

UMKM DEVELOPMENT STRATEGIES in THE DIGITAL ERA

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ABSTRAK: Pengembangan UMKM era digital telah menjadi tren yang signifikan dalam beberapa tahun ini. UMKM digital merujuk pada penggunaan teknologi informasi dan komunikasi untuk meningkatkan efisiensi dan daya saing UMKM dalam pasar global. Penelitian ini bertujuan ini agar para pelaku UMKM bisa mengoperasikan fitur-fitur media sosial dengan benar, karena pemanfaatan ilmu pengetahuan serta teknologi pada usaha akan menaikkan produktivitas, memudahkan komunikasi dalam usaha, dan membantu pemilik-manajemen dalam mengambil keputusan menggunakan lebih cepat dan serta seksama. Metode penelitian yang digunakan dalam penelitian ini adalah Metode penelitian kualitatif dalam penelitian kepustakaan yang menggunakan analisis dokumenter atau kepustakaan sebagai sumber data yang berupa buku, jurnal, artikel, dan dokumen lain. Hasil dari penelitian ini yaitu tentang strategi yang efektif dalam pengembangan UMKM digital meliputi penerapan e-commerce, pengoptimalan media sosial, pembangunan website, dan pelatihan pengembangan digital agar penelitian ini memberikan pengembangan strategi yang tepat untuk mencapai pertumbuhan dan keberhasilan di era digital.

Kata kunci: UMKM, Media Sosial, E-Commerce, Strategi pengembangan

ABSTRACT: The development of digital-era MSMEs has become a significant trend in recent years. Digital MSMEs refer to the use of information and communication technology to improve the efficiency and competitiveness of MSMEs in the global market. This research aims to make MSME players able to operate social media features correctly, because the use of science and technology in business will increase productivity, facilitate communication in business, and help owner-management in making decisions using faster and more thorough. The research method used in this research is a qualitative research method in library research that uses documentary or library analysis as a data source in the form of books, journals, articles, and other documents. The results of this study are about effective strategies in the development of digital MSMEs including e-commerce implementation, social media optimization, website development, and digital development training so that this research provides the right strategy development to achieve growth and success in the digital era.

Keywords: MSMEs, Social Media, E-Commerce, Development strategy

1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) create tenacious and resilient entrepreneurs. The existence of the MSME sector plays an important role in supporting Indonesia's economic growth, there are entrepreneurs who absorb a lot of labour (Zefriyenni et al., 2022). Indonesia is a country that has the most SME industry players, this is due to the high productive age in Indonesia which is not directly proportional to the availability of the number of jobs (Slamet et al., 2016). MSME players must be technologically literate and must be able to take advantage of this opportunity in an effort to increase their closing sales. MSMEs have an important role in the pace of the

Indonesian economy, especially in job creation and household empowerment that supports household income. The existence of MSMEs is expected to spur the economy amid the current economic slowdown. The utilization of the concept of digital technology-based marketing (digital marketing) provides hope for MSMEs to develop into an economic powerhouse (Arfan & Ali Hasan, 2022).

The main challenges faced by MSMEs in digitalization are limited human resources and access to technology that is not yet widespread. The lack of knowledge of MSME players in creating digital promotional content for online product marketing and the low development of digital entrepreneurship in Indonesia are the causes of the weak competitiveness of MSMEs in the context of digital marketing. The cause is still the weak promotional strategies used by MSMEs, including product promotion content that is not creative and seems rigid (monotonous) so that it is less effective in attracting large consumer interest and influencing their purchasing decisions, furthermore, the Minister of Cooperatives and MSMEs stated that MSME players do not have sufficient expertise in carrying out digital promotion strategies (Mavilinda et al, 2022).

Products made by MSMEs in Indonesia still face difficulties in penetrating the export market. One of the obstacles experienced by MSMEs regarding marketing is still limited because they experience obstacles in quality standards (Hardianto, 2019). And do not have a good awareness in utilize digital media but use conventional media marketing which requires a lot of money and time, as well as limited market reach because to market further areas will take cost and time. So that it makes production costs swell, but if it is not done, business development will stagnate (Maydiantoro et al, 2021).

