

THE BENEFITS OF DIGITAL MARKETING STRATEGY WHICH APPLIED TO MSMEs USING GROUNDED THEORY APPROACH

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ABSTRACT

The focus of this study is on digital marketing inventions in MSMEs. The goal is to find out the benefits of implementing digital marketing strategies in MSMEs. This study uses several case studies; the main focus is not on generalizations but on gaining in-depth knowledge of certain phenomena related to building a digital marketing strategy. This is used as a solution for MSME marketing, which in fact is far behind big companies. Digitalization will add to the challenges while providing convenience for MSMEs. Data obtained through semi-structured interviews to collect information related to MSME digital marketing activities, use of digital channels, and experiences in adopting digital media. The research object was selected based on purposive sampling technique. The analytical methods used in this study are the two main approaches to text analysis in interviews, namely the grounded theory approach. The results of this study are in the form of a digital marketing strategy where sellers do not have to bring products or product samples to consumers, but simply upload product images on social media or in the marketplace. Consumers only need to be directed to see product catalogs on social media or marketplaces. Utilization of social media or marketplaces, whose use is commonly referred to as digital marketing, makes it very easy for customers. Meanwhile, this strategy can be implemented and used by anyone with an internet connection by uploading digital information to be marketed. The coding scheme consists of 24 coding schemes, 4 categories, and 4 themes with a total score of 48. Where the theme of the ease of operation and the economical category then efficiently occupies the highest score. Economy or thrift means how to use things carefully and wisely in order to get the best results. Efficiency means acting in a way that minimizes loss or wastage of resources in carrying out or producing something.

Keywords: Grounded Theory, UMKM, Social Media, Marketplace, Internet, Digital Marketing, Efficiency, Flexibility, Economical.

INTRODUCTION

All daily activities are carried out digitally. Ranging from simple movements to complex activities already using technology. The development of technology and science affects the growth of technology. Digitalization has become a part of everyday human life. Digitalization changes the behavior of interactions between humans. Part of digitization is social media and the internet. Social media has an impact on changes in consumer behavior. Consumers spend a lot of time interacting with social media. Apart from using social media, consumers also often search for products, prices, product providers, and so on. Consumer behavior explains that the use of digital channels is very important for development. Consumer activity using the internet will greatly help Micro, Small, and Medium Enterprises (MSMEs) in introducing products to consumers. However, there are still many MSMEs that have not taken advantage of the potential of digitalization. (Ariska et al., 2022).

Some literature states that digitalization in its various forms has a positive relationship to the growth, performance and competitiveness of small businesses. Digital marketing and social media provide opportunities for MSMEs to attract new customers and reach existing customers efficiently. The use of digital marketing will run smoothly if it is accompanied by the support of a good internet connection. Having an internet connection can also reduce marketing costs and facilitate internal and external communications. This is in line with research conducted on 12 small businesses in the United Kingdom, the social aspect of the

network (web) can increase efficiency and improve external communication. (Ridhwanullah, 2023)

In fact, MSME marketing is far behind that of large companies. Digitalization will add challenges for MSMEs. Some literature says that traditional marketing theory does not apply to SMEs. MSME marketing techniques are more informal, reactive, and spontaneous, and there is a large gap between marketing activities in MSMEs and the best marketing practices proposed in marketing theory. MSMEs have a focus on sales and aim to create product awareness to consumers. MSMEs that implement marketing planning can be one of the keys to the success of MSME marketing. Research related to the use of new technology in MSMEs has been carried out by several researchers, but knowledge of how MSMEs utilize digital channels in marketing requires a deeper understanding. According to research conducted, it was stated that 90% of small businesses in Sweden use websites and e-mail to market their products, but many small businesses in the early days used digital channels and then the use of digital channels was still low. Digital marketing is a new approach to marketing, not only traditional marketing which is driven by digital elements. While digital channels can be classified from various points of view. One way to organize digital media is to present it according to who controls the communication (company or target consumers) and whether the communication is one-way or two-way. (Chundu et al., 2022) however, many small businesses in the early days used digital channels and then used digital channels was still low. Digital marketing is a new approach to marketing, not only traditional marketing which is driven by digital elements. While digital channels can be classified from various points of view. One way to organize digital media is to present it according to who controls the communication (company or target consumers) and whether the communication is one-way or two-way. (Chundu et al., 2022) however, many small businesses in the early days used digital channels and then used digital channels was still low. Digital marketing is a new approach to marketing, not only traditional marketing which is driven by digital elements. While digital channels can be classified from various points of view. One way to organize digital media is to present it according to who controls the communication (company or target consumers) and whether the communication is one-way or two-way. (Chundu et al., 2022)

