

Digital Marketing Strategy for MSME Sales

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DOI: <https://doi.org/10.61796/icossh.v2i1.236>



Sections Info

Article history:

Submitted: January 30, 2025

Final Revised: February 28, 2025

Accepted: March 19, 2025

Published: March 31, 2025

Keywords:

Digital marketing

MSMEs

Social media

Paid ads

SEO

Content marketing

ABSTRACT

Objective: Digital marketing strategies play a crucial role in increasing the sales of micro, small, and medium enterprises (MSMEs) in Indonesia, especially in the rapidly evolving era of digitalization. This study aims to analyze the impact of digital marketing strategies, such as the use of social media, paid advertising, SEO (Search Engine Optimization), content marketing, and digital payment methods, on MSME performance. **Method:** The research employs a qualitative approach through a literature review based on relevant research articles. **Results:** The findings indicate that social media and paid advertising significantly contribute to expanding market reach and enhancing direct consumer interaction. SEO, although requiring more time to achieve optimal results, positively impacts the online visibility of MSMEs. Meanwhile, content marketing has a relatively lower impact, likely due to limited resources or expertise in creating effective content. The use of digital payment methods simplifies transactions and enhances the customer experience. Socio-psychological factors and credibility are also identified as critical elements in digital marketing communication strategies. **Novelty:** With the significant potential of MSMEs in Indonesia, optimizing digital marketing strategies can support business growth and competitiveness in the digital marketplace. This study recommends further exploration to identify other digital marketing strategies that have not been thoroughly examined.

INTRODUCTION

In the era of globalization and the rapid advancement of information technology, digital marketing has become a crucial element for various business sectors, including micro, small, and medium enterprises (MSMEs). In Indonesia, MSMEs have a very important role in the national economy, contributing around 60% to the gross domestic product (GDP) and creating jobs for millions of people. However, amidst intensifying competition and changes in people's consumption patterns shifting to digital platforms, many MSMEs face challenges in maintaining and increasing their sales[1]. With a growing population and high technology adoption rates, MSMEs in various regions have great potential to grow through the implementation of the right digital marketing strategies[2].

With the increasing use of the internet and social media in Indonesia, many MSMEs are now turning to various popular digital marketing strategies, such as social media, paid advertising, SEO (Search Engine Optimization), and content marketing. These strategies open up opportunities for MSMEs to reach a wider range of consumers at a more affordable cost when compared to conventional marketing methods. Digital marketing itself is a marketing approach that utilizes various digital platforms, tools, and analytics techniques to reach, engage, and influence target audiences[3]. The objectives include increasing brand awareness, expanding market reach, forming solid relationships with customers, and increasing conversions and sales. All of this is essential to achieve optimal results amidst the ever-evolving digital business environment. The

rapid development of technology, as well as the world's shift to the digital realm, has also had a significant impact on marketing strategies[4]. Marketing trends are now shifting from conventional (offline) to digital (online) methods. As such, a digital marketing strategy is a series of plans and actions designed to promote products or services through various digital platforms[5]. Utilizing social media such as Facebook, Instagram, Twitter, and LinkedIn is key in interacting with potential customers, building communities, and promoting the products or services offered.

RESEARCH METHOD

The research method used in this article is a qualitative method. This research was conducted through a literature study based on existing research articles.

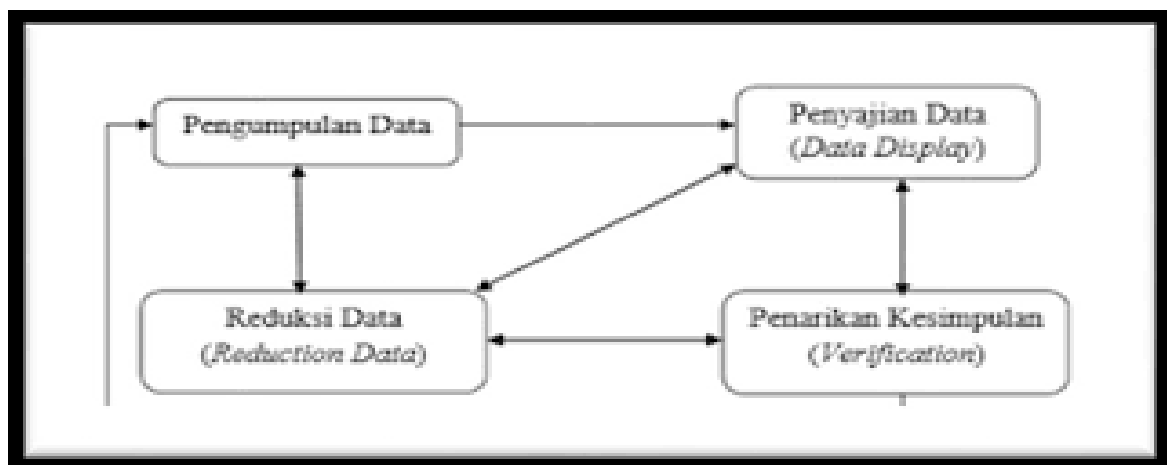


Figure 1. Flow chart.