This is to help MSME players make the most of technology so that they can quickly grow and globalize their businesses. Furthermore, efforts are needed to protect and introduce MSME products in foreign markets to ensure the sustainability of Indonesian local products. One of them is E-Product Indonesia. An android-based application as a forum for marketing MSME products in foreign markets as a potential step in improving the Indonesian economy. Social media is very important for business development especially in today's digital era, because in addition to being easy to use, the costs required by business people to run a business through social media are also cheap (Hardianto, 2019). Some digital marketing strategies that can be carried out by MSMEs in using social media are: interesting and interactive content, learning content marketing development, developing mobile marketing, integrating digital marketing, continuous marketing, the effectiveness of personalized marketing, and the advantages of using digital marketing for actors MSME (Hadi & Zakiah, 2021).

It's time for entrepreneurs to get ready to enter a new era in the world of marketing. We need to look for up-to-date information in order to know the strategy of UMKM development in the digital age through social media such as whatsapp, instagram, tiktok, shopee, facebook, and so on. The media makes it easier for us to market our products and everyone quickly finds our products as well as digital media is an effective and efficient step because the chain of marketing channels will become shorter and shorter. So from that we have to know the use of these features in social media because the marketing strategy that is up to date this era of digitalization makes manufacturers get closer and closer to the daily consumer life.

The aim of this research is to enable UMKM actors to operate social media features properly, as the use of science and technology in the business will increase productivity, facilitate communication in the enterprise, and help owners in making decisions using faster and more carefully. As important as digital technology literacy, the government has campaigned for digital literacy in the last decade through socialization and construction aimed at increasing the competitiveness of UMKM through the use of digital technology.

This research has a significant impact on economic growth as they adopt technological innovations to UMKM stakeholders. Development of UMKM based

technology innovations collaborate across sectors and government support as well as infrastructure that supports innovation and cooperation between UMKM. Technological innovation drives economic growth of several strategies such as training and education programmer, collaboration and networking, financial support, pro-innovation policy of technology infrastructure, development of ecosystem network, advocacy and empowerment. With development, UMKM has an important role to play in boosting the local economy, creating jobs, producing unique goods, economic growth, and economic sustainability at the local level. Nowadays a lot of UMKMs are developing their using internet-based technology, then from using technology many benefits we per by such as expanding the reach because of lifestyle changes people prefer to shop online, increase income, rejuvenate transactions because some people are currently using mobile banking, and follow trends.

The important role of digital technology in supporting MSME distribution channels in developing their business. Digital marketing as a new perceptive concept replaces the role of traditional marketing by balancing online and offline activities (Krisnawati, 2018). Broad access to digital channels for business people today makes it easier for users to maximize the features provided. For example, social media already has ecommerce features and advertising features. The benefits of social media marketing can save advertising costs and higher transactions because a wider reach makes sales opportunities higher. But not all business people can do digital marketing (P. I. Rachmawati & Hariyana, 2023).

In the research Siti Jamilah & Friska Efia Akwila, (2023) entitled Development and Improvement Strategies in the Digital Age explains that entrepreneurs are currently busy discussing online sales systems called online figures. Competition is getting tougher and entrepreneurs are struggling to get ahead of the competition. Moreover, economic actors want to be able to carry out business activities regardless of location and time. For consumers, this online creative economy is a form that aims to achieve sustainable and competitive development by utilizing modern resources with creativity as the core.

In the research Syukron et al, (2022) entitled Product Marketing Strategies in the Digital Era in MSMEs explains that marketing is very important in entrepreneurship where this makes the final process of a production. Today digital-based marketing is one of the breakthroughs in the world of marketing and we are required to adapt to this. The results achieved are that MSMEs can independently market products with their respective strategies in the current digital era according to sales targets, MSMEs know the market share and market developments in the current digital era, and can use media such as marketplaces as a place for their online sales.

Based on research James W, Elston D, (2022) entitled MSME Management (Concepts and Strategies in the Digital Era) explains that MSMEs play an important concept in the development of a modern economy that has an innovative and attractive system. the development of MSMEs is the importance of focusing on innovative processes, technology and management. Thus, MSMEs are able to help in encouraging an increase in GDP and increasing national exports and can play a role in maintaining socio-political stability in a country.