It all started with one of the impacts of the covid pandemic that has shifted consumption patterns of people who prefer to shop online which is done from home. The strength of MSMEs cannot be overstated. Adaptation can be done by opening an online store or selling through e-commerce. E-commerce is the optimization of sales, purchasing and product marketing transactions. Not only as a platform for selling but also for other company activities such as marketing, customer outreach, product information, customer retention and customer service. That e-commerce has a positive and significant effect on improving the marketing performance and income of MSMEs. (Afandi, 2023)

The emerging technology paradigm harnesses the possibilities of collaboration and collaborative intelligence to design and scale down stronger and more sustainable entrepreneurial enterprises. Digital entrepreneurship has at least 4 (four) related dimensions, namely digital videlicet (who), digital conditioning (what), digital provocation (why) and digital association (how). According to the records of the Ministry of Cooperatives and MSMEs that are connected to digital platforms, in other words, there are already 16% or around 10.25 million MSMEs connected to digital ecosystems.

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Electronic commerce has become very important as a technological medium for companies to serve their customers, increase their geographic reach, react to external pressures, and cut costs. The introduction of e-commerce has forced many companies to have a digital footprint, and take advantage of the opportunities provided by the internet. The growth of e-commerce has enabled businesses to engage with potential customers in new ways: hence, the decline of physical stores is imminent. The literature shows that in the emerging digital economy, the adoption of e-commerce platforms substantially affects transaction costs, speed of delivery, customer satisfaction, and subsequent company performance.; however, developing a sustainable competitive advantage, in an environment that commodifies goods and allows simple imitation through quick access to information about competitors' offerings, is a challenge. Despite significant progress in global e-commerce (ECA) adoption, significant gaps remain between MSMEs and established large businesses. SMEs are increasingly leveraging information and communication technology (ICT)-based e-commerce to achieve competitive advantage and exposure to international markets. Both buyers and sellers can benefit greatly from the adoption and use of benefits that can also be realized by SMEs. Previous e-commerce literature indicated that only a few studies emphasized the adoption and exclusive use of e-commerce in SMEs. Moreover, despite the extraordinary growth of ECA among SMEs, implementation is still relatively low, and large firms have reaped more benefits than MSMEs, in terms of increased sales and cost savings. However, since the COVID-19 pandemic has influenced MSMEs to adopt e-commerce until now to maintain financial performance and maintain their business. Many brick-and-mortar small businesses are adopting technology platforms to reach their customers amidst the pandemic. Therefore, it is very important to assess whether the MSME ECA has facilitated superior financial performance and sustainability. (Gao et al., 2023) since the COVID-19 pandemic has influenced MSMEs to adopt e-commerce until now to maintain financial performance and maintain their business. Many brick-and-mortar small businesses are adopting technology platforms to reach their customers amidst the pandemic. Therefore, it is very important to assess whether the MSME ECA has facilitated superior financial performance and sustainability. (Gao et al., 2023) since the COVID-19 pandemic has influenced MSMEs to adopt e-commerce until now to maintain financial performance and maintain their business. Many brick-and-mortar small businesses are adopting technology platforms to reach their customers amidst the pandemic. Therefore, it is very important to assess whether the MSME ECA has facilitated superior financial performance and sustainability. (Gao et al., 2023)

