

DIGITAL MARKETING UTILIZATION FOR MICRO, SMALL AND MEDIUM ENTERPRISES (SME)

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Abstract. The purpose of this research is to improve knowledge and skills about digital marketing, especially social media, to improve the business of small and medium enterprises (SME) their sales and profits. This can be a reason why social media is effective if it is done. The method used in this case is the explanation of using slide power points and LCD projectors, sharing and discussion experiences, and lastly direct practice of making social media (Facebook and Instagram) and how to make it appealing to Buyers (Pictures, words, those stories, etc.). The end result shows that only few are actively using social media as their promotional tool and they have not separate their online store account to their personal account, some others use it occasionally, and the rest of the participants are not Ever social media marketing is used due to lack of technological skills. This study aims for know the role of women sellers jamu gendong in improving social life, the contribution women make seller of jamu gendong against family income, and the impact the role of women seller of jamu gendong social and economic life family. The data collected consist of primary and secondary data by direct observation, in-depth interviews with selected informants, and documentation. Analysis data using data analysis qualitative with presenting the data in the form of tables be accompanied interpretation so that is obtained a conclusion. The results showed that the social and economic conditions of low family encourage women working in the public sector. Motivation women worked choose jobs sell jamu gendong is capital a little, do not require education / skill high, and solicitation friend or previously already there is brother who worked. Donations the lowest income of women seller of jamu gendong against the overall family income ketegori family is amounted to 20% and donations highest revenue is 72.72%. Impact social life the role of of women sellers jamu gendong is a family afford to send child, whereas impact economic life is increasing the family income which can fulfill needs of family life.

Keywords: Digital Marketing, SME, Social Media.

I. INTRODUCTION

Micro and Small Enterprises (SME) play a vital role in the development and economic growth, not only in developing countries but also in developed countries. It is widely acknowledged that SME are very important because of their core characteristics that distinguish them from large businesses, especially since SME are labor-intensive, found in all locations especially in rural areas, more dependent on Local raw materials, and the main provider of goods and services the basic needs of low or poor income (Tambunan: 2012).

The digital world is predicted to be the crucial point for all human activities, including business activities. Some indicators that can be used today include the rise of digital advertising expenditure, the growth of smartphone ownership that provides easy Internet access, improvement of telecommunications infrastructure in order to improve the quality of access Data, and the launch of 4G service. According to Facebook data, 74% of Internet users in Indonesia use mobile devices (Utomo, 2016). The rapid development of technology, the digital world and the Internet certainly also impact on the world of marketing. Marketing Trends in the world switch from the original to conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all sorts of information about products and transactions through the Internet. Digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networks.

Cyberspace is no longer only capable of connecting people with devices, but also people with people all over the world. Digital marketing that typically comprises interactive and integrated marketing makes it easy to interact between producers, market intermediaries, and prospective customers. On the one hand, digital marketing makes it easy for business people to monitor and provide all the needs and wishes of prospective customers, on the other hand, they can also search and get product information only by browsing the virtual world so facilitate its search process. Buyers are now increasingly independent in making purchasing decisions based on their search results. Digital marketing can reach all communities wherever they are without any more geographical or time constraints.

1. Digital marketing Theory SME

According to Hubeis (2009), UKM defined in a variety of different ways Depending on the country and other aspects. Therefore, it is necessary to do special reviews To those definitions to be acquired by the Appropriate understanding of SME, namely the Quantitative measure to suit the Economic progress. In general, small businesses have the ciritraits: stand-alone management, capital Provided by itself, local marketing areas, Company's assets, and the number of employees Limited employment. Implementation principles SME are togetherness, economic Autonomy, independence, balance Progress, sustainability, efficiency of fairness, and national economic unity. SME Receive the attention and privileges that Mandated by law, among others: Business credit assistance with low interest, Ease of business license

requirements, assistance Business development of government agencies, Some other conveniences

2. Digital Marketing

Digital Marketing is a digital technology that has transformed the way people are in terms of making, acting, and taking decisions. Marketing activities are also not separated from the influence of digital technology. The term digital marketing has undergone an evolution from the initial marketing activities of goods and services that use digital channels to a broader understanding of the process of acquiring consumers, Consumer preferences, promote brands, nurture consumers, and increase sales. The concept of digital marketing comes from the Internet and search engines on the site. When Internet usage exploded in the year 2001, the market was dominated by Google and Yahoo as Search engine optimization (SEO).