In addition to the research Aristawidia, (2020) entitled Literature Review of the Application of Branding Strategies for the Advancement of MSMEs in the Digital Age, explains that especially by living in the current digital era, namely the emergence of technology so that it can facilitate the activities of Micro, Small and Medium Enterprises (MSMEs), including building brands. But the problem is the lack of awareness of MSME players in building brands and there are still few MSMEs in Indonesia that use digital media. Therefore, it is hoped that MSME players can raise awareness in building brands and be able to adapt to utilizing internet media.

Nisa & Tamsil, (2021) The journal entitled Digital Business Strategy for MSMEs explains how to develop technology-based Micro, Small and Medium Enterprises

(MSMEs) such as social media and the use of market places by emphasizing the improvement of digital business strategies. So that by improving the digital business strategy, MSMEs will be able to survive in every condition.

For this reason, these MSMEs need to be given training on the importance of utilizing digital marketing so that the marketing system becomes better so that it can expand the scope of its business targets and can support better sales activities. In addition, MSMEs are also given assistance in creating business accounts on digital media, namely Google Business and Instagram, along with how to optimally manage these digital media. The use of digital marketing strategies can be followed up with regular mentors so that they can be effective and optimal in supporting marketing activities and increasing MSME business sales (Robby Aditya & R Yuniardi Rusdianto, 2023).

This research entitled Marketing Strategies of MSMEs in the Digital Age provides in-depth insights into how MSMEs can adapt and integrate marketing strategies that are in accordance with the demands of the digital era by examining changes in marketing paradigms caused by digital technology (Rambe et al, 2023).

2. METHOD

The research method used is qualitative and the in-depth literature review approach provides a complete and comprehensive conclusion, besides that a lot of data can be included in this research to obtain more complete and meaningful results. Qualitative research methods in literature research are research methods that use documentary or literature analysis as the primary data source. Qualitative literature research is usually conducted to gain a deeper understanding of the topic being researched through a review and analysis of the literature on the topic. The qualitative research process in determining the research topic and searching for relevant literature begins with sources such as books, journals, articles, and other documents related to the topic. After that, the information found is systematically collected and analyzed (Firdausya & Ompusunggu, 2023)

3. RESULT AND DISCUSSION

3.1 E-commerce Utilization for MSMEs

The use of information technology, especially in the use of e-commerce, has benefits in promoting goods and services. Electronic commerce or e-commerce is all buying and selling activities carried out through electronic media. Although the means include television and telephone, e-commerce now occurs more often via the internet. Marketplace is one of the e-commerce models. This business model serves as an intermediary between sellers and buyers. Sellers who trade on the marketplace only need to serve purchases. All other activities such as website management are taken care of by the platform. Sites like Shopee, Tokopedia, Bukalapak and Lazada are examples of marketplaces (Alvia Cahya Ramantya Putri, 2024). E-commerce has five types: Business-to-Business (B2B), Business-to-Consumer (B2C), Business-to-Government (B2G), Consumer-to-Consumer (C2C), and Mobile Commerce. All types of e-commerce use electronic data exchange facilities, such as email and electronic money transfer (Solihat & Sandika, 2022).

Micro, small and medium enterprises (MSMEs) are expected to contribute to the global community by utilizing e-commerce. However, if they do not keep up with technological advancements, they will be left far behind and lose out in the competition (Berliana & Ompusunggu, 2023). E-commerce can be a great opportunity for MSMEs to

expand their business and allow them to market their products with worldwide market destinations and open up export opportunities. Online ordering makes it easier for customers to find information about the items they want since e-commerce is no longer limited by time and space, the use of e-commerce can increase business efficiency (Andriyanto, 2018). When MSMEs use e-commerce, they can market their goods and services both digitally and physically. An economically independent country will have a stable supply of goods, a smooth cash flow, and, most importantly, will be able to reduce the government's responsibility to ensure the prosperity of its people (Waliyati & Sutarni, 2021).

