

Utilization of Digital Marketing in MSMEs: Case Study on Roth Convection MSME in Surobayan Village, Wonopringgo District, Pekalongan Regency

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ABSTRAK: Digital marketing merupakan metode promosi dan pencarian pasar melalui media digital yang memanfaatkan berbagai platform, misalnya jejaring sosial. Dengan digital marketing, interaksi antara produsen, perantara pasar, dan konsumen akan menjadi lebih mudah, serta memungkinkan bisnis untuk dapat memahami kebutuhan dan keinginan konsumen dengan lebih baik lagi. Penelitian ini bertujuan untuk memberikan rekomendasi mengenai strategi bagi UMKM dalam meningkatkan penjualan dan mempertahankan keuntungan bisnis, untuk mengetahui hambatan pemasaran yang dihadapi ketika menggunakan platform digital untuk menjual produk, serta memberikan informasi online tentang produk dan merek UMKM. Penelitian ini menggunakan pendekatan kualitatif dengan metode wawancara mendalam kepada narasumber. Berdasarkan wawancara yang telah dilakukan, strategi digital marketing yang diterapkan oleh UMKM konveksi ini meliputi: Memperkenalkan produk melalui platform e-commerce, flash Sale pada saat tanggal kembar, konsisten dalam melakukan live streaming, ulasan yang positif dari pelanggan, serta memberikan produk yang berkualitas. Kendala yang dihadapi di antaranya yaitu pengajuan retur (pengembalian barang) dan refund (pengembalian dana) dari pelanggan, serta beradaptasi dengan platform e-commerce tersebut dan memahami sistem pemasaran secara online.

Kata kunci: Digital Marketing, Online, UMKM.

ABSTRACT: Digital marketing is a method of promotion and market search through digital media that utilizes various platforms, for example social networks. With digital marketing, interactions between producers, market intermediaries and consumers will become easier, and allow businesses to understand consumer needs and desires better. This research aims to provide recommendations regarding strategies for MSMEs in increasing sales and maintaining business profits, to determine the marketing obstacles faced when using digital platforms to sell products, as well as providing online information about MSMEs products and brands. This research uses a qualitative approach with in-depth interview methods with sources. Based on interviews that have been conducted, the digital marketing strategy implemented by this MSMEs convection includes: Introducing products through e-commerce platforms, flash sales on twin dates, consistent live streaming, positive reviews from customers, and providing quality products. The obstacles faced include submitting returns and refunds from customers, as well as adapting to the e-commerce platform and understanding the online marketing system.

Keywords: Digital Marketing, Online, MSMEs.

1. INTRODUCTION

The internet has become a part of people's lives and has the power to make any process fast, simple, and useful. The internet is one example of how technology has

developed very rapidly along with the times. With the internet, access to information, knowledge and education has become easier. Currently, the internet is a sign of progress and a necessity for everyone, both individuals and groups. People's lives are getting closer to the internet because of the need for education, business, information, entertainment, and also communication needs (Rahmayanie et al., 2022). The development of digital technology in relation to small businesses, especially in the marketing sector, which was initially traditional, but is now starting to change to digital. Many challenges and demands influence business owners to be creative and innovative in order to survive and compete in the era of technological development. Therefore, marketing in digital media is one type of marketing that can be used. Digital marketing strategies are one of the solutions for the future because potential customers can get various information about products and do business or shop online (Bayhaqi et al., 2024). The presence of technology has a positive impact on people's lives that help manage work at various times. The development and progress of information technology has become an economic force for the mainstay of the Indonesian and regional economies, namely the existence of Micro, Small and Medium Enterprises (MSMEs). It is proven that when the Indonesian economy slumped, most MSMEs actors managed to survive the crisis and most MSMEs actors continued to develop their businesses to strengthen the Indonesian economy (Febriyanto & Arisandi, 2018).

