

Utilization of *Digital Marketing* to Increase the Income of Micro, Small and Medium Enterprises (MSME) in Madaprana Village, Woja District, Dompu Regency

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Abstract

This research is motivated by the rapid flow of globalization which makes the development of technology towards digital technology increasingly rapid. This is an opportunity that business actors can take advantage of to penetrate the digital marketing market. This research aims to determine the role of digital marketing in increasing the income of Micro, Small and Medium Enterprises (MSMEs) in Madaprana Village, Gerung District, West Lombok Regency and to understand the obstacles and benefits of implementing digital marketing for Micro, Small and Medium Enterprises (MSMEs) actors. in Dasan Tapen Village, Gerung District, West Lombok Regency. To reveal this problem, this research uses a type of qualitative research which is useful for providing facts and data regarding the use of digital marketing to increase MSME income. From the research results, it was found that digital marketing played a role in increasing the income of MSMEs in Madaprana Village, Woja District, West Dompu Regency, this was proven by an increase in income of 33% to 59%.

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1. INTRODUCTION

Micro, small and medium enterprises (MSMEs) play a very important role in the cycle of economic growth and development, in developing countries such as Indonesia as well as in developed countries. In Indonesia, MSMEs also play an important role in overcoming the problem of unemployment. The development of micro-enterprises has made them a source of development in business and employment opportunities. The presence of Micro, Small and Medium Enterprises (MSMEs) is currently very important because of its main characteristics, one of which is because rapidly growing businesses absorb a lot of workers (Tambunan, 2012).

The current growth must of course be accompanied by the readiness of MSME players to face the world *digital*. Currently, internet innovation has developed rapidly and influenced various aspects of the lives of individuals and groups of society. This innovation is considered to be able to provide benefits to various parties, considering that it supports MSME business training. The internet has now become a necessity to increase and win business competition in the field of promotion and sales of production products. By applying *digital marketing*, communication and transactions can be carried out at any time/*real time* and can go global. the number of social media users based on chat This is a lot and is increasing day by day opening up opportunities for many entrepreneurs to develop their markets just within their grasp of *smartphones*. Several small-scale businesses have implemented *digital marketing* as a food business, namely homemade desserts and contemporary snacks and there are still many MSMEs that apply digital marketing in their marketing in Dompu district and in NTB province in general.

Previous research that analyzed the role *digital marketing* in increasing MSME income, namely research conducted by (Suprayogi, 2019) regarding marketing implementation *digital* in increasing the income of MSME players, the results of this research show that in terms of building awareness and understanding regarding *digital marketing* and steps that

can be taken to create and manage promotional media effectively *digital* must be in accordance with the capacity of MSME players and there should be further evaluation after marketing implementation *digital* in increasing the income of MSME actors. Meanwhile, this research refers more to roles *digital marketing* in increasing MSME income reviewed from a sharia economic perspective. This research and previous research have similarities in the research object, namely MSMEs that use media *digital* in marketing, but the difference lies in previous research which focused its research on local MSMEs, whereas in this research it was on MSMEs which are still relatively new.

2. RESEARCH METHOD

This research uses a qualitative approach. The qualitative approach states that the researcher is the research instrument, success in collecting data is determined by the researcher's capacity to understand social situations (Yusuf, 2014). This research looks at the role of *digital marketing* towards increasing MSME income in Madaprama Village, Woja District, Dompu Regency.

The primary data source in the research was obtained directly from informants, namely owners of Micro, Small and Medium Enterprises in Madaprama Village, Woja District, Dompu Regency who were considered able to provide significant and real data in the field because they were the main actors in the business unit and product marketing.

The techniques used in the data collection procedure come from interviews and observations. Interviews are used as a data collection technique to direct researchers in finding problems that must be researched. If in a structured interview, set yourself the problems and questions to ask. Meanwhile, the observation used in this research is non-participant observation because the researcher is not directly involved with the object being studied by the researcher. The data analysis technique used in this research is a descriptive technique by presenting a picture that is completed through data reduction or simplification (*data reduction*), data display/presentation (*data display*) and drawing conclusions.

3. RESEARCH RESULTS AND DISCUSSION

3.1. Research result

The informants interviewed in this research were 4 (four) people, namely contemporary snack business actors, fruit figures, rice sellers, fruit figures, and then MSMEs who operate in the laundry sector. The PKK women in this study used social media as a medium for information and communication about their business activities. On average, Facebook is used to display its business profile. WhatsApp (WA) and Instagram (IG) for product images. They routinely update the information displayed on social media every day.