3.2 Digital Collaboration Opens Opportunities for MSMEs

In today's digital era, the application of digital technology is key for MSMEs to remain competitive and grow. Digital collaboration can be an effective strategy for MSMEs to improve their competitiveness and business growth in the digital era. There is collaboration between MSMEs to achieve common goals with online platforms, technology companies, logistics service providers, and other business actors. MSMEs can take advantage of expanding market reach, increasing brand viability, and improving operational efficiency (Vebriyanti & Awalya, 2024). The driver for digital innovation is collaboration that can lead to the best solutions, improved product quality, and business growth. However, collaboration between MSMEs experiences several challenges that we must face, namely effective and clear communication, fair contract and resource arrangements, conflict management, differences in business interests and visions, and remote coordination and collaboration. Collaboration is expected to bring new knowledge and business insights, connections and networks in business development, and innovative solutions. Therefore, in an ever-evolving world, collaboration and partnerships are key to achieving success (Hariawan et al, 2023).

3.3 Digital Innovation for MSMEs

The improved business performance resulting from these innovations can make a positive contribution to various aspects of the economy (Infante & Mardikaningsih, 2022). Innovation can also create new job opportunities, improve the competitiveness of MSMEs in the global market and contribute to economic growth (Mardikaningsih et al, 2022). The digital era encourages businesses to create innovations from traditional forms of business that have a disruptive impact and drive consumers into cyberspace using the Internet and the latest technology in the form of artificial intelligence. Artificial intelligence (AI) in Indonesia has become an integral part of economic and social development. Along with the development of information and communication technology, many sectors in Indonesia have adopted digital transformation to improve operational efficiency and competitiveness. AI can help MSMEs automate various tasks, from inventory management, customer data analysis, to automated customer service. This not only improves productivity, but also enables greater focus on product innovation and development (Fahdillah et al, 2024). The factors influencing digital innovation on the competitiveness of MSMEs are the level of technological maturity, the availability of resources, and the business environment. The role of technological innovation in improving competitiveness in MSMEs is about e-commerce in online stores (marketplaces), transaction systems with mobile banking and Qris (quick response code Indonesian standard), and website and social media technology (Anggraini et al, 2023). Digital innovation can benefit MSMEs by expanding market reach through digital platforms, increasing operational efficiency, improving product and service quality, increasing productivity, and improving competitiveness (Riestyaningrum, 2024).

3.4 Training and Skills for Digital MSME Development

Managerial skills training plays a very important role for SME entrepreneurs in facing the changing business dynamics, especially in this digital era. It helps SME entrepreneurs improve operational efficiency and optimize business strategies, but also enables them to overcome challenges, adopt new technologies, and introduce innovations in their businesses. Development of strong managerial skills, which enables them to optimize operations, respond to market changes, and create a sustainable competitive advantage, but also an investment in sustainable economic growth and social development (Nugrahanti et al, 2024). Training and development can be done digitally through webinars, simulations, training videos, and mobile learning can be an alternative for digital learning. We also need to learn skills in digital in order to apply to the development of digital MSMEs that we must have the ability to manage websites, produce digital images, and digital tools (Suhariyanto, 2023). The training emphasized the importance of productivity enhancement as an effort to improve people's welfare, to increase regional competitiveness and to improve SME performance. In addition, training was also identified as an important need for SME actors, including digital skills development, financial management, and mastery of information technology (Rachmawati et al, 2023)

4. CONCLUSION

MSME development strategies in the digital age require a deep understanding of changing consumer behavior, rapidly evolving technology, and increasingly complex market demands. This strategy requires a holistic approach that includes technology mastery, online marketing, digital systems integration, and adaptation of digital innovations. With a focus on innovation, MSMEs can expand their markets, improve operational efficiency, and strengthen their competitiveness in an increasingly connected global market. Some of the benefits that we can take from a digital MSME development strategy are about access to a wider market, operational efficiency, increased visibility and branding, good data analysis, increased customer engagement, business scalability, access to additional resources, and enhanced competitiveness. MSMEs can strengthen their position in the market and increase opportunities for long-term growth and success.

MSMEs must continue to adapt to technological developments and digital trends. Continuous training and education on digital utilization is necessary to ensure that MSMEs can utilize technology and digital media effectively and it is imperative for MSMEs to always listen and respond to feedback from customers, as this helps understand customer needs and preferences and can also help improve their products and services.

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