The stages of qualitative method research can be explained as follows:

1. Data Collection: This stage aims to collect the necessary information to achieve the research objectives. Data is collected from a predetermined sample.
2. Data Presentation: Next, the researcher designs rows and columns in a matrix to present the qualitative data. Here, the researcher also identifies the types or forms of data that will be included in the matrix boxes.
3. Data Processing and Categorization: The raw data that has been collected needs to be filtered and categorized. The researcher should select the most relevant data to best support the research process.
4. Drawing Conclusions: The final stage of qualitative research is drawing conclusions. These conclusions should include all the important information found during the research, thus providing a comprehensive overview of the results obtained.

RESULTS AND DISCUSSION

1. Data Collection
 - a) Digital Marketing Strategy to Increase Sales of MSMEs (Leni Sugiyanti¹, Melyona Zenia Rabbil², Kamilah Citra Oktavia³, Mega Silvia⁴)

- b) Digital Marketing Strategy to Increase Sales of MSMEs (Eko Yulianto, ST, MM (Digital Marketing Strategy to Increase MSME Sales in the Digital Era (Kusnadi)

2. Display Data

Table 1. Display data.

No.	Researche	Strategy
1.	Leni Sugiyanti ¹ , Melyona Zenia Rabbil ² , Kamilah Citra Oktavia ³ , Mega Silvia ⁴ (2022)	The results of the analysis show that the use of online digital payment methods can make it easier for consumers to make payments and facilitate interaction with potential customers.
2.	Eko Yulianto, ST, MM (2024)	The results of the analysis show that social media and paid advertising have a significant effect on increasing sales of MSMEs and can increase direct interaction with consumers. more effective in increasing market reach.
3.	Kusnadi (2023)	The results of the analysis show that social media platforms can increase the promotion of service products more effectively and promotional costs more efficiently.

3. Reduce data and categorize data

Table 2. Reduce and categorize data.

No.	Aspects	Findings
1.	Social Media	Digital marketing has a big impact on increasing sales of micro, small and medium enterprises (MSMEs).
2.	Paid Advertising	Effective in expanding market reach quickly.
3.	SEO (Search Engine Optimization)	Has a significant effect, but takes longer to achieve optimal results.
4.	Content marketing	The impact is lower, most likely due to limited resources or lack of skills in creating effective content.
5.	Digital Payments	The digital payment process makes transactions easier for consumers.
6.	Supporting Factors	Socio-psychological factors and credibility play a very important role in digital marketing communication strategies. In addition, the utilization of social media as a platform for interaction is also very crucial.

CONCLUSION

Fundamental Finding : The results showed that the Digital Marketing Strategy has a significant impact on increasing MSME sales. Digital Marketing strategies include social media, paid advertising, SEO, content marketing, digital payments, and other supporting factors. The results of the analysis show that social media and paid advertising have a significant effect on increasing sales of MSMEs and can increase direct interaction with consumers. Social media platforms can increase the promotion of service products more effectively and promotional costs more efficiently. Digital marketing has a big impact on increasing sales of micro, small and medium enterprises (MSMEs).

Implication : With the increasing use of the internet and social media in Indonesia, many MSMEs are now turning to various popular digital marketing strategies. These strategies open up opportunities for MSMEs to reach a wider range of consumers at a more affordable cost when compared to conventional marketing methods. The digital payment process makes transactions easier for consumers. Socio-psychological factors and credibility play a very important role in digital marketing communication strategies.

Limitation : Content marketing shows lower impact, most likely due to limited resources or lack of skills in creating effective content. SEO has a significant effect, but takes longer to achieve optimal results. Many MSMEs face challenges in maintaining and increasing their sales amidst intensifying competition and changes in people's consumption patterns shifting to digital platforms. **Future Research :** Further research is needed to find out the possibility that there are still some Digital Marketing strategies that have not been studied. Exploring additional tools and understanding the effectiveness of underutilized strategies can provide more insight into comprehensive digital marketing efforts for MSMEs.

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