

## Literature Review of the Implementation of Digital Marketing Strategies for MSME Actors in Indonesia

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### Abstract:

Progress digital technology has big impact For various sectors of life. With utilise matter these MSME actors in Indonesia can have opportunity more big. For example in promote goods or services. How is the digital marketing strategy implemented by MSME actors in Indonesia. The literature review method was applied to the research this. Based on results study influential digital marketing significant to MSME actors in Indonesia if using digital marketing with know the strategies and methods management For jack the sales. Temporary No influential for MSME actors who use digital marketing however tend passive as well as No know method use and only just follow the trend.

### Keywords:

Strategy, digital marketing, MSMEs

JEL: M30, M31

## INTRODUCTION

Progress in field communication and information be marked with there is internet. Internet brings impact positive and negative. Impact positive internet one of them is can give information to the target person with quickly, when and where just. In Indonesia the use of the internet is increasing each the year . According to survey conducted by the Association Organizer The Indonesian Internet Network ( APJII ) shown in Figure 1 in 2022 states 210 million soul Already connected with internet. While the total population Indonesia's population is 272.6 million soul. this can be interpreted that 77.02 % of Indonesia's population has connected with internet. When compared to the survey conducted in 2020 of 73.7 %, in 2021 to 2022 there will be increase . Ascension This driven by development infrastructure internet network and facilities public For have gadgets.

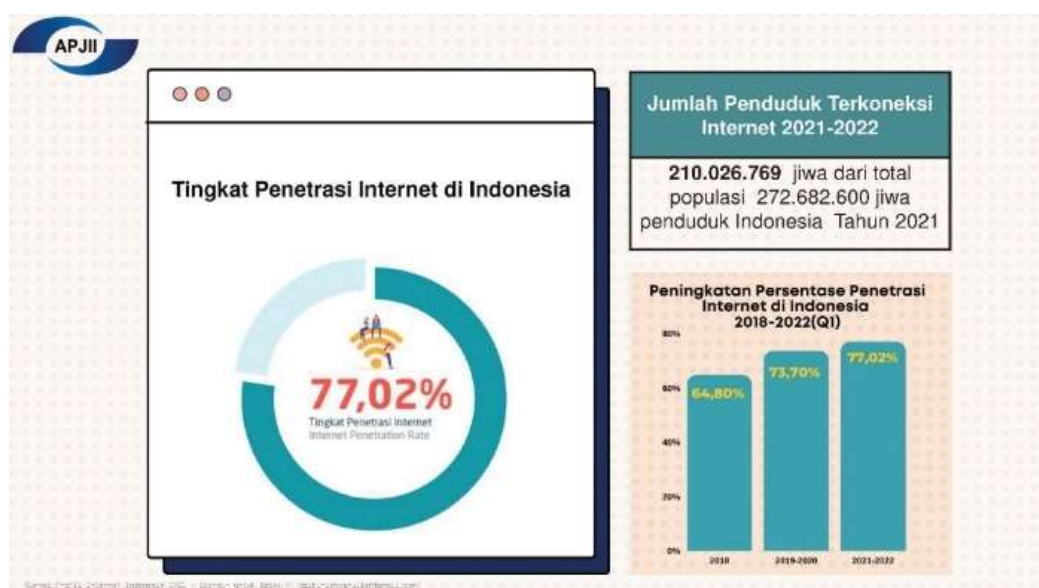


Figure 1  
APJII Survey Data on Internet (APJII, 2022) Use in Indonesia

Progress technology This have big impact For sector life. Many sectors life changed follow development technology. one for example is in the sector economy. With utilise technology in field communication and information, sector This can grow fast. Micro, Small and Medium Enterprises (MSMEs) are type important work inside a country especially Indonesia. With utilise technology the SMEs can have opportunity more big. For example in promote goods or services. Opportunity This utilized moment where is the covid-19 pandemic attacking Indonesia treated restrictions activity to activity in socialize or do business. Featured marketing strategy with condition the is use digital marketing. Digital marketing is profitable marketing digital technology. Besides In addition, digital marketing is also one of the media used by actors business For increase business Because ability new consumer in follow current digitization and some company start gradually leave the marketing strategy conventional as well as switch to modern marketing (Mohamad Trio Febriyantoro, 2018).

Remember use and activity Internet usage in Indonesia is high hence this strategy used by SMEs. Since the covid-19 outbreak to Now This is a marketing strategy always use digital crowded talked about public Because convenience in convey information product and range to buyer the more broad. Besides that strategy is also a lot very be delivered through seminars, webinars and training For public public and actors effort. As for frequent digital platforms used is through social media and e-commerce. According to data we are social in 2022 stated that frequent social media platforms used by Indonesian people WhatsApp (88.7%), Instagram (84.8%) and Facebook (81.3%).

Based on background behind the so in study This do review References to related journals with implementation of digital marketing strategies for MSME actors in Indonesia.