The definition of digital marketing according to the American Marketing Association (AMA) is an activity, institution, and process facilitated by digital technology in creating, communicating, and delivering values to consumers and parties Other stakeholders (Kannan & Hongshuang, 2016). Chaffey (2013) defines digital marketing as the use of technology to assist with marketing activities aimed at improving consumer knowledge by adapting to their needs. Marketing trend switching from conventional to digital (online) occurs. The number of businessmen, especially SME who utilize digital marketing is not comparable to the number of Internet users growth. There are still few SME who do not understand how to do digital marketing by utilizing social networks.

3. Internet

Internet (short for interconnection-networking) is an all-connected computer network using the Global System standard of Transmission Control Protocol/Internet Protocol Suite (TCP/IP) as Packet Exchange protocol (packet Switching communication protocol) to serve billions of users around the world. The largest Internet network is called the Internet. How to connect a network with this rule is called internetworking ("internetwork").

Was originally a computer network established by the United States Department of Defense in 1969, through an ARPA project called the ARPANET (Advanced Research Project Agency Network), in which they demonstrated What about the computer hardware and software that is UNIX-based, we can do communication within a distance that is not through the telephone line.

4. SME

Actually, what is MSME (micro Small and medium enterprises)? The meaning of SME is the productive business owned by individuals and business entities that have fulfilled the criteria as micro-enterprises.

As stipulated in the Regulation No. 20 of 2008, according to the SME's understanding, the SME criteria are differentiated in each covering micro business, small business, and medium enterprises. More about SME will be discussed in this article.

II. DISCUSSION

The use of Internet search evolved in the year 2006 and in 2007 the use of mobile devices increased dramatically which also increased the use of the Internet

and people from all corners of the world began to relate one SA Other MA through social media (Khan & Siddiqui, 2013). The definition of digital marketing according to the American Marketing Association (AMA) is an activity, institution, and process facilitated by digital technology in creating, communicating, and delivering values to consumers and parties Other interests (Kannan & Hongshuang, 2016).

Chaffey (2013) defines digital marketing as the use of technology to assist with marketing activities aimed at improving consumer knowledge by adapting to their needs.

Sawicky (2016) defines digital marketing as a exploitation of digital technology used to create a channel to achieve potential respipients to achieve the company's objectives through the fulfillment of consumer needs more effectively. Digital Marketingis defined as a marketing activity that uses Internet-based media (Wardhana, 2015).

1. Digital Marketing utilization for SME

Social Media has the potential to help SME to market their products (Stelzner, 2012). Social Media is defined as a group of Internet-based applications that create an ideological and technological foundation of the WEB 2.0 that allows the creation and exchange of user generated content (Stockdale, Ahmed, & Scheepers, 2012). Social media applications are available from Instant Messaging to social networking sites that offer users to interact, connect, and communicate with each other.

These applications intend to initiate and circulate online information about the user's experience in consuming a product or brand, with the main purpose of engaging the community. In the business context, people engagement can lead to profit creation. Wardhana (2015) found that digital marketing strategy has an effect of up to 78% on SME's competitive advantage in marketing its products.

The strategy consists of the availability of product information and product guidelines, images such as photos or product illustrations, videos capable of visualizing the product or displaying supporting presentations, attachments of documents containing Information in a variety of formats, online communication with entrepreneurs, transaction tools and variations of payment media, assistance and consumer services, online opinion support, testimonial display, visitor records, special offers, latest information feeds Through SMS-blog, Ease of product search, create brand visibility and awareness, identify and attract new customers, and brand image reinforcement capabilities received by consumers.

2. Digital marketing utilization has several advantages, such as :

- a. Targets can be organized according to demographics, domicile, lifestyle, and even habits;
- b. Results are quick to look so that marketers can take corrective or changing actions when there is something inappropriate;
- c. The cost is much cheaper than conventional marketing;
- d. Wider range due to unlimited geographical;
- e. Accessible whenever unlimited;
- f. Results can be measured, for example the number of site visitors, the number of consumers who make online purchases;

- g. The campus can be personalised;
- h. Consumers can trust each other to the Relas/customer because communication occurs directly and two-way so that the business actors nurture relationships and foster consumer confidence.

