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Digital Marketing to Competitive Advantages of MSMEs in Kasongan, Kajigelem, Bantul, Yogyakarta

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ABSTRACT. This study discusses how to use digital marketing in marketing Micro, Small Medium Enterprise (MSMEs) products in Kasongan, Bantul. Digital marketing is an alternative for small and medium-sized businesses with limited promotional budgets. The use of social media such as Facebook, Whatsapp, Twitter, Instagram, Website and Tiktok is an alternative that can be used to create brand awareness, engagement, sales and even loyalty. The purpose of this study is to determine the use of digital marketing strategies in 115 MSMEs spread across Kajigelem, which consists of four villages namely Kasongan, Jipangan, Gendeng, Lemahdadi villages which have digitalized and the implications for the competitive advantage of these MSMEs based on consumer perceptions. The research method used is a quantitative method with research samples from consumers from MSMEs in Kajigelem, which consists of Kasongan villages. The sampling technique used purposive sampling on 200 respondents with multiple regression analysis. Based on the results of the study, it can be concluded that digital marketing has implications for the competitive advantage of MSMEs in marketing their products by 61% while the remaining 39% is explained by other variables not examined in the study.

Keywords: digital marketing; competitive advantage; SMEs
JEL Classification: M31; M39

INTRODUCTION

The COVID-19 pandemic has a major impact on all aspects and sectors in people's lives, especially in the economic sector. Finance Minister Sri Mulyani said there were 3 major economic impacts on the COVID-19 pandemic. First, the impact on household consumption or people's purchasing power is falling. Second, investment has also weakened amid the uncertainty of the COVID-19 pandemic. Third, the global economic downturn has halted Indonesia's exports. Due to the decline in community activities outside the home, it automatically also causes a decrease in the number of buyers in a business. So, it can be said that the income earned is reduced. This impact is not only felt by large industries, the Corona virus pandemic has also had an impact on Micro, Small and Medium Enterprises (MSMEs) in Indonesia. The impact of COVID-19 on MSME actors was also experienced by residents of Kajigelem, Bantul who became MSME actors. (Situmorang, 2020), Indonesia is one of the countries affected by the COVID-19 pandemic. Pakpahan (2020) stated that there are three implications for Indonesia regarding the COVID-19 pandemic, namely the tourism, trade and investment sectors. The tourism industry is faced with a large decline in foreign tourist arrivals with massive cancellations, a decrease in bookings, a slowdown in domestic travel due to people's reluctance to travel, a decline in tourism and travel businesses impacting MSME businesses, and disrupting employment opportunities. Maharani, Ali, and Astuti (2012) stated that MSMEs are one of the important business sectors in Indonesia because they have an important role for economic growth in Indonesia. According to Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) states that micro enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law. Small Business itself is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly from Medium Enterprises or Large Businesses that meet the criteria. Small Business as referred to in this law (Nur Ira, 2017).

Based on a survey from BPS, it identified various weaknesses and problems faced by MSMEs based on their priorities, which include: (a) lack of capital, (b) difficulties in marketing, (c) tight business competition, (d) difficulties in raw materials, (e) lack of technical production and expertise, (f) lack of managerial skills (HR) and (g) lack of knowledge in management issues, especially in finance and accounting. Marketing is a fundamental problem that small entrepreneurs also face. Problems in the marketing field faced by small entrepreneurs generally focus on three things: (1) problems of market and product competition, (2) problems of access to market information, and (3) problems of supporting small business institutions (Hadiyati, 2008).

Although there have been many Micro Small Medium Enterprise (MSMEs) that have developed in Indonesia and apply information technology for their business activities, there are still many MSMEs that have not implemented information technology, especially using social networking media and do not understand how big the benefits and role of using social networking media are. Internet users mostly own and use applications or social networking content by 87.4%, second is searching 68.7%, third is instant messaging 59.9%, fourth is looking for the latest news 59.7%, and

