

Implementation of Digital Marketing as an Effort to Increase Sales for MSMEs in the City of Bandar Lampung in the New Normal

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Abstract:

Purpose:

Since the World Health Organization (WHO) implemented the Coronavirus as a global pandemic, with case data in Indonesia as of June 29, 2020, with the number of confirmed cases reaching 55,092 people, it had a major impact on various sectors, one of which is the economic sector, especially MSME businesses. This study aims to see the role of digital marketing in increasing MSME sales in Bandar Lampung City during the COVID- 19 pandemic.

Methodology:

This study uses a qualitative method called literature study, namely the technique of collecting data and information through various literature or references. The primary references used in scientific writing are scientific journals, information, and national and international news. The data used are secondary data, which are mostly obtained from websites and government statistics that are relevant to the object being studied. Processing of the data and information contained in this scientific paper using the descriptive method.

Findings:

In this scientific paper, digital marketing strategies will be explained with the concepts of social media marketing and content marketing. Digital marketing provides several benefits, including connecting sellers and buyers on the internet, expanding market share, and generating higher sales.

Implication:

By implementing digital marketing as a marketing strategy, sales turnover for MSME players will increase.

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INTRODUCTION

Since the World Health Organization (WHO) implemented the Coronavirus as a global pandemic, with case data in Indonesia as of June 29, 2020, with the number of confirmed cases reaching 55,092 people, it has had a major impact on various sectors, one of which is the economic sector, especially MSME businesses. Even though MSMEs have an essential role in the Indonesian economy, since MSMEs are the domestic economy's driving sector and the most significant labor absorber over the last few decades, it was recorded that 185,184 MSME sectors were affected by this pandemic. Lampung Province is one of the provinces in Indonesia that has been affected by this pandemic. Bandar Lampung City has the most confirmed cases, reaching 104 people.

According to Prakoso (2020), 94.69% of the pandemic has caused a decline in MSME businesses, resulting in significant profit decreases. Despite production costs remaining constant or even increasing, sales have decreased. The impact of this pandemic has also weakened the MSME sector in Lampung. In a virtual discussion organized by the Lampung chapter of the Indonesia Marketing Association (IMA) (2020), it was revealed that as

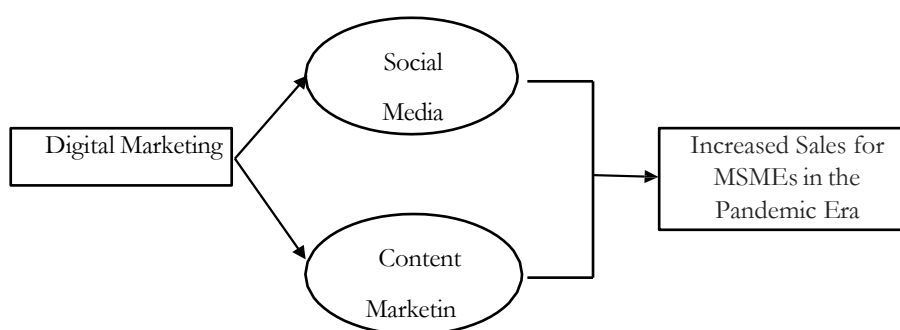
of May 14, 2020, as many as 3,481 MSMEs were affected by COVID-19. One of the impacts felt is a decrease in sales turnover due to limited interaction between sellers and buyers.

The Minister of Cooperatives and SMEs, Teten Masduki, emphasized that the government's effort to implement several credit relaxations to help MSMEs affected by COVID-19 is to provide expertise in the field of information technology (IT), namely by intensifying the transformation of MSMEs from offline to online, as in the case of product marketing. Using a digital marketing system. Therefore, there is a need for socialization and training regarding the digital marketing system so that its application can run optimally. According to Purwana et al. (2017), digital marketing is the promotion of activities and market searches through online digital media by utilizing various means, such as social media. Head of the Center for the Study of Business Climate and Global Value Chain LPEM FEB UI (2020),

Mohamad Revindo said the pandemic was the right time for MSMEs to invest in the digital marketing sector, considering the conditions of the spread of COVID-19, which were not sure how long. In addition, households as consumers also still rely on online transactions due to health protocols such as physical distancing that are still in effect. In other words, digital marketing will be a means to expand the consumer network for marketing products and market share amid this pandemic so that the economy will continue to run and sales will continue.

For MSMEs to survive amid the impact of the COVID-19 pandemic, a marketing strategy using digital technology that can increase sales turnover is needed. This study uses a digital marketing strategy with social media and content marketing to increase MSME sales in Bandar Lampung City during the COVID-19 pandemic as the basis for a frame of mind. Juli Sulaksono and Nizar Zakaria (2020) explain that digital marketing can get consumers, build consumer preferences, promote brands, maintain consumers, and increase the number of products sold to increase profits. Thus, a positive relationship exists between applying digital marketing and increasing sales for MSMEs in the current pandemic era.