The rapid growth of digital technology has had a significant impact on businesses, especially for small and medium enterprises. MSMEs in Indonesia face the challenge of adapting to the digital era, along with the shift in consumer behavior from traditional face-to-face transactions to online-based transactions. This shift encourages MSMEs to explore digital marketing strategies to maintain competitiveness and reach a wider customer base. This phenomenon is explained by the fact that MSMEs are productivity-oriented businesses to support the economy and influence other sectors that contribute to sustainable development. Therefore, it is not surprising that MSMEs are one of the business sectors used to increase productivity so that they can support economic development at the micro and macro levels. The development of MSMEs in Indonesia is not only influenced by competent human resources, sufficient capital, and market trends, innovation is also needed to increase economic growth through digital-based business models. To create a digital-based MSME environment requires support from various parties, including ministries, government agencies, banks, fintech, marketplaces, and business actors. With this support, MSMEs can compete in the domestic and global markets through the implementation of Digital Marketing (Mukhlison et al., 2022). Digital marketing is a method of promotion and market search through digital media that utilizes various platforms, such as social networks. This allows potential customers to access product information and make transactions online. With digital marketing, interactions between producers, market intermediaries, and consumers become easier, allowing businesses to better understand consumer needs and wants. Potential consumers are now more independent in making purchasing decisions, thanks to the ease of finding information in cyberspace. Digital marketing also eliminates geographical and time constraints, so it can reach people anywhere. Digital marketing not only makes it easier for consumers to search for products, but also provides opportunities for businesses to increase visibility and engagement with their audience effectively (ES et al., 2017). In previous studies, MSMEs have successfully utilized digital marketing to increase their sales and visibility. One example is the case of MSMEs in Jenggrik Village, Sragen, where digital marketing was used to boost sales of their snack products, such as banana chips, semprong bread, walangan, and dumplings (Harjito et al., 2022).

The main objective of this study is to provide suggestions on methods that can be used by MSMEs to increase sales and maintain business profits. Another objective is to identify marketing challenges faced by businesses that sell their goods through digital platforms. So that MSMEs can continue to grow and contribute to the regional economy,

this study also aims to provide online information about MSME products and brands. One example is increasing state tax revenues and contributing to local economic growth.

Pekalongan Regency is one of the regencies in Central Java where most of the population works as MSMEs. There are around 1900 MSMEs in Pekalongan Regency, according to data from the Central Java Province Cooperatives and Small and Medium Enterprises Service. Most people in Pekalongan work in the convection sector, especially in Surobayan Village, Wonopringgo District. Micro, small and medium enterprises (MSMEs) in Pekalongan Regency are divided into several categories, such as batik, shirts, jeans, food, and others (Aji et al., 2023). Roth is one of the MSMEs in Pekalongan Regency, precisely in Surobayan Village, Wonopringgo District. He has a fashopp16 account on Shopee and sells tops and bottoms for children and adults. Roth wants to overcome digital marketing strategies by utilizing online media. with the help of two social media marketers and ten tailors. Making informants successful in running a convection business with reckless and confident capital. Based on the background above, this study focuses on how the digital marketing strategy is implemented by Roth and what obstacles occur when implementing digital marketing by Roth. Thus, this study is expected to provide a significant contribution to improving the marketing capabilities of MSMEs in the area..

2. METHOD

This research was conducted with a qualitative approach. A qualitative approach is a type of research that aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, etc., as a whole and explicitly, using various natural methods in a natural context. (Satori & Komariah, 2009). This research uses a qualitative approach with a type of case study research, which focuses intensively on a particular subject and produces descriptive data. This is another definition of qualitative research, which means research that is natural and produces descriptive data. Case study data can be obtained from people involved in the problem (Adhimah, 2020). Researchers use in-depth interview methods with informants to obtain accurate information. Interview is a process of communication or interaction between the researcher and the research subject through questions and answers. This method was chosen to gain a deeper understanding of the experiences, perceptions, and practices of convection MSMEs using the digital economy.

