

SELECTION OF MARKETING STRATEGIES THROUGH ONLINE MARKETING PLATFORMS FOR MSMEs

Gordius Ago^{1*}, Bayu², Trie Hierdawati³, Imam Prawiranegara Gani⁴, Ni Luh Ketut Ayu Sudha
Sucandrawati⁵

Sekolah Tinggi Ilmu Ekonomi BALIKPAPAN^{1*}, Universitas Doktor Husni Ingratubun (Uningrat) Tual²,
Universitas Muhammadiyah Jambi³, Universitas Negeri Gorontalo⁴, Universitas Mahendradatta Bali⁵

ARTICLEINFO

Keywords:

Marketing Strategy

Online Platform

MSME

Increased Sales and Business

Growth

Consumer Loyalty

ABSTRACT

Online marketing is one of the most common ways MSMEs to improve sales of their products or services in the current digital era. Choosing the appropriate marketing approach through online platforms can aid MSMEs in expanding their customer reach, enhancing their contact with consumers, and enhancing their client loyalty. However, MSMEs must also select the most effective marketing plan to promote sales of their products or services. SMEs frequently struggle to increase sales and expand their businesses, but this challenge may be addressed with the correct marketing approach. This research was undertaken with the objective of examining the selection of marketing strategies for micro, small, and medium-sized enterprises (MSMEs) that utilize online platforms in the marketing process to facilitate sales transactions. The research method employs a qualitative approach based on a literature review. The research results are presented in the form of a study about online platforms that are appropriate for MSMEs, as well as decisions that MSMEs can make when evaluating various marketing strategies, knowing the best way to attract consumer attention, and identifying the most effective online platform for MSMEs.

E-mail:

gordiusago@yahoo.co.id

lokka019@gmail.com

Trie hierdawati09@gmail.com

imam.prawiranegaragani@ung.ac.id

ayusucandra89@gmail.com

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Micro, Small, and Medium-Sized Enterprises (MSMEs) are an integral part of a nation's economy. MSMEs play a crucial role in enhancing the nation's economy since they can provide jobs, expand markets, and boost community revenue. Nonetheless, MSMEs face significant difficulties in expanding their businesses, including marketing issues [1]. However, many micro, small, and medium-sized enterprises (MSMEs) struggle to increase their sales and business growth, a challenge that can be solved with the correct marketing plan. In the era of information technology [2], [3] online marketing has become one of the most popular options for Micro, Small, and Medium-Sized Enterprises (MSMEs) seeking to improve sales of their products or services.

Marketing is one of the most essential components in the development of micro, small, and medium-sized enterprises. Without adequate marketing, it will be impossible for MSMEs to sell their products or services. Consequently, the correct marketing approach is essential for MSMEs. Urgent research is required to find the optimal marketing strategy that will assist MSMEs in expanding sales of their products or services [4]. The effective marketing plan is crucial for boosting awareness of the items or services provided, making the products or services produced more appealing, and making their prices more competitive.

The selection of marketing strategies through online marketing platforms is important for MSMEs (Micro, Small and Medium Enterprises) to increase sales and market share. Online marketing platforms such as social media, e-commerce, and email marketing can be used to increase brand awareness, increase product awareness, and make products look more attractive to consumers [5].

Some studies that discuss marketing strategies in relation to technology utilization include [6], which explains the significance of determining marketing and sales strategies for MSMEs in the digital era [7], [8] in order to compete with other competitors [9], and [10] which argues that MSMEs must adapt technology to facilitate marketing and sales transactions. In addition, study [11] explains the advantages

of executing the proper marketing plan, so that MSMEs may determine the efficacy of product branding and comprehend digital marketing through various online platforms [12]. The selection of an online platform that meets the needs of micro, small, and medium-sized enterprises (MSMEs) is explained in study [13] since it affects the operational efficiency of the business. In addition, marketing tactics can aid micro, small, and medium-sized enterprises (MSMEs) in enhancing the efficiency and effectiveness [14] of their product or service sales. This can be accomplished by increasing the efficiency of providing manufactured goods or services to consumers and the effectiveness of managing consumer complaints. Additionally, marketing methods can help MSMEs increase consumer loyalty. This can be accomplished through enhancing the quality of manufactured goods and services and by delivering superior customer service.