The emergence of the internet and the adoption of conventional marketing tactics has led to the formation of a digital marketing approach that is being adopted and implemented by both small and large businesses: these businesses leverage data science and online marketing tactics to increase product sales, brand recognition and market penetration. Despite the well-known advantages of digital marketing, little is understood about small business adoption of digital marketing (DMA), as most of the digital marketing literature refers to large enterprises. Moreover, despite the growing popularity of digital marketing, and its significance in increasing the customer base and brand awareness of MSMEs, studies on the role of DMA on the performance and financial sustainability of MSMEs are scarce. (Nugroho & Fajarwati, 2023)

SMEs in Bangladesh, like in other developing countries, are attracting special attention from policy makers, economists and financial experts, because of their significant

contribution to GDP; however, MSMEs have not yet reached their maximum potential, due to several constraints that impede growth and sustainability. MSMEs are the economic powerhouse of Bangladesh, directly employing 7.8 million people, and indirectly supporting another 31.2 million. MSMEs contribute around 25% of Bangladesh's GDP, but have the capacity to contribute much more. In 2013, small businesses in the manufacturing sector grew by 6.76 percent. As a result, MSMEs have made a major contribution to Bangladesh's overall economic growth, benefiting from cheap labor and rapid job creation. The COVID-19 outbreak has impacted all aspects of life and business, but MSMEs have been hit hardest by the attacks. Many companies have permanently closed, while others have suffered a loss of revenue. The economic turmoil has exacerbated pre-existing problems, such as lack of access to finance, poor market connectivity, scarcity of skilled workers and scarcity of export markets. Many academics and senior managers have emphasized digital transformation as one of the first defensive measures to ensure sustainability over the all severe disasters, including connectivity, supply, delivery, and limited physical functions. Studies are increasingly focusing on digitizing MSMEs, advocating the development of a new digital business economy, and proposing various digital transition pathways. The transition to e-commerce, digital marketing, online selling and logistics is optimal for resilience. Utilizing internet technology, MSMEs can monitor operations, have access to financial data, and manage inventory and revenue. Studies show that MSMEs can achieve sustainability by migrating to an online environment, to develop digital strategies and use IT for digital value chain assessment and models. Therefore, it is very important to understand how MSMEs with less resources and financial constraints can combat the consequences of COVID-19, by embracing technological advances. (Chundu et al., 2022) and manage inventory and revenue. Studies show that MSMEs can achieve sustainability by migrating to an online environment, to develop digital strategies and use IT for digital value chain assessment and models. Therefore, it is very important to understand how MSMEs with less resources and financial constraints can combat the consequences of COVID-19, by embracing technological advances. (Chundu et al., 2022) and manage inventory and revenue. Studies show that MSMEs can achieve sustainability by migrating to an online environment, to develop digital strategies and use IT for digital value chain assessment and models. Therefore, it is very important to understand how MSMEs with less resources and financial constraints can combat the consequences of COVID-19, by embracing technological advances. (Chundu et al., 2022)

In addition, there has been a dynamic shift in customer buying behavior, as more and more customers frequently buy online. This trend accelerated amid the pandemic, encouraging MSMEs to adopt technological innovations, such as e-commerce and DM. As a result, overall e-commerce sales jumped 70–80% in a matter of months in 2020. (Setyowati & Hwihanus, 2023) Also, given the remote workforce and limited resources, marketing teams are under pressure to achieve more with less, and to achieve a strong return on investment amid the pandemic. Many marketing teams allocate resources to digital platforms and the internet, with the aim of more effectively targeting certain demographics and delivering measurable results.

RESEARCH METHODOLOGY

This research method uses a qualitative approach with grounded theory method. This research also uses several case studies; the main focus is not on generalizations but on gaining in-depth knowledge of certain phenomena related to building a digital marketing strategy. One of the data was obtained through semi-structured interviews through a survey where the respondents were MSME actors from the Jakarta area. The purpose of the

interview was to collect information related to MSME digital marketing activities, use of digital channels, and experience in adopting digital media.