fifth is downloading and downloading. upload videos 27.3%. Judging from the types of sites used to sell online, 64.9% use social networks, 22.9% messengers, 14.4% online communities, 5.7% online shop blogs, 2.3% online shop websites, and 1.5% mailing list. As many as 62 million people use social media and about 4.6 million consumers in Indonesia are actively using the internet to transact or shop. MSMEs must be careful in choosing social media that is in accordance with their marketing objectives. Facebook is more suitable for the purpose of reaching more audiences because the character of its users extends from all levels so that MSMEs can build relationships and awareness by utilizing the events feature, updating status, or responding directly to feedback from consumers. MSMEs can maximize Facebook by making descriptive updates with photos and website links for call-to-action. While Twitter is suitable for building more open communication and for building awareness, in this case, MSMEs must update with a focus on wording that is simple and easy to understand and is accompanied by a website link for call-to-action. Instagram itself is a platform to build awareness and create relationships with consumers. The weakness of Instagram is that it cannot put a link that is directly connected to the website page, so MSMEs have to upload behind-the-scenes photos related to the manufacture of advertising shooting products, new product teasers, celebrity endorsements, and photo contests. Bulearca & Bulearca (2010) also added that social media helps small business organizations in networking, building relationships, and getting online branding opportunities. This then becomes one way to build a brand in the minds of consumers with the support of social media. The open nature of social media is then used by business actors, especially small and medium enterprises (MSMEs) to market their products.

Kajigelem tourist village is an industrial center area in Bangunjiwo Bantul, consisting of four villages namely Kasongan, Jipangan, Gendeng, and Lemahdadi, which the Bantul government hopes to become a leading tourist village. Kasongan is a center for the pottery/ceramic craft industry which is currently a regional asset, with market share having penetrated the export market. Kasongan is a tourist village, not only visited by domestic tourists, but also foreign tourists. Kasongan is also a leading MSME area as well as a tourist area with the name is Kasongan Pottery Craft Industry Center. Jipangan is a center for handicrafts made of bamboo (fans, bamboo decorations, etc.), which has become the main livelihood for all residents living in the Jipangan hamlet. Gendeng hamlet is a center for leather inlay (puppet) craftsmen whose quality has been tested, even on a DIY scale, the quality of Gendeng leather inlay is the best/top. Lemahdadi is the center of the stone sculpture industry (chisel and print) with a market scale that has reached the export market.

Until now there are 229 pottery craftsmen or Micro, Small Medium Enterprise (MSMEs) in Kajigelem, namely four villages, Kasongan village, Jipangan, Gendeng, Lemahdadi quite widespread. The high potential that exists in the tourist village has not been supported by public awareness in marketing development using digital marketing. Where during this pandemic, not all MSME actors are ready to use information technology, so this has an impact on decreasing productivity. Digital Marketing is one of the most influential marketing media. In the past, the sales activities of this industrial product were conventional or traditional, they only made products based on orders. But after recognizing the existence of digital marketing through social media, the impact began to receive a lot of orders, so the sales volume was increasing rapidly compared to the previous conventional sales (Pradiani, 2017).

The purpose of this study is to determine the use of digital marketing in MSMEs that have digitalized and its implications for the competitive advantage of MSMEs based on consumer perceptions. Digital marketing in the form of using social media and websites is very important, because it can provide knowledge to MSME actors about the ways and stages in expanding consumer networks through the use of social media and websites in marketing their products so as to increase competitive advantage for MSMEs themselves. The hypothesis in this study is digital marketing (which consists of the availability of product information or articles that support and provide product guidance for consumers, the availability of required supporting images such as photos or product illustrations, the availability of video displays that are able to visualize the product or presentation) supporting presentations, availability of attachment of documents that contain information in pdf, doc, xls, ppt, or others, the availability of communication online with employers, the availability of means of transaction and a variety of media payments, the availability of support services to the consumer, the availability of support opinions online, availability of display testimonials, availability of records of visitors, availability of offers specifically, the availability of grain information latest by blog, ease of finding products, the ability to create visibility and awareness of the brand, the ability to identify and attract customers new, and the ability to image of the brand that is accepted by consumers) effect and simultaneously towards excellence competitive SMEs.

METHODS

Based on the purpose of this study to determine the use of digital marketing in MSMEs that have digitalized and its implications for the competitive advantage of MSMEs based on consumer perceptions. The respondents of this study are consumers who have used social media and digital marketing in 115 Micro, Small Medium Enterprise (MSMEs). The number of samples in this study were 200 respondents who were consumers of 115 MSMEs representing in Kajigelem, Bantul. The sampling technique used purposive sampling (Sugiyono, 2013). The research method used is a quantitative method with causality analysis, the research sample of consumers from MSMEs in Kajigelem which consists of four villages namely Kasongan.

