Utilization of Digital Marketing on the Development of Micro, Small and Medium Enterprises (MSMEs) in Jebres District, Surakarta City

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ABSTRACT

The aims of this study are: (1) To partially analyze the effect of knowledge, use, and type of internet media on the business performance of the Creative Sector MSMEs in Jebres District, Surakarta City. (2) To partially determine the effect of digital marketing mediation on the influence of knowledge, use, and type of internet media on Creative Sector SMEs in Jebres District.

This research was conducted on MSMEs in Jebres District, Surakarta City. The population in this study of MSMEs in the creative sector (handicrafts, fashion, culinary) is unknown. Therefore the determination of the number of samples using the Slovin formula obtained a sample of 100 respondents. The purposive sampling technique did sampling in this study.

The study results concluded that, partially, there was a positive and significant influence on the knowledge, use, and type of internet media variables on the business performance of the Creative Sector MSMEs in Jebres District, Surakarta City. It is known that there is a complete mediation effect of digital marketing on the influence of knowledge, use, and type of internet media on MSME business performance.

Keywords: knowledge, use, types of internet media, digital marketing, business performance

INTRODUCTION

The rapid development of technology, the digital world, and the internet also impact the world of marketing. The marketing trend in the world has shifted from being conventional (offline) to digital (online). Digital marketing is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet (Purwana, D et al., 2017)

According to data released by We Are Social, a digital marketing agency in America, explaining that as of January 2017, as many as 48% of internet users in Indonesia search for goods or services online, 46% of users visit online stores, 41% of users of product transactions or serving online services, 34% of users make online transactions via a computer or laptop, and 33% of users make online transactions via mobile devices such as smartphones (Simon Kemp, 2017). Meanwhile, according to Pengerapan (2015), internet users in terms of the type of site used to sell online 64.90%, social networks 22.90%, messenger 14.40%, online community 5.70%, blog online shop 2.30% and 1.50% mailing list.

Along with changes in people's behavior that pays more attention to the internet, it becomes a challenge for MSMEs in Surakarta City, especially in Jebres District, in marketing products online. MSME actors in Jebres Sub-district realize that lately, consumers are more actively looking for what they want using online media because they can access various information more easily than before. Through digital marketing, all business owners (SMEs) do not only have to promote products. In essence, digital marketing can include the ability to do many things that can reach consumers. Finally, this consumer experience will then lead them to the brand and product of the business owner. In terms of brand recognition, Digital marketing is an effort to build brand awareness, which brings in revenue (sales). That is why, to target consumers appropriately, you must first understand the media and consumer behavior in it.

Pradiani (2017) stated that most marketers began to develop a modern marketing model, namely digital marketing, and gradually began to put aside the traditional marketing model. Communication and transactions with customers and prospective customers can be done at any time (real-time) and can be global or global with digital marketing.

The conclusion of the research by Purwana D et al. (2017) states that the use of digital technology has affected all aspects of human activities, including marketing. Digital-based marketing is used to acquire consumers, build their preferences, promote brands, maintain consumers, and increase sales, increasing profits. Another case of research conducted by Mahalxmi and Ranjith (2016) found that the influence of digital marketing is not supportive. However, digital marketing will influence digital marketing opinions on consumer purchasing decisions in this study because most people prefer to shop and are satisfied through digital marketing.

Based on the above background, researchers are interested in researching digital marketing and product integrated marketing communication strategies from MSME actors with the title "Utilization of Digital Marketing for the Development of Micro, Small and Medium Enterprises (MSMEs) in Jebres District, Surakarta City.

Digital Marketing

Any relationship or organization that causes exchange is marketing. The core of marketing is transactions aimed at satisfying human needs and wants. In meeting their needs, some parties ask, and some parties offer. Marketing attracts enormous attention both from companies, institutions and between languages. The shift from distribution and sales to marketing in a roundabout way causes various organizations to carry out marketing, such as government agencies, organizations, religions, and others who view marketing to connect with the general public.

Marketing is one of the activities that can determine the success of achieving company goals. Companies are used in exchange or trading activities. Marketing, according to Kotler and Keller (2012: 5), is as follows:

"Marketing is identifying and meeting human and social needs. One good and short definition of marketing are profitably meeting needs.

The development of the business world is strongly influenced by technology and information, including the marketing section that any line of business must master. The internet performs various aspects of the marketing function, working as a mechanism to build demand, directing consumers to purchase actions, filling orders, providing customer service, and functioning as a versatile advertising medium. Internet is a better communication medium because of its versatility and superiority in targeting consumers (Shimp, 2010: 395).