The research object was selected based on purposive sampling technique. The things used in this study are MSMEs that implement digital marketing but do not fully adopt digital marketing tools in their marketing activities.

As previously explained, the analytical methods used in this study are the two main approaches to text analysis in interviews, namely the grounded theory approach. This approach is basically a set of techniques for identifying categories and themes and linking these concepts into substantive and formal theory. The aspect that differentiates between the two is how articles are identified. Apart from interviews, this was also carried out through document review.

The basic theory approach follows inductive coding, which allows themes to emerge from the data. The content analysis approach follows deductive coding, starting with an established theme. The current research uses a mix of basic methods and content analysis because specific themes are readily available from the literature, while some emerge later from data analysis. Interview transcripts will be read carefully and repeatedly. Data was collated by looking at all responses to critical questions to identify consistency and discrepancies.

The data was analyzed based on the constructivism data analysis model by means of open coding, axial coding. Data analysis was carried out through three stages, namely: Stage 1: Making a transcript of the interview results arranged according to the answers from the respondents. Stage 2: Researchers look for meaning in various words from respondents to determine categories. Stage 3: Making coding, namely: 1) Open Coding, 2) Axial coding. Theory formation is done by making comparative data analysis based on the core themes and categories resulting from the coding process, and comparisons based on research objectives.

RESULTS AND DISCUSSION

To build theory, researchers use the grounded theory method to explain and understand a process through interviews, in this case the researcher conducts studies related to the use of digital marketing channels by MSME actors and the benefits obtained by MSME actors. Utilization of digital marketing channels is assessed in terms of flexibility, efficiency, profitability, economical, consumer reach, and the information conveyed. Sales using digital marketing can facilitate sales activities. It can even perform other activities while managing sales activities.

In this study, the researcher collected data from in-depth interviews and if further interviews were needed, the researcher processed them using an open coding, axial coding, and selective coding approach which was coded from the following interview transcripts:

First, flexibility. That's a strategy for flexibility when using digital marketing. Flexibility is one of the positive things about using digital marketing. This is in accordance with what was stated by respondents AN, DN, and IS. For them

“Very flexible, I don't have to carry samples everywhere to market”.

Meanwhile, NS's initial statement as an informant meant that digital marketing was very good in terms of flexibility. But later on, N strengthened digital marketing beneficial in sales. "I can sell anywhere, while working and raising children, I can still sell."

Furthermore, statements of consciousness from AN become noesis that arise from experience at a certain time and place.

“I used OLX, Facebook, marketplace, Whatsapp. I used to use Instagram but now it's not active. selling makes it easier for us to sell which can generate additional income.

Deliberate analysis showing that NS' experience in selling online from 2013 reveals that selling online through digital marketing can be done while getting other work done. In addition, the eidetic reduction of NS phenomenological studies interprets digital marketing as a more accessible online sales activity.

Next, a statement according to DN regarding the flexibility of digital marketing.

"Selling online is more flexible".

DN The initial statement as an informant meant that online sales by implementing digital marketing were very flexible. But in a later statement, DN strengthens digital marketing as beneficial in sales.

"I'm also still in college, so I have to be able to take the time. Selling models like this (online) can be done at any time, after school or during class time to receive orders."

Furthermore, the statement of consciousness from DN becomes a noesis that arises from experience at a certain time and place.

"Sales promotions use WhatsApp and Instagram, only those on Instagram rarely post because they are confused about what to write in the caption."

Deliberate analysis shows that DN's experience in online sales through digital marketing is very flexible, it can be done while learning. The eidetic reduction from the DN phenomenological study interprets digital marketing as the convenience of online sales activities for students at the university level.

Furthermore, a statement according to RE regarding the flexibility of digital marketing.

"Sales can be made at any time".