In order for MSMEs to increase sales of the goods or services produced, as well as efficiency and effectiveness in selling goods or services, the appropriate marketing plan is required [15]. The purpose of this research is to analyze how MSMEs can choose marketing strategies by using online platforms in the marketing process to sales transactions. The research's findings will take the form of studies about online platforms that are appropriate for MSMEs and recommendations that MSMEs can use to evaluate different marketing strategies, know how to best draw in customers, and choose the most effective online platform.

2. METHOD

This study combines a qualitative method with a literature review approach, which concentrates on gathering information and analyzing data on the subject of interest and can offer more depth of understanding of the issue at hand [16]. In qualitative approaches, the literature review methodology is highly helpful in offering a thorough perspective on the subject being studied. As a foundation for additional study, the literature review approach in qualitative methods can be used to discover gaps or omissions in previous studies. The validity of the data obtained and the quality of the sources used in the research may both be assessed using this method.

3. RESULT AND DISCUSSION

There are a number of study surrounding the choice of marketing tactics for MSMEs using online platforms that can explain and summarize the findings of the study of numerous prior studies relevant to the research topic.

The Importance of Online Marketing Strategies for Increased Sales and Business Expansion

Marketing strategy is essential for generating sales in MSMEs. Using the appropriate marketing strategy, MSMEs can build brand awareness, garner consumer interest, and boost product or service sales [17].

First, marketing tactics can boost brand recognition for Businesses. By raising brand awareness, MSMEs can boost consumer confidence and garner more consumer interest in their products or services [18].

Second, marketing tactics can enhance revenue for Businesses. To increase online product or service sales, MSMEs can use numerous online marketing platforms, such as e-commerce, email marketing, or online advertising. Third, marketing tactics can assist MSMEs in differentiating themselves from their competitors [19]. Using innovative and creative marketing methods, MSMEs can distinguish themselves from competitors and stand out on the market. Fourth, marketing tactics can assist MSMEs in expanding their businesses. MSMEs can boost income and operational efficiency by growing sales and differentiating themselves from competition.

MSMEs need efficient marketing techniques to enhance sales and boost business growth [20]. MSMEs should choose a marketing strategy for a number of important reasons:

- a) Increase brand recognition: An efficient marketing plan can assist MSMEs in increasing brand recognition and consumer trust. This will aid micro, small, and medium-sized enterprises (MSMEs) in growing consumer interest in their products or services.
- b) Increase sales: The proper marketing plan can assist MSMEs in increasing product or service sales. MSMEs can increase online sales through e-commerce, email marketing, and online advertising.
- c) Increase business growth: MSMEs can increase business growth through the use of effective marketing methods. This will assist small and medium-sized enterprises increase income and improve operational efficiency.

- d) Unique and inventive marketing techniques can help MSMEs separate themselves from competition and stand out in the market.

Overall, marketing strategy is an important element in increasing sales and business growth in MSMEs. By using the right marketing strategy, MSMEs can increase brand awareness, increase sales, differentiate themselves from competitors, and increase business growth.

Importance of Online Marketing Strategies in Boosting Consumer Loyalty

One of the most successful ways for Micro, Small, and Medium-Sized Businesses to develop customer loyalty is by implementing a marketing strategy via internet platforms (MSMEs). By utilizing online platforms, micro, small, and medium-sized enterprises (MSMEs) can reach a greater number of consumers, boost contact with consumers, and increase consumer loyalty [21].