The following criteria were used by the researcher to select research subjects, because according to the researcher the informant knows and understands the relevant information:

- 1. The family lives in Surobayan Village, Jalan Raya 02 RW 01 in Wonopringgo, Pekalongan.*
- 2. Convection entrepreneurs who use technology to grow their business*
- 3. Willing to be interviewed*

A businessman who lives in Surobayan Village RT. 02 RW. 01 Wonopringgo-Pekalongan was chosen as a research informant because his background is in accordance with the topic of this research. This was done because qualitative research requires a lot of information rather than many informants.

The following steps were taken in data collection:

2.1 Interview

An interview is a type of face-to-face communication between two or more people. One party acts as an interviewer and the other party acts as an interviewee for a specific purpose, such as obtaining information or obtaining data. The interviewer asks a number of questions to the interviewee to get answers (Fadhallah, 2020). Researchers conducted interviews at the home of the owner of Roth convection. In accordance with the researcher's curiosity, and the researcher asked several questions.

2.2 Observation

One of the empirical scientific activities is observation, which is based on the experience of the five senses without intervention (Hasanah, 2017). During the observation, the researcher learned a lot about the convection process from the beginning of production to distribution.

3. RESULT AND DISCUSSION

3.1 Digital Marketing Strategies in Roth Convection MSMEs

The rapid development of digital technology has brought major changes in various sectors, including in the business world. This has forced businesses, especially Micro, Small and Medium Enterprises, to adapt by utilising digital technology in their marketing strategies. A case study in Surobayan village, Wonopringgo, Pekalongan, Central Java, shows how convection MSMEs in the area have used digital marketing to increase sales and expand their market reach.

One of the MSMEs studied is the Roth convection MSME that produces clothes ranging from children's clothes to adult clothes. This MSME was established in 2020. Before adopting digital marketing, the business owner admitted that their sales only relied on local customers through traditional buying and selling for about 3 years. In 2024, they started utilising social media and online marketplaces to reach a wider audience.

Based on the interviews that have been conducted, the digital marketing strategies implemented by these convection MSMEs include:

1. Introducing products through e-commerce platforms

Roth Convection MSMEs utilise social media, such as Shopee and TikTok to market their products. The owner stated that social media is practical and makes it easier for potential customers to find products. Shopee is the platform with the highest presence, while TikTok plays an important role in selling through live streaming. Live streaming is considered very effective, especially during flash sales. Thus, Roth Convection MSMEs have successfully increased product visibility and sales through effective marketing strategies using e-commerce platforms and social media.

2. Flash Sale on twin dates

Flash sales on twin dates (such as 8.8, 9.9, 10.10, etc.) are a popular marketing strategy on TikTok and Shopee. Flash sales on twin dates are used by businesses on TikTok and Shopee as a marketing strategy to increase sales by offering products at discounted prices for a limited time. Roth Convection MSMEs offers flash sale products at a price that is lighter than the normal price, making consumers feel that they should buy now because this offer will not last long.

3. Consistent live streaming

As part of digital marketing, live streaming offers various advantages that traditional marketing lacks. With today's technological advancements, live streaming has become an effective and popular tool to reach customers in real time. During a live streaming session, companies can showcase their products, answer customer questions, and interact with the audience through live comments and reactions. This creates more successful advertising.

Another advantage of live streaming is content flexibility, which allows organisations to tailor content to the needs and interests of the audience and respond to market trends and demands quickly and efficiently. Another advantage of live streaming is the relatively lower cost compared to traditional marketing strategies. Companies can conduct live streaming sessions without having to spend heavily on advertising if they have adequate devices and a stable internet connection. This makes live streaming an attractive option for businesses that have a limited budget for marketing (Rizky & Majid, 2024).

4. Positive customer reviews

Testimonials or buyer reviews play a very important role as a digital marketing strategy, especially for MSMEs. Positive reviews from customers can increase the trust of potential buyers, because in today's digital era, consumers tend to look for information and recommendations before making a purchase. Authentic testimonials create strong social proof, showing that the product or service offered has provided satisfaction to others. In addition, good reviews can improve search rankings on e-commerce platforms and social media, making products more discoverable to a wider audience. By utilising testimonials, MSMEs can not only build a solid reputation, but also create closer relationships with customers, which in turn can increase loyalty and encourage repeat purchases. The reviews from Roth Convection tend to be positive, as the products provided are in line with those shown during the live streaming.