## METHODOLOGY

Method used in study This is a literature review. Overview References in study This is sources study scientific about digital marketing topics that can give description about knowledge most recently obtained from google scholar page. Keywords search used is a word that contains digital marketing and MSMEs. Criteria range year publication in 2018-2023 with take study national. After collecting literature with a number of arrangement the so done election considered literature relevant.

## Data Collection

Based on results search literature, follows is results recapitulation the application of digital marketing to actors effort can seen in tabel 1.

Table 1  
Search results literature

No.	Writer	Results
1.	(Suadnya, Hadi, & Paramita, 2021)	SMEs in the region Cukli Mataram use shopee, facebook and Instagram in promote and sell its products. The result digitally already have visitors However Not yet succeed produce transaction product.
2.	(Handini & Choiriyati, 2021)	On research This done training to MSME actors in it is For change style communication marketing of MSME actors through socialization innovation social. Conducted training such as brand story telling, copywriting and partner product previews. Result of training is SMEs get legality business , got do advertising online, join with bekraf, e-commerce and startups.
3.	(Hadi & Zakiah, 2021)	Study This show that Still few MSMEs use digital marketing (15.08%) as a strategy for increase sales and require understanding of digital marketing. results analysis research, MSMEs that have able to use digital marketing endure even increase capable endure even increase sale without depend on shop conventional.

No.	Writer	Results
4.	(Lestari, Adi, Mulyandini, Saputra, & Natita, 2021)	Objective from research and training For help SMEs survive in face pandemic. Activities undertaken is combination between webinars and KKN activities carried out by students Faculty General University of Economics and Business Ahmad Yani. As results, SMEs can increase share the market through digital marketing. Besides that, SMEs can also compile report finance simple so that they can monitor condition finance they with ok.
5.	(Harahap, Dewi, & Ningrum, 2021)	In study This stating digital marketing gives influence positive and results significant in enhancement performance MSME sales. 70 percent existing SMEs using digital marketing states that digital marketing will be the main strategy in marketing, on the other hand shop conventional only will become complement. this happen Because the ease and capabilities of digital marketing in reach more Lots consumer.
6.	(Raharjo & Rofiuddin, 2022)	Study This show that growth village MSME productivity Bringin Not yet positive. Even when a website for online business has made, no everyone has operate plan digital marketing. Can is known that about the digital marketing strategy Not yet get Lots attention from MSMEs in the village Bringin, Regency Tuban . So that expected MSMEs in the village Bringin, Regency Tuban can adapt with changing times ie do sale online with using a digital marketing strategy.
7.	(Arumsari, Lailiah, & Rahayu, 2022)	The role of Digital Marketing in effort based MSME development technology in the village Plamongansari Semarang which was originally only know selling in the market, now so have knowledge new about digital marketing and understanding new use of one e-commerce application. Digital marketing training and practice use e-commerce applications are very interesting, and need For tried. The hope although selling at home, however the buyer No Again only close people House.
8.	(Harahap, Dewi, & Ningrum, 2021)	MSME participants in the regions this is what follows activity average use instagram. In study these are the perpetrators business succeed make content and caption for support Photo products marketed on social media (Instagram).
9.	(Febriyantoro & Arisandi, 2018)	In study This aim For describe the impact of digital marketing on sales volume for perpetrator ummm in town batam. Member umkm that became respondent as many as 12 people and each has category different business. The perpetrators business This state use technology make they helped specifically with existence of social media and consumers tend shop online. With the presence of digital marketing actors business can too give information and interact in a manner direct with consumer, expand market share, increase awareness as well increase sales.
10.	(Ramida, Mustari, Dinar, Supatminingsih, & Nurdiana, 2022)	Study This aim For know the influence of digital marketing on enhancement MSME income. There are 42 respondents as data sample and analysis using descriptive and inferential statistics. Result of study This show mark determinant R 0.214 which means that influence the existence of digital marketing to income by 21%.

## RESULT & DISCUSSION

Digital marketing is method introduce or promote product to candidate buyer via digital. this way felt easily and cheaply by the people or perpetrator effort. Besides That reach consumer become wide until to outside area and even until to abroad. Benefit use neither is this know time and anywhere Because consumer can buy product from the perpetrators business When anywhere and from anywhere. This supported by development adequate infrastructure specifically is the internet and also convenience in matter payment .

In Indonesia, digital marketing starts known since the covid-19 pandemic or in 2020. This because enactment restrictions activity in each sector life in socialize specifically is in do business. This strategy found it very profitable with various the benefits hence this strategy used and applied by MSME actors in Indonesia. Seminars or training intensified by practitioners and academics For smash slumping economy at that time.

A digital marketing platform that can used is use social media, digital market, websites and applications message between. Through social media, MSME actors can spread information related with its products. This way can done with share in a manner personal , create video content or photos used on the status and also can be via grub. Then the digital market is used For focused on sales various product and therein there is means For method payment and delivery. While the website is usually used For companies famous and when SMEs use this, can said the SMEs Already proceed than No have a website. Usual use of the website only just used as catalog products and some can used until Can transact with buyer use diverse method payment along the delivery. And the last is application message delivery, service This used by active SMEs in field culinary. The perpetrators the usually register a food and drink menu that can be accessed and ordered by buyers online. With thus digital marketing makes the economy of SMEs grew back after time limited room motion Because pandemic.