Digital marketing, according to Chaffey (2002: 14), is the application of digital technology that forms online channels to the market (websites, e-mail, databases, digital TV, and through various other latest innovations including blogs, feeds, podcasts, and social networks). Contribute to marketing activities aimed at profiting and retaining consumers (in the multi-channel buying process and customer lifecycle) through recognizing the importance of digital technology

and developing a planned approach to increase consumer awareness (of the company, behavior, values , and drivers of brand loyalty), and then conveying messages through integrated and focused online-based communication and service activities on meeting specific customer needs.

According to Heidrick & Struggles (2009:1), the development of digital marketing through the web, mobile phones, and game devices offers new access to advertising that is not heralded and is very influential. So why don't marketers across Asia shift their budgets away from traditional marketing such as TV, radio, and print media towards new technology media and more interactive media?

According to Ridwan Sanjaya & Josua Tarigan (2009: 47), Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, AdWords, or social networks. Of course, digital marketing is not just talking about internet marketing. The dimensions of digital marketing in terms of promotion as part of the marketing mix (4Ps), according to Ryan (2009: 31), are:

1. Website

Websites link to the digital world as a whole – and perhaps the essential part of an overall digital marketing strategy, where online activities are directed directly to potential customers.

2. Search Engine Optimization (SEO)

One of the essential parts of the website is SEO (search engine optimization), or the process of setting the content of the website so that it is easily found by internet users who are looking for content that is relevant to what is on the website, and also presents content so that other engines can easily find it. Search engine.

3. Paid search click-based advertising (PPC advertising)

PPC (pay per click) advertising allows marketers to purchase internet search results pages based on selected keywords and sentences.

4. Affiliate marketing and strategic partnership

The activity of partnering with other organizations/companies and websites to achieve mutual benefits from a partnership to promote a product or service.

5. Online public relations (Online PR)

Using online communication channels such as press releases, article syndication (RSS), and blogs creates a positive perception of the brand and positions the organization/company as an authority in a particular field.

6. Social network (social network)

A marketing opportunity, but currently, no one has offered an advertising system that focuses on a tiny group of people (niche) based on profile information obtained from social networking sites.

7. E-mail marketing (e-mail marketing)

Electronic mail (e-mail) is still an essential tool for digital marketing activities, which are sent to maintain relationships between existing consumers and prospective customers who are willing to receive information via e-mail.

8. Customer Relationship Management Keeping existing customers and building mutually beneficial partnerships is essential for digital marketing activities.

For digital marketing in the form of website-based advertising, search engine optimization (SEO), paid search click-based advertising (PPC advertising), affiliate marketing and strategic partnerships (affiliate marketing and strategic partnerships), online public relations (online PR) have not been carried out by the distribution. Papersmooth in communicating the online sales channels it manages, so that further discussed in this research are the following digital marketing indicators: social networking (social network), e-mail marketing (e-mail marketing), and consumer relationship management (CRM).).

Conceptual framework

To get a clearer picture in this research, the author makes a frame of mind as follows:
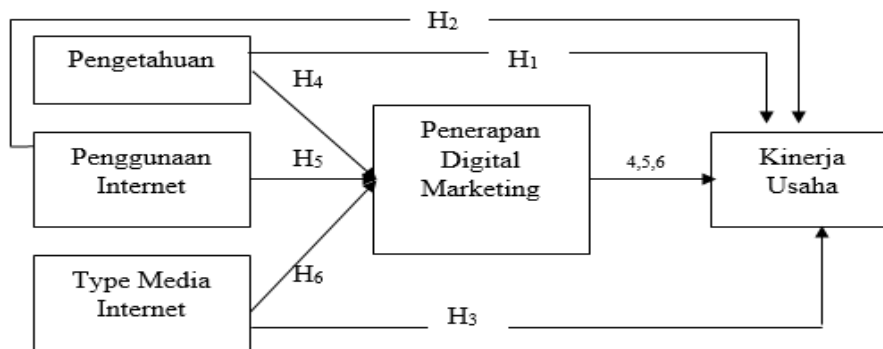
Gambar 1. Kerangka Konseptual

Hypothesis

The hypothesis is a brief statement put forward by the researcher about a symptom/condition and or the relationship between research variables, based on a framework of thought, which will be tested for reliability through the research to be carried out (Suharyoko, 2015: 123). In this study, the following hypotheses were formulated:

1. There is a positive and significant influence of internet knowledge on the business performance of Creative Sector SMEs in Jebres District, Surakarta City.

