



Palangka Raya City's MSME's expanded welfare through the use of internet marketing

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Abstract

The present scholarly article examines various approaches to leveraging digital marketing techniques to enhance the well-being of Micro, Small, and Medium Enterprises (MSMEs) in Palangka Raya City. It employs qualitative methodologies by conducting interviews with micro, small, and medium enterprises (MSMEs) adopting digital marketing strategies. The results indicate that the utilization of digital marketing strategies, encompassing social media platforms, websites, and mobile applications, substantially enhances the visibility, market reach, and sales performance of micro, small, and medium enterprises (MSMEs). This study examines the elements that support and hinder the implementation of digital marketing strategies. The findings of this study have significant significance for micro, small, and medium enterprises (MSMEs) and municipal governments, offering practical advice on enhancing economic development by leveraging digital marketing strategies.

Keywords: digital marketing, MSMEs, welfare, internet

Introduction

Acknowledging the significant contribution of Small and Medium Enterprises (MSMEs) to advancing the Indonesian economy is imperative. One notable entity in Indonesia that demonstrates a substantial dedication to providing local government support and financial advisory services is the Small and Medium Enterprises (MSMEs) sector (Giovanni et al., 2023). Internet-based marketing strategies are gaining significant traction and are of growing importance for Small, Medium, and Small Enterprises (MSMEs) in contemporary times (Denga, 2023). High-level presentations are time-constrained endeavors that involve acquiring market insights through electronic media platforms, employing diverse strategies such as regular networking (Mian, 2023). This study highlights the ability of individuals to establish connections not just with technology in the digital realm but also with others across the globe (Sagala et al., 2024). Advanced promotional strategies typically involve the utilization of exhibitions as a means to facilitate collaboration among producers, market intermediaries, and prospective

purchasers in an intuitive and coordinated manner. MSMEs serve as a viable platform for valuable employment opportunities.

MSMEs are work-oriented organizations that do not necessitate specific qualifications such as educational attainment or worker expertise. These enterprises typically rely on small company capital and employ relatively straightforward innovation methods (Sulistiyawati & Prabowo, 2022). The primary area of interest in Palangka Raya City is the enhanced well-being of Micro, Small, and Medium Enterprises (MSMEs) through digital marketing strategies.

The projected growth of Small, Small, and Medium Enterprises (MSMEs) in Focal Kalimantan is expected to reach a total of 468,75,278 units in the Trade/Restaurant sector by December 2022, representing a significant increase from the previous year's figure of 40,568 units. The inspection findings indicate a substantial and rapid growth in advancing Micro, Small, and Medium Enterprises (MSMEs) in Palangka Raya.

These technological advancements present extensive prospects for enhancing the visibility, market accessibility, and overall well-being of micro, small, and medium enterprises (MSMEs) (Dasaraju et al., 2020). Palangka Raya, a city that places considerable emphasis on advancing its local economy, exhibits considerable promise in implementing digital marketing strategies. Geographical and resource constraints pose significant hurdles for micro, small, and medium enterprises (MSMEs) in Palangka Raya seeking to promote their products. Nevertheless, the implementation of digital marketing strategies might help mitigate these challenges. Digital marketing strategies, including the implementation of virtual entertainment, search engine optimization (SEO) for website enhancement, content promotion, and email marketing, have demonstrated their efficacy in expanding the reach of marketing efforts to a diverse and broader customer base.

Moreover, computerized promotions present a more cost-effective alternative to traditional advertising methods, rendering them more economically accessible for micro, small, and medium enterprises (MSMEs). This study aims to elucidate the efficacy of employing sophisticated advertising strategies to effectively deliver government aid to Micro, Small, and Medium Enterprises (MSMEs) in Palangka Raya City. Given the ongoing growth in the number of internet users in Indonesia, it is widely believed that implementing this web-based marketing strategy has the potential to enhance public support for the government.