The role of technology in particular *digital marketing* which has been utilized by MSMEs in Madaprama Village, Woja District, Dompu Regency has experienced a very good increase. From the results of research that has been carried out on several MSMEs in Madaprama Village, Woja District, Dompu Regency, namely MSMEs in the food sector with contemporary snack businesses, fruit shop businesses, rice sellers and then MSMEs operating in the laundry sector.

The development of these four businesses is increasing and can be widely reached by the people of Madaprama Village. To obtain data from the four MSMEs, researchers have conducted interviews according to the research guide with owners of contemporary snack businesses, fruit business owners and laundry business owners with the business name Fahira Laundry.

Table.3.1.1 MSME actors in Dasan Tapen Village

| N O | NO | INFORMATION |
|----------------|-------------|------------------------------|
| 1 | Mawati | MSME players Toko Buk Mawati |
| 2 | Raehanun | MSME actors Please be cute |
| 3 | Spiritual | Fahira Laundry MSME actor |
| 4 | Eka Yuliani | Eka Buah MSME Players |

From table 3.1.1 there are four MSME players and three people who have used social media actively to market their products. The main social media platforms they use are Facebook and WhatsApp, because these platforms are the most familiar to them, although there are several obstacles when using social media such as internet costs, transportation, prices, places, promotional techniques and human resources. Meanwhile, the remaining UMKM Toko Buk Mawati have never used social media due to not knowing how to use this technology.

Table. 3.1.2 Development of MSME Income Through Marketing *Digital*

| Informa nt | Average income | | Percentage Increase in Income |
|-----------------------|-----------------------|---------------|--|
| | Before | After | |
| N1 | Rp. 800,000 | Rp. 1,500,000 | 47 % |
| N2 | Rp. 200,000 | Rp. 300,000 | 33 % |
| N3 | Rp. 350,000 | Rp. 850,000 | 59 % |

Based on table 3.1.2, N1 income before marketing uses *Digital Marketing* only Rp. 800,000 per day and after using digital marketing it increased by 47% or Rp. 1,500,000 per day. Meanwhile, N2 before using *Digital Marketing* daily income Rp. 200,000 and income after using *Digital Marketing* reached 33% or Rp. 300,000. and the last one is N3 which experienced an increase in income of up to 59% where the initial income was Rp. 350,000 and increased to Rp. 850,000 per day.

3.2. Discussion

Of the many participants, only a few people have actively used social media to market their products. The main social media platforms they use are Facebook, Instagram and Whatsapp, because these platforms are the most familiar to them. They think using digital marketing is quite difficult, they also don't have many actual transactions that occur compared to selling directly. A total of 4 other participants have used social media to market their products, the rest have never used social media. They don't want to try because they don't know how to operate the technology. Even though social media has not been utilized optimally, MSME players, especially in Madaprana Village, have used other digital media to process transactions. In general, they use short message applications such as WhatsApp to exchange messages, promotions and transactions, and use electronic transfers to make payments.

4. CONCLUSION

Based on the results of data analysis, several conclusions can be drawn, including the following:

1. The use of digital marketing in increasing the income of MSMEs in Madaprama Village, Woja District, Dompu Regency is implemented by four MSME actors, namely the contemporary snack business, fruit, rice and laundry businesses, which involve social media as a way to provide information and communicate with buyers. The four MSMEs experienced an average increase in income of 33% to 59%, this is also based on indicators that can maximize income.
2. Implementation obstacles *digital marketing* For MSMEs in Madaprama Village, Woja District, Dompu Regency, namely modern snack businesses, fruit and rice businesses and laundry business owners, in terms of constraints there are not many marketing elements, especially internet costs, transportation, price, location, promotional techniques and human resources. Meanwhile, the benefit of implementing digital marketing for the four MSME players is that the names and products of the four MSMEs are increasingly known, which increases their productivity. Increased purchases have an effect on increasing income and sales volume.
3. From the results of research that has been carried out on contemporary snack business MSMEs, fruit, rice businesses and laundry businesses, all four of them have carried out their marketing and production processes applying several values of business ethics so that this application can increase consumer confidence in these businesses.

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