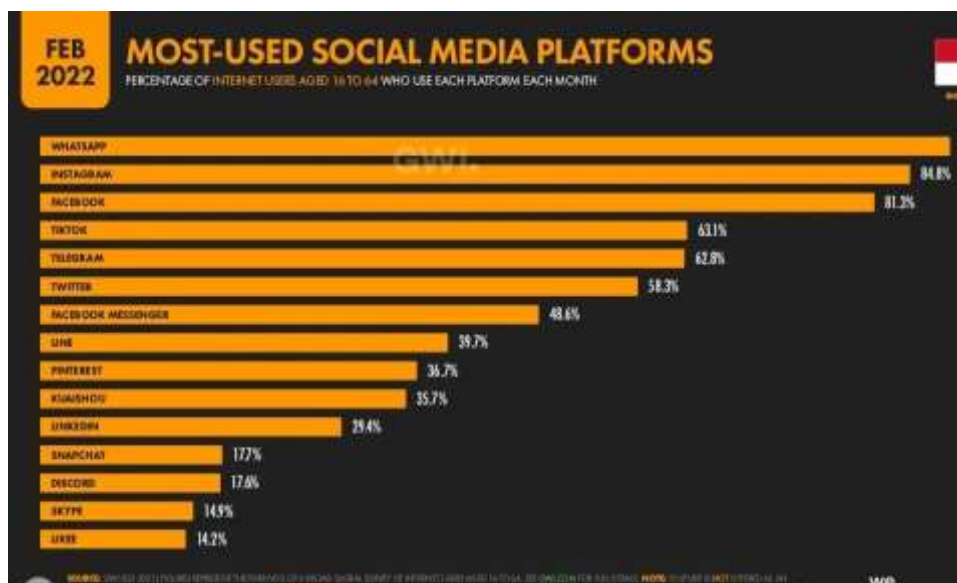


Figure 2  
Survey data Use of social media platforms in Indonesia (wearesocial, 2022)

According to survey data conducted by We are Social in 2022 in *Figure 2*, Indonesian people use social media application is WhatsApp (88.7%), Instagram (84.8%), Facebook (81.3%) and followed applications other. Meanwhile, the APJII survey data for 2022 is WhatsApp (98.07%), Facebook (68.36%) and YouTube (63.02%). Whereas many digital market applications used in Indonesia 2022 is shopee (55.08%) and Lazada (33.79%).

Indonesian MSME actors in various area according to assessment we have done in study this, digital marketing is used as promotional media past social media use application like instagram, facebook, whatsapp, youtube, line and twitter. Whereas market applications use shopee, tokopedia, Bukalapak and OLX. Final application message between only use

gofood. This Of course can concluded that MSME actors in general If see data survey conducted by we are social and APJII has appropriate in matter use of digital marketing platforms. However If see messages conveyed by some SMEs that have implementing this strategy, yet can fulfil hope or income income Not yet reached . Various practitioners and academics Already make an effort in gift or counseling material and training through related seminars, webinars and workshops with digital marketing. However Not yet succeed to achievements sales. There are several perpetrator MSME businesses that stated success in implementing a digital marketing strategy. There are several deep knowledge or must be studied more in again by the perpetrators MSME business. For example like algorithms and advertising from digital marketing platforms. Algorithm every platform has characteristics individually. Like time upload product, video duration, quantity upload product in a day and others. Whereas advertising, like Facebook ads, Instagram ads, YouTube ads, Twitter ads and Google ads. Service advertisement This provided free and paid by several platforms. Besides That advertisement this is very important very For implemented by SMEs because with apply advertising product can submitted by the candidate buyer with right. There are several arrangement in service This for example like reach target buyers.

## CONCLUSION

Digital marketing is a marketing process or sale Where something product or service via the internet so that Lots circles can see product offered. With concept and its application make Many people know the brand being marketed via the internet as well as with aim to increase amount sales. Based on study In this case, Indonesian MSME actors in various area do digital marketing as promotional media past social media use application like Facebook instagram, whatsapp, youtube, line and twitter. Whereas market applications use shopee, tokopedia, Bukalapak and olx. Final application message between only use gofood. this Of course can concluded that use influential digital marketing significant to MSME actors in Indonesia if using digital marketing with know the strategies and methods management For jack the sales. Temporary No influential for MSME actors who use digital marketing however tend passive as well as No know method use and only just just go with the trend. See current trends this is what everyone uses smartphones and media social for example instagram and whatsapp so Can using a build strategy contents product For promotion and sales. Most MSME actors know about digital marketing now pandemic only if Can said new the skin just Not yet so enter to strategy and features What just in digital marketing. Expected government through service related can stage deep training for SMEs in Indonesia.

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