting to technological developments that are developing so quickly, digital expertise is needed, because it has become an integral part of the industrial era, especially the MSME business. When a pandemic emerged, the industry struggled to maintain its existence and maintain its survival in this difficult time. Thus, digital technology is the spearhead for MSME business people to fight in difficult times (Moridu, 2022). In fact, good performance is very important for business owners because it will determine the success or failure of the company's ability to continue operating. Increasing knowledge and literacy skills is aimed at providing skills in digital literacy in getting to know digital creation and especially in the realm of digital promotion and publication or what is called digital marketing (Polim et al., 2022). Small and Medium Enterprises (MSMEs) with competitive levels of digital literacy can enter digital markets that cross borders and time periods if they have access to supporting infrastructure. Additionally, as they develop and become more entrenched in social relationships, micro, small, and medium enterprises will become more independent.

Application of Digital Marketing to MSME Players

Based on the outstanding problems, MSMEs are threatened with survival. In this case, the use of digital marketing increases their mastery of technology so they can survive in the midst of and after the pandemic. This is relevant to what Moridu (2022) and Rahman et al., (2022) stated, that SMEs need to improve their employees' ability to master technology so that their businesses can develop significantly. When Kushendar (2020) pointed out that for SMEs, digital marketing is a must because it can be a tool to support SME marketing. Regarding marketing, according to Polim et al., (2019) there are several different ways for MSMEs to survive during and after the Covid-19 pandemic, including: MSMEs need to utilize digital marketing by developing promotional media through social media, improving the quality of sources MSME human resources through technological learning, developing new creative innovations that can attract consumer interest in MSME products, ensuring security and improving MSME services to consumers, and government policies in providing assistance programs for MSMEs.

SMEs in this research are classified into three parts, namely retail MSMEs, food and beverage MSMEs and handicraft MSMEs. For this third solution for MSMEs with digital marketing strategy with SWOT (Strength, Weakness, Opportunity and Threat) analysis. The following is a SWOT analysis of the three SMEs that have been categorized.

Tabel 1.
Analisis SWOT untuk UMKM

	Strength	Weakness
Opportunity	Providing goods or services that suit people's needs during and after the pandemic	Mastery of technology by expanding insight into digital marketing as a marketing tool
Threats	Serving online purchases that can be delivered via online transportation partnership services (Gojek, Grab, etc.)	Involving employees to improve their mastery of technology by providing training and counseling

According to the SWOT analysis in table 1, the strength of MSMEs is that they must supply products or services that the community needs, with the target market as an opportunity. Threat Analysis: If MSMEs are to thrive, they need an internet transportation partnership that acts as a mediator between buyers and sellers. Meanwhile, considering the flaws in retail MSMEs, technical competence remains poor, and capital is restricted. So, it is vital to enhance knowledge of technology, particularly for marketing, specifically digital marketing.

CONCLUSION

Based on research conducted by researchers, it seems reasonable to conclude that consumer behavior has changed during and after the Covid-19 pandemic. They consider long and hard before making a purchase, and then they buy because it meets their essential demands. New, more serious problems have emerged in the MSME business, some of the problems include: MSMEs have production limitations, MSMEs have difficulty analyzing market needs, MSME competitors are more digitally literate, MSME sales and production have decreased, and distribution is limited, all of which clearly threaten the existence of MSMEs. Until finally, MSMEs need to understand and apply digital as a solution to this problem.

The aim of digital marketing is to have a wider reach, not only in a few regions but also in several countries. In this case, MSMEs must become resilient individuals who are ready to adapt and respond to challenges with digital tactics. With the help of Strength, Weakness, Opportunity and Threat Analysis in MSMEs as the application and implementation of digital use in their business.

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