The initial statement of IS as an informant means that digital marketing is very flexible. But in the next statement, IS strengthens digital marketing to help promotions because it uses social media.

"Sales use social media WhatsApp and Instagram. Many requests for products that were originally baby shops (baby needs) then received many requests. Because using social media is easy, even though there are many requests because there is no need to stock up on goods.

Furthermore, the statement of awareness of SI becomes a noesis that arises as a result of experience at a certain time and place.

"Online makes working hours more flexible because there is no need to visit consumers.

Just take the order, pack it, then send it."

Deliberate analysis shows that the IS experience in online sales through digital marketing is very flexible, it can be done without meeting with consumers. The eidetic reduction of IS phenomenology studies interprets digital marketing as making online sales activities easier.

Second, efficiency that emphasizes the costs incurred in digital marketing. In accordance with what was stated by several respondents who stated that activities using digital marketing were very efficient. According to NS, they are:

"I am only part of sales, packing is a supplier. So I only provide the buyer's biodata and complete address."

The NS initial statement defines efficiency in digital marketing as an activity that does not require complicated processes. Statement confirms that digital marketing provides operational efficiency.

"Consumers only need to see the goods and contact the seller online, without the need to meet face to face."

Furthermore, the statement of awareness from NS:

"There is no need to meet with consumers anymore, consumers can simply contact via chat or telephone if they want to order or complain. Thank God there are no complaints about the product."

Deliberate analysis shows that because NS experience shapes the meaning of efficiency, there is no need for face-to-face selling. The eidetic deduction from the US interprets the efficiency of digital marketing as making it easier to cut activity.

The following is DN's statement regarding efficiency in digital marketing:

"Digital marketing can make it easier to sell products using media social".

DN's statement defines efficiency as a way to facilitate sales, that digital marketing through social media has a positive impact.

"We only need to use WhatsApp as a medium of promotion and marketing to consumers. More cost-effective promotion. Just pay for the internet."

Next, a conscious statement from DN:

"I sell while studying. Selling via social media can be for anything. Can just sit around, take orders and process orders."

Intentional analysis shows that DN defines efficiency as something that can facilitate sales and reduce costs incurred for sales or promotion. Eidetic reduction, namely efficiency, can improve sales performance and increase profits. The next statement regarding IS efficiency is:

"To sell online, you only need IDR 50,000 for a one-month package"

SI's initial statement meant digital marketing was cheap. In the next statement, strengthening digital marketing IS is very helpful in sales.

"Using social media is good, just use quota, no need to meet people. There are no transportation costs."

Furthermore, SI's statement of awareness that arises as a result of experience at a certain time and place.

"If you're in college, you have a class schedule, so you can't sell from time to time to meet customers. So just chat on WhatsApp or Instagram. So you can still monitor and respond."

Intentional shows that SI that online sales with digital marketing can be done remotely while doing other work that can minimize costs incurred. Eidetic reduction, namely digital marketing has efficient properties that can cut processes and reduce costs. The next statement regarding the efficiency of AD is:

"With social media, consumers gradually increase, many who see the post eventually follow and continue to buy."

The initials AD mean that digital marketing can reach consumers in a wide area. In a subsequent statement, AD emphasized that digital marketing is very helpful in sales.

"Information about products will reach consumers faster. No need for paid ads. Just write it in the social media caption."

Furthermore, the statement of awareness from AD becomes a noesis that arises as a result of experience at a certain time and place.

"You can stock products because product turnover is faster (for pastry products)."

Deliberate analysis shows that AD shows that online sales with digital marketing can easily promote products through social media. Reduction is eidetic, i.e. digital. The next statement regarding MA efficiency is:

"Digital marketing is important, it is also useful for attracting customers."

The initial statement from MA means that digital marketing can attract customers to buy products. In the next statement, AD strengthens digital marketing which is very helpful in promoting or introducing products to consumers widely.

“I can post product pictures on Instagram and tag them to my university account for viewing.”