Based on the problems above, using digital systems in marketing products is necessary during this pandemic. For this reason, this scientific paper proposes a solution: the application of digital marketing to increase sales for SMEs in Bandar Lampung City in the New Normal Era.



Source: Author illustration

Figure 1. Framework of thinking

METHODS

This study uses a qualitative method called literature study, namely the technique of collecting data and information through various literature or references. The primary references used in scientific writing are scientific journals, information, and national and international news. The data used are secondary data, which are mostly obtained from websites and government statistics that are relevant to the object being studied. Processing the data

and information in this scientific paper using the descriptive method. The data and information that have been collected are then selected and retrieved according to the problem under study. Furthermore, the literature review section describes data and information clearly and in detail. The process of analyzing data and information in scientific writing begins with examining various data and information that have been selected from various literature and references. Furthermore, the data and information are studied and then analyzed by describing them in detail and providing solutions to the problems described in the problem formulation.

RESULTS AND DISCUSSION

Elements That Can Restore MSMEs in The Current Era. According to Aknolt Kristian Pakpahan (2020), the COVID-19 pandemic provides challenges and opportunities for the government to maintain the existence of MSMEs. As challenges are interpreted, there is a need for short-term solutions to help MSMEs and the workers who are members of them. Opportunity means that short-term solutions need to be followed up with long-term solutions, especially if they are related to the Industrial Era 4.0, which requires the availability of technology to support economic activity. According to Priambada, social media digitalization systems can accelerate marketing information, testimonials, and consumer input, strengthen consumer relationships, and help reach all groups. So product marketing through social media during this pandemic is considered the most effective in supporting MSMEs. The following are the reasons why social media is considered the most effective tool for supporting MSMEs:

Table 1. Social media is considered the most effective way to support MSEs.

Media Sosial	Reasons Considered the Most Effective Media
Facebook	"The reach is quite wide, and there are many users," "Because it is easier and many people already have Facebook accounts," and "Quickly interact with many people."
Whatsapp	"Facebook and WhatsApp, because they are wider and more direct to (my product);" "FB, WA, because almost all friends on FB and WA contacts are acquaintances;" "Everyone uses WA. Pictures and smooth video calls.
Instagram	"Instagram, following today's youth," "Instagram, because many product photos can be seen directly by customers, "Instagram, apart from being booming, It also has a simple and easy-to-understand user interface.
Website	"Website, because the information presented is comprehensive in content (product images, locations, et cetera.), including contacts."

Source: Priambada 2017

Table 1. The above explains that using social media as a digital marketing platform to market products will facilitate interaction between producers and consumers. It is because a digital marketing system can reach people anywhere without being limited by geography or time. MSMEs in Lampung Province are now starting to develop marketing through a digital system to maximize profits and expand the market. It can stimulate business development and the sustainability of MSMEs amid this pandemic. In addition to low costs and no need for particular expertise in initiating digital systems through social media facilities, it is considered capable of directly reaching potential customers.

Effects of Digital Marketing on MSMEs. Social media has the potential to help MSMEs market their products (Stelzner, 2012). Social media is defined as a group of internet-based applications that create the

ideological and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content (Stockdale et al., 2012). Social media applications are available, ranging from instant messaging to social networking sites that offer users the ability to interact, connect, and communicate with each other. These applications aim to initiate and circulate online information about the user's experience consuming a product or brand to engage the public. In a business context, people's engagement can lead to profit creation. Wardhana (2015) found that digital marketing strategies have an effect of up to 78% on the competitive advantage of MSMEs in marketing their products. Stockdale, Ahmed, and Scheepers (2012) succeeded in identifying business value from the use of social media for MSMEs, such as:

1. Creation of sustainable marketing channels.
2. Increase in short-term revenue and long-term sales.
3. Reduction of advertising costs by up to 70%.
4. Reduction in overall marketing costs.
5. Creation of competitive advantage.
6. Ease of promotion across social media platforms.
7. The increased popularity of brands and products
8. Introduction of the organization or company to the community

According to the Deputy for Human Resources Development (HR), Arif Rahman Hakim, MSMEs that can survive and thrive in this period have digital access. Digitalization is related to marketing and entire industrial processes, from planning to monitoring and evaluation. Dissemination of digital marketing strategies using social media is vital because it can provide knowledge to MSMEs regarding the methods and stages of expanding consumer networks using social media in marketing their products to increase their competitive advantage.

Changes in marketing behavior from conventional to digital are different from the existence of MSME players who use digital marketing, even though MSMEs are believed to be able to spur the Indonesian economy. Using digital technology-based marketing concepts is the hope for MSMEs to develop into centers of economic power. MSMEs can use social media as a digital marketing tool. In addition to low costs and no need for unique expertise in initial initiation, social media is considered capable of directly reaching consumers.