5. Providing quality products

Product quality includes all characteristics and features that determine the value and customer satisfaction of an item, such as material quality, usability, durability, and aesthetics. Product quality also includes the product's ability to meet or exceed customer expectations and meet established standards or specifications (Anom & Ali, 2024). In this case, Roth convection MSMEs must produce good quality clothing in accordance with the product descriptions listed on the platform they have, so that consumers have more confidence in buying the products sold.

3.2 Obstacles for Roth Convection MSMEs Actors in Utilising Digital Marketing

In running a business, of course, someone will do their best so that the business they run can be successful and successful according to their target. However, this certainly does not escape the obstacles faced when running the business. As experienced by Roth Convection MSMEs, while running their business there are several obstacles faced, especially in terms of online product marketing.

The more advanced the times, the more sophisticated the technology is. This also makes it easier for people to access anything, such as buying goods now does not need to come directly to the store, but can buy through e-commerce platforms, such as Shopee, TikTok Shop, and others. There are times when someone buys an item that turns out not to be as expected, then the person will submit a return (return of goods) and refund (refund). Of course, e-commerce applications also provide policies for the protection and convenience of sellers and buyers, so that buyers can make returns or refunds if needed. However, this can be done if the buyer has fulfilled the terms and conditions of the e-commerce, either for returns or refunds.

Some cases related to this are also experienced by Roth Convection MSMEs, which leads to the realm of fraud. Of course, various kinds of fraud occur in e-commerce which result in losses, including for sellers. Roth Convection MSMEs has endeavoured to provide their best quality products to customers so that they are not disappointed, but there are still buyers who ask for their goods to be exchanged, even though the goods sent are in accordance with their orders, especially with good

quality, but still not accepted for various reasons given. Then when the desired item has been sent and received, the buyer does not return the previously received item. Another incident is refund fraud with various reasons, such as the goods were not received, the goods sent were damaged or not in accordance with the order, some even sent false evidence in the form of other goods. What happens next, the buyer asks for a full refund or compensation in return. Even though these actions are carried out by irresponsible people and for personal gain. Of course, it is events like this that cause losses to the Roth Convection MSMEs. According to the owner of Roth Convection, before the process of packaging and shipping goods, the goods have been checked so that they match the order. So that this incident should have been avoided, if the procedure was carried out properly and correctly.

In addition to facing diverse customers, the initial obstacle faced is adapting to the e-commerce platform and understanding the online marketing system, so that sellers can maximise the use of sophisticated technology appropriately and be able to attract customers. As explained earlier, Roth Convection MSMEs have only started their business online for less than a year because they want to keep up with today's technology. Of course, there are many things to learn about the online marketing system, which is certainly different from offline marketing. Starting from adapting to the system, knowing the necessary requirements, and learning many tools/features in the e-commerce application so that it can be used optimally. According to the owner of Roth Convection, as a businessman, of course we must be able to keep up with the times so as not to be left behind and be able to improve the business being undertaken.

4. CONCLUSION

Based on the discussion above, it can be concluded that in conducting digital marketing, MSME players implement several strategies so that their products can be attracted by potential customers. The strategies carried out by Konveksi Roth include utilizing social media, promoting with content and live products, registering to E-Commerce, including testimonials, providing discounts, and innovating. These strategies are very influential on product sales carried out by Roth Convection. The existence of digital marketing will make it easier for producers to market their products and consumers are also easy to get information about the products they are looking for. However, in implementing digital marketing there are several obstacles such as the submission of returned goods and refunds from customers and the owner of Roth Convection who tries to adapt to the times that occur.

Judging from this, MSME players are certainly expected to be able to keep up with technological developments so that they can compete with other competitors, so that their products will continue to be in demand by potential consumers..

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