MSME players must possess the opportunity to cultivate resilience in pursuing novel endeavors. Organizations can enhance their business growth through the implementation of advanced advertising strategies, which encompass the establishment of virtual entertainment accounts, consistent execution of promotional activities, and strategic collaborations with commercial centres. This intervention is expected to enhance individuals' self-assurance and foster their innovative ideation in product marketing. Incorporating business habitat for micro, small, and medium enterprises (MSMEs) product transactions represents a strategic approach to enhance or optimize transaction turnover. The observed rise in transaction turnover can be attributed to the decreased operational expenses associated with utilising a contemporary office environment (Nudurupati et al., 2021). According to a report published by the Association of Indonesian Network Access Providers (APJII), the number of individuals accessing web services in Indonesia in 2018 was around 171.17 million, which accounted for 64% of the total population of 264.16 million in the country. This figure grew to around 27.9 million individuals, representing a 19.4% rise compared to the previous year's 143.26 million individuals. According to research conducted by APJII, it is projected that around 70% of the entire population in the Central Kalimantan region will have access to the internet. Using web-

based entertainment as an initial phase for showcasing sophisticated advertising items necessitates a strategic emphasis on coordinating promotional activities to optimise outcomes in client acquisition and transactional activities.

Literature Review

Income

The theory of income is all receipts in the form of money or goods originating from other parties or industrial products that are assessed based on the amount of money from the assets that apply at that time (Avgouleas & Blair, 2020). Income is a source of income for a person to meet daily needs and is very important for the survival and livelihood of a person, directly or indirectly. Income consists of wages, salaries, rent, dividends, and profits and is a flow measured in a certain period, for example, a week, a month, a year, or an extended period (Haig, 2020). The flow of income arises due to productive services (Productive service) that flow in the opposite direction to the flow of income. These productive services flow from the community to the business party, meaning income must be obtained from productive activities.

Income is the outcome of labor, economic activities, or similar endeavors. The concept of income, as defined in the management dictionary, refers to the monetary compensation received by individuals, corporations, and other organizations in various forms, such as wages, salaries, rent, interest, commissions, costs, and profits (Brooks, 2017). Income refers to the monetary proceeds or other tangible assets that can be obtained via the utilization of production sources (Crouzet et al., 2022). The assertion made by experts suggests that money serves as an indicator of a family's economic standing within society.

In the context of the corporate realm, revenue is consistently acquired in the form of nominal currency (Sgambati, 2020). Moreover, this financial resource can be utilized to assess the degree to which the organization's revenue is generated through sales, thereby achieving the anticipated profits in alignment with the set objectives. Money holds significant importance, serving both contemporary society's essential requirements and economic endeavours' demands (Tang, 2023). Money serves not only as a medium of monetary transaction but also as a factor influencing interpersonal dynamics (Li et al., 2020).

Based on the definition above, income can be inferred as the monetary value derived from the organisation's transactional exchange of products and services. In alternative terms, income can be defined as the aggregate amount of funds acquired by individuals, corporations, and other entities. The primary objective of individuals engaged in employment is to generate sufficient revenue to meet their basic life requirements.

Digital Marketing

Digital Marketing can be defined as marketing activities, including branding, that use various web-based media (Panda & Mishra, 2022). E-Marketing or Digital marketing is defined as the use of digital technology to achieve goals in marketing as well as efforts to develop or adapt the marketing concept itself, which can communicate on a global scale and change how companies do business with customers (Al-Ababneh, 2022). Digital marketing is marketing using the digital application of technology. One form of digital marketing that uses electronic media or the internet is Internet marketing (e-marketing) (Bharti & Kumar, 2020).

The origin of the concept of digital marketing can be traced back to the internet and search engines utilized on websites (Nyagadza, 2022). When internet use experienced a significant surge in 2001, Google and Yahoo emerged as the dominant players in search engine optimization (SEO). The emergence of internet searches occurred in 2006, followed by a significant surge in mobile device usage in 2007. This surge in mobile device adoption led to increased internet usage, facilitating global connectivity through social media platforms.

Digital marketing refers to a range of marketing operations, encompassing branding strategies, that leverage diverse web media platforms, including blogs, websites, email, AdWords, and social networks. The primary objective of digital marketing as a promotional medium is to effectively communicate, distribute, and promote a product to influence consumer purchasing decisions (Chakraborty & Jain, 2022). American Marketing Association (AMA) encompasses the various actions, institutions, and processes digital technology enables to generate, communicate, and distribute value to consumers and other relevant stakeholders (Korschun et al., 2020). Digital marketing refers to using technology to support marketing endeavours to enhance consumer awareness by tailoring strategies to meet their specific demands (Peter & Dalla Vecchia, 2021).

