

IMPLEMENTATION OF DIGITAL MARKETING IN INCREASING THE SALES OF MSME PRODUCTS IN THE CULINARY FIELD (STUDIES IN SUBDISTRICT LIMBANGAN, REGENCY KENDAL)

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Abstract. Micro, small and medium enterprises are the main actors in the Indonesian economy that can drive economic growth, maintain employment and improve people's welfare. Data collection was carried out through in-depth interviews and documentation, and researchers were directly involved in the informants' daily activities to obtain valid information. The result that can be achieved is to find a strategy for implementing digital marketing to increase sales of MSME products. SWOT analysis is used in this study. The purpose of this study is to find out and analyze the effect of digital marketing on increasing MSME sales, find out and analyze whether the use of digital marketing can increase sales of MSME products and find out how the next development of MSMEs. The type of research used in this research is qualitative data. Based on interviews and observations, the author knows how to describe social media used by MSMEs to promote and increase product sales. In this study, the authors obtained results regarding the use of social media by MSMEs to increase MSME sales.

Keywords: MSME; Digital Marketing; Product

INTRODUCTION

The targets of this research are several MSME owners in the culinary field in Limbangan Village. Micro, small and medium enterprises (MSMEs) are an example of a business that is currently commonly found in the Limbangan Village area, one of the MSME businesses in Limbangan, namely Limbangan Coffee. This type of business starts with minimal capital and gets a sizable profit or profit. If MSMEs are well initiated, the business will develop into a big business.

Digital marketing according to marketing activities that utilize internet media (Instagram, Facebook, Twitter, TikTok, and websites) in marketing activities with the aim that consumers are interested in using services or consuming products produced by companies. If motivation is high, MSME performance will also be good, so it is suspected that motivation will affect MSME performance. (Luciantoro & Rachmansyah, 2018). Digital marketing harnesses the power of the internet through websites, search engine marketing, digital advertising, social media and networks, email and mobile, managing electronic relationships, and is associated with a variety of benefits (Keller, 2009; Wymbs, 2011). This method can be used to create awareness, improve brand image, attract new customers, improve customer service, increase customer satisfaction and loyalty, increase sales, and reduce costs (Brennan & Croft, 2012; Järvinen, Töllinen, Karjaluoto, & Jaya Wardhena, 2012; Karjaluoto et al., 2015; Taiminen & Karjaluoto, 2015).

Digital marketing offers functionality to develop integrated, targeted and measurable communications, to acquire, retain and develop deeper customer relationships (Karjaluoto et al., 2015; Parsons, Zeisser, & Waitman, 1998; Winer, 2009; Wymbs, 2011) ; with digital platforms that have the potential to support value creation and customer engagement, which is especially important for SMEs (Matarazzo, Penco, Profumo, & Quaglia, 2021). Despite this potential, the application of digital marketing by MSMEs remains limited and these benefits have not been fully realized due to limited access to internet networks.

Products Bringing outside support can be very beneficial for MSMEs, and a great way to introduce products to all walks of life. Developing increasingly complex products (interconnected, digital, modular, and so on) requires expertise from multiple disciplines, and the cooperation of team members working together to achieve the same goal. Developing the capacity to quickly develop and launch new products is a challenge, and understanding their precursors is still a major concern among innovation scholars (Keupp et al., 2012).

Currently, the number of MSMEs in Limbangan Village is growing, especially in the culinary field. The application of marketing through social media is the main choice made by business actors, now the use of social media has become the main pillar in conveying information, especially those implemented by Alas Limbangan Coffee MSME business actors. UMKM Kopi Alas Limbangan communicates in business, assists in product marketing, communicates with customers through online media such as Instagram, Tiktok and Facebook. Due to the growth and development of the business coffee culinary that implements digital marketing in increasing product sales, this is assessed as an increase in sales of coffee MSME products in Limbangan through social media which is important for coffee MSME business people to identify obstacles, difficulties, and ease of implementing digital marketing in their business in increasing MSME sales Alas Limbangan Coffee. Therefore, based on the phenomenon above, I want to do research on whether the application of digital marketing can increase product sales at Alas Limbangan Coffee SMEs.

METHOD

The type of research used in this research is qualitative data. According to Moleong (2017: 6) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions and others holistically and through descriptions in the form of words and language, in the context of certain. natural words by utilizing various natural methods.

The object of this research includes Micro, Small and Medium Enterprises in Limbangan District, Central Java, especially in the MSME culinary field. The subjects of this study consisted of coffee MSME actors in Limbangan District, Kendal, Central Java. The research subjects were aimed at coffee MSME entrepreneurs. Data collection techniques in qualitative research are observation, interviews, and documentation. In qualitative research data analysis techniques, the activities of researchers explore and obtain data from respondents in accordance with the truth in the field directly. SWOT analysis is a strategic planning method used to evaluate Strengths, Weaknesses, Opportunities and Threats in a project or a business venture. And it can be applied by analyzing and sorting out various things that affect the four factors, according to Puguh (2016).

According to Rangkuti (2016: 19) SWOT analysis is the identification of various factors systematically to formulate company strategy, this analysis is based on logic that can maximize strengths and opportunities, but simultaneously can minimize Weaknesses and

Threats. Threats). In analyzing the data, the researcher draws conclusions using a SWOT analysis so that it is clearer what the advantages and disadvantages of MSME businesses in Limbangan Village are as a researcher explaining the Strengths, Weaknesses, Opportunities, Threats of the problem or phenomenon under study.

RESULTS AND DISCUSSION

Based on the interviews and observations that have been made, the authors can describe the social media used by MSMEs in promoting and increasing product sales. In this study, the authors obtained results regarding the use of social media for MSMEs in increasing MSME sales.

Table

Tabel 2. Analysis SWOT

(Strength)	(Weaknes)
<ol style="list-style-type: none"> 1. UMKM Alas Limbangan Coffee has original natural ingredients from Limbangan 2. Alas Limbangan Coffee is having a product price that is more affordable for the wider community. 3. he emergence of innovations in the addition of the Alas Limbangan Coffee product variant to attract customers to know coffee products. 	<ol style="list-style-type: none"> 1. The packaging offered tends to be less attractive. 2. Not well structured, detailed contents and halal certificates. 3. Not optimal in managing digital marketing on social media.
(Opportunities)	(Threats)
<ol style="list-style-type: none"> 1. has a product with many variants with pure coffee without mixture 2. Customers can request the level of fineness of the coffee itself 	<ol style="list-style-type: none"> 1. Lack of human resources managing product marketing 2. The product production process is relatively manual 3. Lack of internet network access in marketing products using social media.

CONCLUSION

The conclusion from the final results of this study is that utilizing digital marketing to increase product sales such as Facebook, Instagram and WhatsApp really helps MSME players in developing digital marketing.

Based on the results of the research and discussion, the following conclusions can be drawn:

1. The application of digital marketing can help promote products outside the region through social media intermediaries.
2. The application of digital marketing can help MSMEs to increase product sales.
3. The application of digital marketing has competition constraints from external products and network factors in the upload process on social media.
4. SWOT analysis helps Coffee MSMEs in increasing product promotion using digital

marketing on the Instagram, Facebook and Tiktok applications.

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