First, marketing techniques utilizing internet platforms can expand their consumer base. MSMEs can use social media, e-commerce, and email marketing to increase the number of consumers who are interested in their products or services [22]. Second, marketing tactics utilizing internet platforms can boost consumer connection. Utilizing features such as chatbots, comments, and forums, micro, small, and medium-sized enterprises (MSMEs) can create stronger consumer interactions and market their products or services. Thirdly, online marketing methods can strengthen customer loyalty. Utilizing loyalty, discount, or incentive programs, SMBs can deliver added value to their customers.

Implementing a Customer Relationship Management (CRM) system is another tactic that can be used because it can have significant advantages for MSME business operations, including [23] CRM may help MSMEs manage customer data effectively by organizing duties, evaluating data, and recording customer interactions. This would aid MSMEs in boosting operational effectiveness and cutting costs. Sales growth: CRM may assist MSMEs in growing their sales by giving them access to client data that can be used to boost upselling and cross-selling [24]. CRM may assist MSMEs by giving them access to the customer data they need to deliver excellent customer care and make their clients feel valued. CRM may assist MSMEs in gathering valuable customer data and in doing data analysis to identify customer trends and patterns. CRM may assist MSMEs in streamlining the communication process with clients by offering an intuitive platform for texting, calling, and emailing. MSMEs will be able to handle client interactions more easily and the communication process will be more effective as a result.

Selection of Marketing Strategies through Various Online Platforms in Supporting MSME Operations

Several prior studies have examined the selection of marketing tactics through internet marketing platforms for MSMEs. According to research conducted by [25], MSMEs that employ e-commerce marketing tactics can improve product or service sales. Research [26] indicates that MSMEs utilizing e-commerce can sell their products or services more efficiently and effectively.

Research [27] demonstrates that MSMEs that employ social media marketing methods can boost consumer awareness of their products or services. According to research [28], the use of social media by SMBs can boost consumer interaction and brand loyalty.

Research [29] indicates that MSMEs that use online advertising to promote their products or services can boost brand awareness. Research [30] demonstrates that by utilizing internet advertising, Online promotion can boost the efficiency with which they distribute their products or services to consumers [31].

Based on the analysis of the literature review, so that several online marketing techniques for MSMEs can be examined in numerous ways. Among them are:

- a) Website Creation: MSMEs are able to construct a website to showcase their products and services. SEO (Search Engine Optimization) can be used to boost the website's ranking in Google search results.
- b) Creation of Social Media Pages: Micro, small, and medium-sized enterprises (MSMEs) can build pages on social media platforms such as Facebook, Instagram, and Twitter to enhance brand awareness and provide shareable content.
- c) MSMEs can sell products using e-commerce platforms such as Tokopedia, Amazon, Shopee, and Lazada.
- d) Email marketing: To boost product awareness, SMBs can send promos and newsletters to registered customers.
- e) Video Marketing: Micro, small, and medium-sized enterprises (MSMEs) can use internet promotional videos to boost product awareness and make products appear more desirable to consumers.

- f) Influencer marketing: MSMEs can collaborate with social media influencers to promote product visibility and consumer trust.
- g) Google Ads and Facebook Ads: Micro, small, and medium-sized enterprises can utilize internet advertising to boost their visibility and attract consumers' attention.
- h) MSMEs might incorporate chatbots into their marketing strategy.
- i) SEO (Search Engine Optimization): Using SEO, MSMEs can boost their website's rating in Google's search results, which will raise the website's visibility and traffic.
- j) Online advertising: MSMEs can use online advertising platforms like Google Adwords, Facebook Ads, and Instagram Ads to improve brand recognition and website traffic.

When selecting a marketing strategy on an internet platform, MSMEs should examine their target market, budget, and marketing objectives. MSMEs should test various platforms and strategies to determine the appropriate marketing or can determine the choice of online platforms that are tailored to the ease of use of the platform, complete features of MSMEs, and a number of other factors that can assist MSMEs in determining online platforms in supporting marketing and sales.