The digital marketing variables used as stated by Sanjaya and Tarigan (2009), Taneja & Toombs (2014), and Juju & Feri (2010), namely, (1) the availability of product information or articles that support and provide product guidance for consumers, (2) availability of required supporting images such as photos or product illustrations, (3) availability of video displays capable of visualizing products or supporting presentations, (4) availability of attachments of documents containing information in pdf, doc, xls, ppt, or others, (5) availability of online communication with entrepreneurs, (6) availability of transaction tools and variations of payment media, (7) availability of service assistance to consumers, (8) availability of online opinion support, (9) availability of display testimonials, (10) availability of visitor records, (11) availability of special offers, (12) availability of the latest information offerings via sms-blog, (13) ease of product search, (14) ability to create visibility and brand awareness, (15) ability to identify and attract new customers, and (16) the ability to strengthen the brand image received by consumers. Variable indicators of competitive advantage using dynamic capabilities, innovation, and *global orientation* stated by Rosli (2012).

The measurement scale in this study is the Likert scale. The type of data used in this study is primary data in the form of direct response data from MSME consumers who have used digital marketing strategies through filling out questionnaires given to respondents regarding the use of digital marketing strategies for MSMEs that have gone online. and its implications for the competitive advantage of these SMEs based on consumer perceptions. The data collection methods in this study were through observation, distributing questionnaires, and interviews. Technical analysis used with simple regression analysis tools.

RESULT AND DISCUSSION

Based on the results that have been obtained through the results of questionnaires and in-depth interviews and observations with informants who are MSMEs and consumers from 115 MSMEs spread across Kasongan villages, the results show normality test using Kolmogorov-Smirnov produces the Asymp.Sig value. (2 tailed) is 0.200 ($p > 0.05$), indicating that the data is normally distributed. That is, based on the first criteria the assumption test is met, namely the data is normally distributed. Then a multicollinearity test was performed which showed that the tolerance value for the Digital Marketing variable was 1,000 (> 0.10), while the VIF value for the Digital Marketing variable was 1,000 (< 10.00). Referring to the basis of decision making in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in the regression model.

The statistical hypothesis can be formulated as follows:

H0: Digital Marketing Strategy has no effect on Competitive Advantage

H1: Digital Marketing Strategy affects Competitive Advantage

Based on the results of the analysis conducted to determine the effect of the independent variable (Digital Marketing) on the dependent variable (Competitive Advantage) conducted on 200 research samples which are business actors from 115 MSMEs in Kasongan Bantul, the data obtained that the independent variable (X) has a t value count 16.696 is greater than the value of t table and significant ($Sig < 0.05$), then H0 is rejected and H1 is accepted. This means that the variable X has a positive and significant effect on variable Y competitive advantage.

Table 1. Results of Analysis of the Effect of Digital Marketing on Competitive Advantage

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .782a | .612 | .609 | 3.36737 |

Source: data processed 2021

Based on the results from the table above, the correlation coefficient value or R is 0,782, based on these results it can be seen that this value is in the interval 0,400 – 0,599. This means that the level of relationship between digital marketing variables (X) and competitive advantage (Y) is positive, meaning that if When X goes up, Y goes up, and when X goes down, Y goes down. The coefficient of determination (R square) is 0,612. This shows that digital marketing variables (which consist of the availability of product information or articles that support and provide product guidance for

consumers, the availability of required supporting images such as photos or product illustrations, the availability of video displays that are able to visualize the product or presentation) supporting presentations, availability of attachment of documents that contain information in pdf, doc, xls, ppt, or others, the availability of communication online with employers, the availability of means of transaction and a variety of media payments, the availability of support services to the consumer, the availability of support opinions online, availability of display testimonials, availability of records of visitors, availability of offers specifically, the availability of grain information latest by blog, ease of finding products, the ability to create visibility and awareness of the brand, the ability to identify and attract customers new, and the ability to image of the brand that is accepted by consumers) effect and simultaneously towards excellence competitive MSMEs by 61%, while the remaining 39% is explained by variables other was not examined in the study of this. Based on these results, it shows that most of the pottery craftsmen have been able to use social media and optimize the use of social media as a good product marketing tool for MSMEs so that they can influence competitive advantage.

Marketing through the internet is known as e-commerce. E-commerce itself is defined as a modern business method that meets the needs of organizations, merchants, and consumers to cut prices while continuously improving the quality of goods and services and improving delivery services, using the internet. The development of information technology applied in business is called e-commerce which is not only used by large companies but is also used by MSMEs in marketing their products (Nugrahani, 2011). E-commerce based on online or internet media, allows site visitors to access websites created by MSME actors, and choose products and services offered by MSMEs in virtual catalogs. Before deciding to use a blog or other social media.