2. There is a positive and significant effect of internet use on the business performance of the Creative Sector MSMEs in Jebres District, Surakarta City.

3. There is a positive and significant influence on the type of internet media on the business performance of the Creative Sector MSMEs in Jebres District, Surakarta City.

4. There is a mediation effect of digital marketing on the influence of internet knowledge on Creative Sector SMEs in Jebres District.

5. There is a mediation effect of digital marketing on internet use on Creative Sector SMEs in Jebres District.

6. There is a mediation effect of digital marketing on the influence of internet media types on Creative Sector SMEs in Jebres District.

METHOD

This research is limited to the creative sector (handicrafts, fashion, culinary) of SMEs in Jebres District, Surakarta City. This study focuses on identifying the application of digital marketing by MSMEs and how it influences the business success of MSMEs in Jebres District, Surakarta City.

The population of this research is UMKM for the creative sector in Jebres District, Surakarta City, especially in the fashion, handicraft, and culinary industries. The purposive sampling technique was carried out sampling in this study. The number of the creative sector UMKM population in Jebres District is unknown. Therefore the number of samples taken uses the Slovin formula, which is a formula to calculate the minimum sample size if the behavior of a population is not known certainty (Sugiyono 2013); the sample taken in this study is a total of 100 samples. The method of collecting data in this study is through observation, questionnaires, and interviews

There are two types of data; secondary data and primary data. Secondary data were obtained from literature studies, the Central Bureau of Statistics from both countries, annual reports on MSME data in the Surakarta City Department of Industry and Cooperatives, and other related data. For primary data, it will be obtained from a survey using a questionnaire using a Likert Scale.

Table 1. Results of the First Hypothesis Regression Analysis

Variable	N	F Test	Sig.	𝛽	SC Beta	t-test	Sig
Sample	100	12,174	0.000				
Constant				11,538		7,601	0.000
Internet Knowledge				0.483	0.332	3,489	0.001

Source: Processed data

RESULT and DISCUSSION

a. First Hypothesis (H1)

The first hypothesis proposed is a positive and significant influence of internet knowledge on the business performance of Creative Sector SMEs in Jebres District, Surakarta City. Based on the results of the regression analysis test that has been done, the results are presented in Table 1 below.

Based on the H1 test regression analysis results presented in table 1, the F-test value is 12.174 with a significance of 0.000. For the standardized beta coefficient in this regression analysis of 0.332, the Standardized Coefficients Beta (SC Beta) value is the path value. While the value of the regression coefficient (β) of the knowledge about the internet variable is 0.483, and the t-test value is 3.489 with a significance value of 0.001. The value of the regression coefficient (β) and the t-test use a level (significant) of 0.01 (1%), so it can be concluded that this result shows the relationship between knowledge about the internet and business performance is positive and significant. Thus it

can be said that the first hypothesis in this study can be accepted.

b. Second Hypothesis (H2)

The second hypothesis proposed is a positive and significant influence of internet knowledge on the business performance of Creative Sector SMEs in Jebres District, Surakarta City. Based on the results of the regression analysis test that has been done, the results are presented in Table 2 below.

Based on the H2 test regression analysis results presented in table 2, the F-test value is 4.942 with a significance of 0.029. For the standardized beta coefficient in this regression analysis of 0.219, the Standardized Coefficients Beta (SC Beta) value is the path value. While the value of the regression coefficient (β) of the internet use variable is 0.238, and the t-test value is 2.223 with a significance value of 0.000. The value of the regression coefficient (β) and the t-test uses a level of (significant) of 0.05 (5%), so it can be concluded that this result shows the relationship between internet use and business performance is positive and significant. Thus it can be said that the second hypothesis in this study can be accepted.

Table 2. Results of the Second Hypothesis Regression Analysis

Variable	N	F Test	Sig.	𝛽	SC Beta	t-test	Sig
Sample	100	4,942	0.029				
Constant				13.746		8.879	0.000
Internet Usage				0.238	0.219	2,223	0.029

Source: Processed data

c. Third Hypothesis (H3)

The third hypothesis proposed is a positive and significant influence of internet knowledge on

the business performance of Creative Sector SMEs in Jebres District, Surakarta City. Based on the results of the regression analysis testing that

has been carried out, the results are presented in Table 3 below:

Based on the results of the H3 test regression analysis presented in table 3, the F-test value is 18.393 with a significance of 0.000. For the standardized beta coefficient in this regression analysis of 0.398, the Standardized Coefficients Beta (SC Beta) value is the path value. While the value of the regression coefficient (β) of the internet use variable is 0.378, and the t-test value is 4.289 with a significance value of 0.000.