Retention can be achieved by increasing knowledge about consumer profiles, behaviour, values, and loyalty levels and combining targeted communications and online services according to individual needs (Urdea et al., 2021). Making it easy for the company to reach customers by being present on media with direct access to customers is the essence of digital marketing. This is a horizontal approach. When marketers and customers are on the same page, both can reach each other, and customer satisfaction with service can be fulfilled because customers must be served horizontally (Wilson et al., 2020)

Methodology

This study employs a qualitative research approach to investigate the utilization of digital marketing strategies in enhancing the well-being of micro, small, and medium enterprises (MSMEs). The present study utilizes secondary data acquired from multiple sources, including Diskopum, Central Kalimantan SETDA, Depkop, and the official websites of relevant institutions. The dataset used encompasses digital data, income or turnover of micro, small, and medium enterprises (MSMEs), and a comparative analysis of MSME welfare before and after implementing digital marketing tactics. The data for this research was obtained by doing online searches on the official websites of relevant institutions. Additionally, interviews were conducted with members of the MSME sector who have successfully used digital marketing strategies. These interviews served as case studies for the study.

Results And Discussion

Considering the findings derived from the analysis of the circumstances conducted via meetings and deliberations with the proprietor of the Micro, Small, and Medium Enterprise (MSME) "Snacks Itah". MSME owners must embrace technology advancements, particularly in marketing, before implementing display innovation; micro, small, and medium enterprises (MSMEs) traditionally showcased their products in physical locations and promoted them through anecdotal evidence. The sole purchasers consist of acquaintances and others who frequent the area. Using technology, it is possible to expedite the implementation of "Itah

Snacks" and enhance the efficacy of promotional activities and sales, leading to a corresponding rise in revenue. Furthermore, to expedite this snack's debut, it is imperative to develop a logo. In Micro, Small, and Medium Enterprises (MSMEs), logos are crucial in establishing a brand identity and differentiating these enterprises from their competitors within the market.

This study examines the advertising strategy employed by "Snacks Itah" as Web-based Entertainment Marketing. In contemporary society, individuals across various age groups, including children, teenagers, adults, and older people, actively engage with web-based entertainment outlets. Hence, implementing an advertising strategy utilizing online entertainment formats holds significant importance. The digital platforms used by micro, small, and medium enterprises (MSMEs) for marketing purposes include Facebook, WhatsApp, and TikTok.

This study examines the revenue comparison of Micro, Small, and Medium Enterprises (MSMEs) operating in the 'Itah snacks' industry before and after implementing digital marketing tactics. Before implementing digital marketing strategies, the monthly revenue generated by MSME snacks was reported to be restricted to IDR 2,000,000. This phenomenon arises due to the prevalence of face-to-face transactions for routine sales and purchases, wherein individuals who can physically visit the location where "Itah snacks" are available, such as local neighbours, are considered potential buyers. After implementing digital marketing strategies, monthly income was substantially increased, reaching IDR 5,000,000. This phenomenon occurs due to the increased accessibility of "Itah snacks" on multiple platforms and social media channels, enabling individuals to purchase these products from diverse locations conveniently. The findings of this study suggest that the use of digital marketing measures has a beneficial impact on the financial performance of micro, small, and medium enterprises (MSMEs) operating in the "Itah snacks" sector. These results underscore the potential and substantial advantages of utilizing digital marketing strategies to enhance business performance and outcomes.

Using digital marketing media enables organizations to enhance operational efficiency and effectiveness while facilitating broader marketing reach. The primary benefit of employing sophisticated promotional strategies lies in the expeditiousness of delivery. Using advanced media in advertising approaches enables rapid implementation, often within a short timeframe. Furthermore, the outcomes of marketing endeavors can be promptly ascertained and possess a broader scope due to the inherent ease of evaluation and direct measurement enabled by digital marketing.

Conclusion

In Indonesia's economic development context, digital marketing is a crucial strategic approach for Micro, Small, and Medium Enterprises (MSMEs). Online marketing encompasses using digital media platforms, including social media, to promote and facilitate sales activities. MSMEs are a viable strategy for fostering a conducive and efficient work environment. SME enterprises in Palangka Raya City prioritize the utilization of digital marketing strategies. The existing body of studies and research indicates that micro, small, and medium enterprises (MSMEs) that actively employ digital marketing strategies like social media, content marketing, and online advertising tend to observe enhanced prosperity. Heightened sales, business expansion, and more significant profits characterize this success.

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