Furthermore, statements of awareness from MA that arise as a result of experience at a certain time and place.

“To display a product, you only need a photo and a premium editing application, you don't need to physically display it on the storefront. It doesn't cost much either.”

From all the interviews above it was found that there were also other advantages apart from being flexible and efficient, namely economical and prospective.

1. Open Coding

In open coding, researchers study interview transcripts, field notes, and important information used for data collection. The researcher tries to saturate the category, the aim is to present the category by continuing to observe and interview until the new information obtained does not provide further understanding into the category. Categories are composed of a concept to give birth to several sub-categories that present various perspectives on the category. This is the process of reducing data into a small set of themes or categories that characterize the process or action being investigated in this study.

The following is open coding from interviews with researchers with MSME activists.

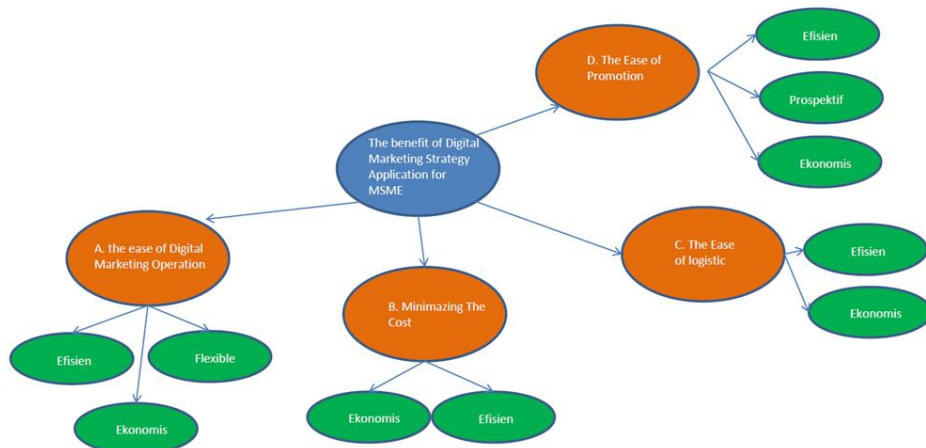
Themes	coding	Category			
		Efficient	Flexible	Prospectives	economics
The ease of operation	No need to bring samples	1			1
	Can sell anywhere	1	1	1	1
	Selling on various digital platforms		1	1	
	Selling online is more flexible		1		
	Can be done at any time		1		1
	only provide biodata and address	1			1
	Consumers only need to contact via chat or telephone	1			1
	No need to meet consumers	1			1
	Information about products will reach consumers faster. Just write in the social media caption		1	1	1
	To display products, you only need a photo and a premium editing application, no need to physically display them on a storefront.	1	1		1
	Digital marketing can make it easier to sell products using social media	1		1	1

Minimizing the cost	If you're in college, you have a class schedule, so you can't sell from time to time to meet customers. So just chat on WhatsApp or Instagram. So you can still monitor and respond	1	1		1
	I can sell anywhere, while working and raising children, I can still sell".				
	I sell while studying. Selling via social media can be for anything. Can just sit around, take orders and process orders		1		1
	Using social media is good, just use your quota, you don't need to meet people. There are no transportation costs	1			1
	To sell online, you only need IDR 50,000 for a one-month package				1
	No need for paid ads. Just write in the social media caption	1			1
	It doesn't cost much either	1			1
	using WhatsApp as a medium of promotion and marketing to consumers. More cost-effective promotion. Just pay for the internet	1			1
	Using social media is good, just use your quota, you don't need to meet people. There are no transportation costs	1			1
	The ease of Logistics Can make product stock because product turnover is faster (for pastry products)	1			1
The ease of promotion	With social media, consumers gradually increased, many saw the post finally followed and continued to buy			1	
	Digital marketing is important, it is also useful for attracting customers			1	
	I can post product pictures on Instagram and tag them to my university account for viewing	1		1	
		15	8	7	18