Taneja & Toombs (2014) added that the media can create brand visibility and awareness, can identify and attract new customers, and can strengthen the brand image received by consumers. Juju and Feri (2010) further explain the characteristics of social media that are the hallmarks and strengths, namely (1) Transparency: everything looks open because of the elements, (2) Dialogue and communication: in it will be established a relationship that is entirely in the form of communication, (3) Relationship network: relationships between the constituent elements will be established and relations will also be formed between individuals or representatives driven by individuals, (4) Multiopinion: everyone will have an argument and everyone has a relative view; whether it's true, false or in the gray area.

In the current global economic era, in addition to marketing strategies, MSME actors are required to make changes to win the competition is to have a sustainable competitive advantage. Competitive advantage is the ability to achieve economic benefits above the profits that can be achieved by market competitors in the same industry. Rosli (2012) states that the competitive advantage for MSMEs is largely determined by the MSME's ability to anticipate globalization. Measurement of competitive advantage for MSMEs uses indicators of dynamic capabilities, innovation, and global orientation. Measurement of competitive advantage for MSMEs uses indicators of dynamic capabilities, innovation, and global orientation. Dynamic capabilities include firm management, HR, and marketing which is the capability of the resources owned by the organization. In addition, MSMEs must prioritize innovation and global orientation considering that these two factors also greatly determine the success of MSMEs in competing in the global

market. Competitive advantage is influenced by how MSME business actors can plan and implement strategies that are considered appropriate to make their business win the market.

These results support previous research which explains that MSMEs need to sell their products through e-commerce and promote products through digital marketing as a marketing strategy to survive during the pandemic (Atmaja & Novitaningtyas, 2021). Furthermore, previous researchers also explained that digital marketing also has a positive and significant influence on consumer buying interest, thereby strengthening the competitive advantage of MSMEs (Masyithoh & Novitaningtyas, 2021; Susanti et al., 2020; Wisnalmawati et al., 2021). The results of this study support the results of previous studies. The results provide managerial implications for MSME actors that by implementing digital marketing they can increase their business competitive advantage.

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Moreover, Taneja & Toombs (2014) added that the media can create brand visibility and awareness, can identify and attract new customers, and can strengthen the brand image received by consumers. Juju and Feri (2010) further explain the characteristics of social media that are the hallmarks and strengths, namely (1) Transparency: everything looks open because of the elements, (2) Dialogue and communication: in it will be established a relationship that is entirely in the form of communication, (3) Relationship network: relationships between the constituent elements will be established and relations will also be formed between individuals or representatives driven by individuals, (4) Multiopinion: everyone will have an argument and everyone has a relative view; whether it's true, false or in the gray area.

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The development of digital technology allows MSME actors to market their products online and make transactions through the online banking system as well. The development of digital technology has changed marketing from small and medium businesses which were originally done conventionally to digitally by utilizing the use of social media and the use of websites to market their products. The ease of internet access at this time, the magnitude of the benefits obtained, and the low cost required are one of the main factors for MSMEs to choose online media as the right solution to expand their business reach. Social media or social networks are the platforms most often used by the public. Through social networks, MSME actors can carry out marketing activities such as introducing products, establishing communication with consumers, and expanding business networks. The use of online media is the right choice for MSMEs to develop the business they run. Stelzner (2012) also added that social networks or social media have the potential to help SMEs in marketing their products and services.

CONCLUSION

Based on the discussion of this research, it can be concluded that Digital Marketing using social media is very important because it can provide knowledge to MSME actors regarding the ways and stages in expanding consumer networks using social media in marketing their products so as to increase competitive advantage for MSMEs. Likewise, most of the pottery craftsmen or MSME business actors in Kajigelem, which consists of Kasongan villages have used social media in marketing their products. Digital marketing strategy influences competitive advantage by 61% while the remaining 39% is explained by other variables not examined in this study. Optimization of the use of social media and websites needs to be done considering that there are still shortcomings on the website and social media used by MSMEs such as less informative, less interactive, and less updated. Based on the discussion of this research, it can be concluded that Digital Marketing using social media is very important because it can provide knowledge to MSME actors regarding the ways and stages in expanding consumer networks through the use of social media in marketing their products so as to increase competitive advantage for MSMEs itself.

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