The importance of implementing digital marketing for MSMEs. The rapid development of technology, the digital world, and the internet have also impacted marketing. Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries, and potential consumers. On the one hand, digital marketing makes it easier for businesses to monitor and provide all the needs and wants of potential customers; on the other hand, potential customers can also search for and get product information at a glance by exploring cyberspace so that it makes the search process easier (Purwana et al., 2017). Using digital marketing-based marketing concepts provides hope for MSMEs to develop into centers of economic power.

According to Plt. Head of Lampung Province Cooperatives and MSMEs, Agus Nompitu, the MSME sector is one of the largest providers of business fields, namely around 97 percent of all jobs, and there is a need for a cooperative and MSME rehabilitation program in the era of industrialization 4.0 through the use of digital systems for product marketing. At present, if we look at the many MSMEs scattered around our environment, on average, they are still conventional; they still need to utilize the digital system, which makes it easier to market and manage a business. The Minister of Cooperatives and MSMEs, Prospayoga, emphasized that MSMEs must utilize the internet in their marketing strategy and product branding (Supriadi, 2016). However, these MSME actors still need to gain knowledge about digital marketing, so there needs to be a stage in implementing digital marketing so that it can be put to good use.

The stages of the potential use of digital marketing that will be implemented will be described in the following scheme:



Source: Author's Illustration with Various Sources

Figure 2. Schematic of Digital Marketing Implementation

Dissemination of the Implementation of Digital Marketing. This socialization was carried out among MSME actors in Bandar Lampung. This socialization aims to increase knowledge about the importance of digital marketing for MSMEs during a pandemic. So with the socialization of digital marketing for MSMEs, there will be no conventional-based ones in the future.

Digital Marketing Training for MSMEs. This digital marketing training aims to enhance understanding of using digital marketing for communication and promoting products effectively. Participants will have the opportunity to practice these skills by utilizing social media directly. This training is carried out by introducing digital marketing in product marketing. By utilizing digital marketing in marketing products, sales will continue to increase sales turnover in this pandemic era. According to Agus, through the Cooperatives and MSMEs Office, the Lampung Provincial Government has created a digital business startup forum at PKOR Way Halim to facilitate MSMEs in developing online-based businesses.

The digital business startup forum is one of the government's efforts to awaken MSME and IKM business actors to use the digitization system to develop businesses. Besides the government, the private sector's role is also in developing digital system-based MSMEs. Efforts made between the government and the private sector to help the development of MSMEs in Lampung to run digital system-based businesses are a form of synergy to improve people's welfare. According to one of the UMKM actors in Lampung, Tri Indah Noviana, the digitization system is essential for the sustainability of MSMEs so that they are not eroded by the times, are more up-to-date, and are easier to support with government and private support through the UMKM Go Online program provided by the agency.

Recovery of MSMEs in Bandar Lampung City in the COVID Era. As an effort to restore the micro, small, and medium economy, the Provincial Government of Lampung encourages districts and cities to provide stimulus to the cooperative and micro, small, and medium enterprises (MSMEs) sectors, which have been affected by the COVID-19 pandemic. It was conveyed by the Deputy Governor of Lampung Chusnunia Chalim, M.Sc., M.Kn., Ph.D. (Nunik), while chairing a meeting with the Regency/City Cooperative and UKM Offices throughout Lampung Province to provide MSME stimulus at the Pusiban Building, Lampung Governor's Office Complex, Thursday (2/7). According to Nunik (2020), it is hoped that there will be stimuli for cooperatives and MSMEs, not just social safety nets, because the cooperative and MSMEs sector is a sector that is a hope and a concern for the central government as one of the buffers for the defense of the people's economy.

According to the Head of the Industry and Trade MSME Cooperative Service, Yudha Setiawan, one of the stimuli that can be carried out for the recovery of the MSME sector, which has been affected by the pandemic, is digital marketing training. This training is critical because today's digital systems have significantly changed marketing strategies. The purpose of this training is to improve human resources (HR) and increase the knowledge

of MSME actors about how to market the products they produce. In addition, MSME digital marketing training is a way that can accelerate the increase in the number of MSMEs to be able to take advantage of digital channels in marketing their products, increase MSME productivity, and increase sales.

CONCLUSION

The MSME sector in Bandar Lampung City is one of the sectors affected by the COVID-19 pandemic. A simple way to adapt and deal with this pandemic is for the government and the private sector to help the development of MSMEs in Lampung, namely by running a business based on a digital system. Digital technology has penetrated all aspects of human life, including marketing. Digital marketing lets buyers obtain all product information and transact via the internet. It allows sellers to monitor and provide for consumer needs and wants without any time or geographical boundaries. In addition, the application of digital marketing for MSMEs can facilitate marketing and managing the business. Developing digital marketing with social media facilities can increase sales, maximize business profits, and increase competitive advantage for MSMEs themselves, and social media is considered capable of reaching consumers directly.

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