Utilizing digital technology-based marketing concept is a hope for SME to develop into the center of economic strength. SME can use social media as a digital marketing tool. In addition to the inexpensive costs and not the need for special skills in initiating early, social media is considered capable of directly reaching consumers. Lack of knowledge of SME actors about digital marketing inspire the team of community service to convey socialization and provide training on the use of this information and communication technology.

On the other hand, SME must cultivate the courage to try new, professional-looking things, and patiently wait for their results while continuing to create. In terms of digital marketing with social media, SME actors should:

- a. Create a social media account for a separate business from a personal account.
- b. Make the account name simple, easy to remember, explain about its business, and have the same name as other social Platformmedia used.
- c. Postperiodically and routinely, adjusted to "golden moment".
- d. Try each postalways related to the effort.
- e. Create a unique hashtag (hashtags) that characterize our efforts and use them in every post.
- f. Answer any questions asked by the follower to indicate that the account is active. In addition, it is necessary to support the Government such as the work of the Ministry of Cooperatives and Small medium enterprises (SME) in collaboration with the Ministry of Technology Research and technology education, such as training, to create a community for SME actors to interact and share tips and tricks for digital marketing.

SME have a great opportunity to continues to evolve. But the development In Bandung still hampered A number of issues. Some things still Become a barrier in development SME are reviewed from two factors, namely Internal SME and external factors, The handling of each factor must be Synergy to achieve the results Maximum, namely: (1) Internal factors are Classical problem of SME is weak in In terms of capital and managerial terms (Ability to management, production, marketing and human resources); (2) external factors : Issues arising from the parties SME developers and builders, such as The solution provided is not right on target, Monitoring and programs that overlap Overlap between institutions. The government has done some Activities to minimize the factors that are In the development of SME By providing tender credits, Provide training to the owner of the SME to be able to expand their business Cooperation with the relevant parties, Development of Insfrastruktur such as Road construction, facilitate licensing.

The role of the government Especially to deliver SME To be able to compete with businessmen In utilizing MEA in the years 2015. Some of the efforts made Local governments to empower SME Is: 1. Improve financial access Financial problems in business development SME

are very classical. During this time, Many SME can utilize the scheme Financing provided by the banking. Therefore, local governments have Allocates APBD regency of Bandung For the construction and borrowing of SME capital of 2.409 billion rupiah. 2. Improving the quality of human resources and souls SME Entrepreneurship In general, the human resources of the perpetrators In Bandung is still low, partly Great of them graduates are not even high school Junior. Education and training required skills, management, and technical training to develop their HR. For that, Local governments conduct training in Training Hall (BLK) to foster A new motivation for conducting business because Most of these small businesses still Using conventional means. With Thus, SME can increase

III. CONCLUSION

The use of digital technology has influenced all aspects of human activity, including marketing. Digital-based marketing is used to acquire consumers, build their preferences, brand promotions, nurture consumers, and increase sales that ultimately increase profitability. Digital Marketing allows buyers to acquire all information about the product and transact over the Internet, and allows the seller to monitor and provide the needs and desires of potential buyers without time and geog restrictions A.

Digital Marketing is also a two-way communication that can cause awareness and public engagement of certain products and brands. A Platform often used for digital marketingis social media, especially Facebook and Instagram. The change in the marketing behavior from conventional to digital is not offset by the existence of SME who use digital marketing, whereas SME are believed to be able to spur the economy of Indonesia.

If the SME actors understand the importance of digital marketing for their efforts, it is hoped that they will be motivated to use digital marketing as a means of communication and promotion, and can practice it directly by utilizing He is social. From the implementation of this community service activities, gained insight that in fact, SME actors are interested in using digital marketing DNA utilizing social media optimally, but they face some obstacles.

The obstacles faced by example are the lack of understanding of the importance of digital marketing, lack of knowledge about information and communication technology and the ways to use and utilization of good social media, not sat It soon gets results, as well as a lack of understanding to create compelling "posts". The advice that can be conveyed by the community service team is that such trainings need to be carried out more often to build awareness and understanding of digital marketing and the measures to be done to UK Create and manage social media accounts, the materials submitted are tailored to the ability of the participants, as well as the continued evaluation after the activity of whether the material delivered is properly practiced.

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