Thus, these results show that the relationship between internet use and the performance of SMEs is positive and significant. Thus it can be said that the third hypothesis in this study can be accepted.

Table 3. Results of the Third Hypothesis Regression Analysis

Variable	N	F Test	Sig.	🯅	SC Beta	t-test	Sig
Sample	100	18,393	0.000				
Constant				10,258		6,653	0.000
Internet Usage				0.378	0.398	4,289	0.000

Source: Processed data

d. Fourth Hypothesis (H4, H5, and H6)

The fourth, fifth, and sixth hypotheses he proposes are: there is a mediation effect of digital marketing on the influence of internet knowledge, internet use, and internet media type on Creative Sector SMEs in Jebres District—presented in table 4 below.

1) Digital marketing mediates the influence of internet knowledge on the performance of Creative Sector SMEs in Jebres Solo District.

Based on the results of data analysis in Table 3, it can be seen that there is a decrease in the coefficient number of the internet knowledge variable in the first step (Standardized Coefficients internet knowledge = 0.280; sig. = 0.003 <) compared to after being mediated by digital marketing (Standardized Coefficients internet knowledge). becomes = -0.122; sig. = 0.060 > = 5%) this indicates that in the research model there is mediation of digital marketing variables. The occurrence of changes in the level of significance in the two equations indicates that the mediation is complex (full mediation). This means that internet knowledge has an indirect effect on business performance.

Table 4. Results of the Fourth, Fifth, and Sixth Hypothesis Regression Analysis

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4,992	2.093		2,385	.019
	Internet Knowledge	.408	.132	.280	3.082	.003
	Internet Usage	.209	.098	.192	2,140	.035
	Internet Media Type	.288	.087	.304	3.308	.001
	(Constant)	0.595	1,586		0.400	.690
	Internet Knowledge	-177	.093	-.122	-1.906	.060
	Internet Usage	.130	.067	.120	1,942	.055

	Internet Media Type	.004	.065	.004	.058	.954
	Digital Marketing	.735	.070	.741	10,563	.000
a. Dependent Variable: Business Performance						

Digital marketing mediates the effect of internet use on the performance of Creative Sector SMEs in Jebres Solo District.

Based on the results of data analysis in Table 3, it can be seen that there is a decrease in the coefficient of the internet usage variable. In the first step (Standardized Coefficients internet usage = 0.192; sig. = 0.032 <) compared with after being mediated by digital marketing (Standardized Coefficients internet usage becomes = 0.120; sig. = 0.055 > = 5%) it shows that in the research model there is mediation of digital marketing variables. The occurrence of changes in the level of significance in the two equations indicates that the mediation is complex (full mediation). This means that the use of the internet has an indirect effect on business performance.

3) Digital marketing mediates the effect of internet media type on the performance of Creative Sector SMEs in Jebres Solo District.

Based on the results of data analysis in Table 3, it can be seen that there is a decrease in the coefficient number of the internet media type variable. In the first step (Standardized Coefficients internet media type = 0.304; sig. = 0.001 <) compared to after being mediated by digital marketing (Standardized Coefficients internet media type = 0.004; sig. = 0.954 > = 5%), this is shows that in the research model there is mediation of digital marketing variables. The occurrence of changes in the level of significance in the two equations indicates that the mediation is complex (full mediation). This means that the type of internet media has an indirect effect on business performance.

From the results of the data analysis that the researchers did, it can be discussed for each hypothesis that has been formulated in the previous chapter as follows:

1. Discussion of the First Hypothesis

To test the first hypothesis, which states that there is a positive and significant influence of internet knowledge on the business performance of Creative Sector SMEs in Jebres District, Surakarta City, the t-test and F-test were carried out with the results of data processing as shown in table 1.

The data analysis found that the internet knowledge variable had a positive and significant effect on business performance. This can be seen from the value of the regression coefficient (β) of the positive internet knowledge variable of 0.483. This means that if internet knowledge increases, business performance will increase with the assumption that other factors do not change (constant).

2. Discussion of the Second Hypothesis

To test the second hypothesis, which states that there is a positive and significant influence on the use of the internet on the business performance of the Creative Sector MSMEs in Jebres District, Surakarta City—carried out with the t-test and F test with the data processing results as shown in Table 2.