Themes						
Category	Score	The ease of Operational	Minimazing The Cost	The ease of Logistic	The Ease of promotion	
Efficiency	15	7	6	1	1	15
Flexibility	8	6	2	0	0	8
Profitability	7	4	0	0	3	7
Economical	18	9	8	1	0	18
	48	26	16	2	4	48

2. Axial Coding

After doing open coding, the researcher did axial coding, namely mapping the main ideas. In the axial coding process, the researcher reviews the data to provide knowledge about specific category coding that relates to or explains the central phenomenon. Information from the axial coding stage is then organized into a chart that displays a theoretical model from interviews with MSME activists in terms of implementing digital marketing strategies from the perspective of respondents.



Intentional analysis shows that MA interprets digital marketing in terms of efficiency, namely the ease of product promotion with low-cost photography applications. Eidetic reduction, namely digital marketing has efficient properties that can market products easily and with a broad scope.

Respondents who were observed in this study showed that the respondents' statements regarding digital marketing had several similarities. Digital marketing in terms of flexibility, namely sales and promotion activities that are carried out whenever and wherever the seller is supported by an internet connection. As long as there is an internet connection, marketing activities can be carried out.

In terms of flexibility, it is also related to product marketing strategy. Sellers do not have to bring products or product samples to consumers, but sellers can simply upload product images on social media or on the marketplace. If someone asks about a product, consumers only need to be directed to see a catalog or sample product images on social media or marketplaces. Social media is an important instrument in helping online sales. The level of internet usage encourages people to use social media. So customers don't want to waste their time looking for your product online. Customers want ease and convenience in accessing product information. Customers will seek as much information as possible, both positive and negative information, to assist the decision-making process.

Marketing in terms of efficiency, respondents' statements in general also have similarities. NS, DN, AD, and MA Respondents stated that the efficiency of digital

marketing is being able to easily promote products through social media. It doesn't require a lot of special skills to upload products to social media. With a simple upload method, sellers can display and promote their products on social media. With a simple form, product information is also widely distributed to consumers.

The statement of efficiency is not only in terms of ease of promoting products but also in terms of costs. The ease of promoting products that do not require high-level expertise and does not really require expensive paid applications reduces the cost of promoting or selling products. As stated by DN, SI, and MA respondents that the promotion costs incurred are quite low. With low prices and a fairly wide range of products, it can increase profits. However, if sales are wider, then there must be an increase in the elements used for marketing. Digital marketing will require constantly updated applications or software. A lot of data is also needed in large-capacity digital storage.

The role and function (benefits) of digital marketing have been documented in both large and small companies. The Internet offers opportunities for a large number of social associations for organizations. (Sandar Kyaw et al., 2023) MSMEs are said to be slower to embrace digital marketing than buyers. Currently, most of the basic social media marketing exercises among MSMEs include creating and operating business fan pages, monitoring progress, maintaining advertising and directing statistical surveys. Currently, there are various kinds of social media platforms, each of which has some special features that allow MSMEs to use them differently and for different purposes. (Margono, 2022)

The use of social media including platforms such as Twitter (for writing and for blog administration), Facebook (for online social system administration), LinkedIn (for professional system administration), Google Plus (for social system administration) has led to an initial type of marketing procedure among MSMEs. Digital marketing provides a smart tool and offers practical results as target markets open quickly through multiple platforms. (Mantik & Awaluddin, 2023) Digital marketing is interleaved with important ideas, intended to organize and maintain a complex online local area of interested fans. Digital marketing has emerged to expand product/brand awareness and motivate markets to recognize, acquire, devour,

In the digital economy, digital technology platforms provide channels for brands to establish direct relationships with users, and brands and users begin to forge disintermediary relationships. That is, the user's capabilities, integration and personal experience participate in the brand building process and play a decisive role; companies interact with consumers directly through social media, e-commerce platforms, APP and other channels to co-create brand equity. In the digital world, brands can spread more quickly among core consumer groups, as opposed to traditional paths of brand building. Brand boundaries have been expanded; it not only expands in business scope, but can also develop further into a brand ecosystem in the digital economy stimulate vitality. In addition, the concepts of brand value and brand experience that are better able to attract consumers are the core competitiveness of the brand. (Treiblmaier & Petrozhitskaya, 2023)