The data analysis found that the variable of internet users had a positive and significant effect on the business performance of MSMEs. This can be seen from the magnitude of the regression coefficient (β) value of the positive internet use variable of 0.238. This means that if the use of the internet increases, business performance will increase with the assumption that other factors do not change (constant).

3. Discussion of the Third Hypothesis

To test the third hypothesis, which states a positive and significant effect of internet media type on the business performance of Creative Sector SMEs in Jebres District, Surakarta City, the t-test and F-test were carried out with the results of data processing as shown in table 3.

The data analysis found that the internet media type variable had a positive and significant effect on the business performance of MSMEs. This can be seen from the magnitude of the regression coefficient (β) value of the positive internet media type variable of 0.238. This means that if the internet media type is improved, business performance will increase with the assumption that other factors do not change (constant).

4. Discussion of the Fourth Hypothesis

To test the fourth hypothesis, which states that digital marketing mediation affects the influence of internet knowledge on Creative Sector SMEs in Jebres District, the t-test and F test are carried out with the data processing results as shown in Table 4.

Single regression analysis shows that knowledge about the internet has a significant effect on the business performance of MSMEs. This effect on business performance then becomes insignificant when digital marketing variables are included in the equation. This shows the full mediating effect of digital marketing. This means that knowledge about the internet does not directly improve business performance significantly, but by increasing digital marketing, digital marketing will improve business performance.

5. Discussion of the Fifth Hypothesis

To test the fifth hypothesis, which states that digital marketing mediation affects internet use on Creative Sector SMEs in Jebres District, the t-test and F test are carried out with the data processing results as shown in Table 4.

Single regression analysis shows that internet use has a significant effect on MSME business performance. This effect on business performance then becomes insignificant when digital marketing variables are included in the equation. This shows the full mediating effect of digital marketing. This means that using the internet does not directly improve business performance significantly, but by increasing digital marketing first, then digital marketing will improve business performance.

6. Discussion of the Sixth Hypothesis

To test the sixth hypothesis, which states that digital marketing has a mediation effect on the effect of internet media type on Creative Sector SMEs in Jebres District, the t-test and F test are carried out with the data processing results as shown in Table 4.

Single regression analysis shows that the type of internet media has a significant effect on the business performance of MSMEs. This effect on business performance then becomes insignificant when digital marketing variables are included in the equation. This shows the full mediating effect of digital marketing. This means that the type of internet media does not significantly improve business performance, but by increasing digital marketing, digital marketing will improve business performance.

CONCLUSION

The conclusions that can be drawn from this research are as follows:

1. There is a positive and significant influence of internet knowledge on the business performance of Creative Sector SMEs in Jebres District, Surakarta City. This means that if the internet knowledge of MSME actors has better internet knowledge, then the business performance of MSME actors will be better too.

2. There is a positive and significant effect of internet use on the business performance of the Creative Sector MSMEs in Jebres District, Surakarta City. This means that if the duration of internet use for MSME actors is longer, then the business performance of MSME actors will be better.

3. There is a positive and significant effect of internet media type on the business performance of Creative Sector SMEs in Jebres District, Surakarta City. This means that if the type of internet media for MSME actors is more complete, then the business performance of MSME actors will be better.

4. There is a full mediating effect of digital marketing. This means that knowledge about the

internet does not directly improve business performance significantly, but by increasing digital marketing, digital marketing will improve business performance.

5. There is a full mediating effect of digital marketing. This means that using the internet does not directly improve business performance significantly, but by increasing digital marketing first, then digital marketing will improve business performance.

6. There is a full mediating effect of digital marketing. This means that the type of internet media does not significantly improve business performance, but by increasing digital marketing, digital marketing will improve business performance.

Based on the conclusions obtained, it is recommended as follows:

1. Given that knowledge about the internet affects business performance, MSME actors should make knowledge a significant concern in implementing digital marketing for business success, including knowledge of understanding the use of the internet as a product communication tool, knowledge of the target consumers to be achieved by business actors and knowledge to utilize digital marketing as a tool to expand the market.

2. To the MSME communities fostered by the government or an agency to better implement the benefits and conveniences obtained when marketing their products through the internet.

3. To the government to further increase the intensity in conducting introductions, education, and training related to digital marketing adoption.

4. The next researcher is expected to examine more respondents and a more comprehensive range. This research is expected to provide contributions and references to related agencies.

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