For simplicity digital marketing strategy first proposed the concept of "brand orientation", which is defined as a method for organizations to continuously interact with target customers in the process of creating, developing and protecting brand identity to achieve a lasting competitive advantage in the form of a brand. Urde conceptualized brand orientation into a seven-dimensional paradigm including product, trademark, positioning, company name, corporate identity, target group, and brand vision, and further demonstrated that a company's process of adding value is the result of the interaction of the seven dimensions above, among them brand vision is the strategic essence of a brand-oriented company. (Li et al., 2023)

Furthermore, scholars define brand orientation from different perspectives based on various research objectives and discuss the development and measurement of brand orientation in specific situations. Current research tends to take a philosophical or behavioral approach to brand orientation, among which a philosophical view argues that brand orientation should be embedded in organizational thinking and reflected in organizational values and concepts. For example, some experts define brand orientation based on recognition of the importance of the brand, brand capabilities, corporate culture, and a way of thinking or concept system. The behavioral view emphasizes behavior and activity orientation, focusing on organizational processes, organizational practices, and behavior. Based on the definition of the concept,

The next simplicity strategy is to make the market orientation focus on the product brand and pay attention to meeting customer needs and set customer satisfaction and loyalty as the basic target, which is a strategic and outside-in orientation driven by brand image. In contrast, brand orientation concentrates on organizational branding and considers maximizing brand equity as a guide, which is a strategic, inside-out orientation driven by brand identity. Therefore, brand orientation is also considered as internal orientation, while market orientation is considered as external orientation. Compared to market orientation, brand orientation is different because it takes a philosophical foundation such as core values, vision, and organizational mission as a foundation from an expanded stakeholder perspective, rather than focusing solely on meeting customer needs. Brand orientation emphasizes broader organizational goals rather than seeing profit as the only goal, such as the role of the organization in the social environment. Therefore, brand orientation reduces the risk of shortsightedness and market orientation reactivity due to excessive focus on customers and emphasis on external perspectives. For Brand orientation reduces the risk of shortsightedness and market orientation reactivity due to excessive customer focus and emphasis on external perspectives. For Brand orientation reduces the risk of shortsightedness and market orientation reactivity due to excessive customer focus and emphasis on external perspectives. For brand-oriented organization, balancing the interests of different stakeholders with the mission, vision and core values of the organization is fundamental. (Hendrawan, 2023)

CONCLUSION

Digital marketing provides advantages in marketing the products of MSME actors. At the MSME level, not all of them implement digital marketing as a whole. Apart from providing convenience in terms of flexibility, digital marketing also provides efficiency. Digital marketing can use simple methods to market their products. MSMEs do not need to pay high costs to be able to market their products because the market coverage and product variants are still small, so they only need simple digital marketing methods. Many MSMEs should have carried out digital marketing during the pandemic, but this could not be done optimally. The factor that causes SMEs to use digital marketing a little is internet operational capabilities. Under these conditions, in the next few years MSMEs can implement digital marketing to the fullest. Digital marketing strategies for sellers do not have to bring products or product samples to consumers, but sellers can simply upload product images on social media or on the marketplace. If someone asks about a product, consumers only need to be directed to see catalogs or sample product images on social media or marketplaces. The use of social media or marketplaces, which is usually referred to as digital marketing, makes it easier for customers. Meanwhile, this strategy can be implemented and used by anyone with an internet connection. So, the existing digital marketing design is enough to post merchandise to social media in the form of photo or video content that describes information

to consumers. So, the efficiency, economical, flexibility, and the ease of operation are the main benefits of digital marketing strategy for MSME.

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