4. CONCLUSION

The selection of marketing techniques using internet marketing platforms is one of the most successful ways for micro, small, and medium-sized enterprises (MSMEs) to enhance sales and consumer loyalty. Online marketing channels such as social networking, e-commerce, and email marketing can be utilized to boost consumer reach, interaction, and loyalty. Prior study has demonstrated that marketing techniques utilizing internet platforms can have a substantial impact on boosting SME consumer loyalty. Social networking, e-commerce, and email marketing can be utilized to develop relationships with consumers and increase brand loyalty. However, MSMEs must consider various factors when selecting internet marketing tactics, including target audiences, budgets, and technological capabilities. Overall, selecting marketing techniques using online marketing platforms is one of the most efficient ways for MSMEs to enhance sales and customer loyalty. To ensure the success of their businesses, however, MSMEs must consider a number of factors when selecting internet marketing techniques.

REFERENCES

- [1] T. Dharmawati, A. Hasbudin, and N. E. Safitri, "The Role Of Accounting Information Systems In Improving Business On Some Micro, Small And Medium Enterprises (Msmes) In Kendari, Indonesia," *PalArch's J. Archaeol. Egypt/Egyptology*, vol. 18, no. 4, pp. 3087–3095, 2021.
- [2] R. Dewantara and B. Sugiantoro, "Evaluasi Manajemen Keamanan Informasi Menggunakan Indeks Keamanan Informasi (KAMI) pada Jaringan (Studi Kasus: UIN Sunan Kalijaga Yogyakarta)," *J. Teknol. Inf. dan Ilmu Komput.*, vol. 8, no. 6, pp. 1137–1148, 2021.
- [3] G. V. Setiadi, "Review: Perkembangan Ekonomi Digital di Indonesia," 2019, doi: 10.31227/osf.io/d89jm.
- [4] L. Hanim, E. Soponyono, and M. Maryanto, "Pengembangan UMKM Digital di Masa Pandemi Covid-19," *Pros. Semin. Nas. Penelit. dan Pengabd. Kpd. Masy.*, vol. 2, no. 1, pp. 30–39, 2022, doi: 10.24967/psn.v2i1.1452.
- [5] G. Ago, S. M. Suharno, and S. Hariyadi, "Effect Of Product Quality Perception, Trust, and Brand Image on Generic Drug Buying Decision and Consumer Satisfaction of Hospital Patients in East Kalimantan," *Eur. J. Bus. Manag.*, vol. 7, no. 14, pp. 50–68, 2015.
- [6] P. A. Cakranegara, D. J. A. Butarbutar, A. L. Poetri, and I. Pakawaru, "ANALYSIS OF MSME SALES STRATEGY IN THE DIGITAL ERA," *J. Ekon.*, vol. 11, no. 03, pp. 1720–1726, 2022.
- [7] K. J. Atmaja, I. B. N. Pascima, I. M. D. P. Asana, and I. G. I. Sudipa, "Implementation of Artificial Neural Network on Sales Forecasting Application," *J. Intell. Decis. Support Syst.*, vol. 5, no. 4, pp. 124–131, 2022.
- [8] A. L. I. MUHAMMAD, Y. HIDAYAH, and N. C. LESTARI, "Pengembangan Sistem Informasi Manajemen Masjid Untuk Pengurus Masjid Se-Banjarmasin Utara," *Inov. J. Ilm. Inov. Teknol. Inf.*, vol. 4, no. 2, pp. 10–19, 2020.
- [9] I. M. W. A. Kusuma, N. L. K. A. S. Sucandrawati, and N. P. A. D. Laksmi, "PENINGKATAN KEUNGGULAN BERSAING MELALUI KUALITAS PRODUK DAN PEMANFAATAN DIGITAL MARKETING PADA UMKM KULINER DI KOTA DENPASAR," *Nusant. Hasana J.*, vol. 2, no. 3, pp. 164–178, 2022.
- [10] P. A. Cakranegara, M. M. M. Zuana, E. Sestri, B. Surahman, and K. Kurniawansyah, "IMPLEMENTATION OF THE E-COMMERCE PLATFORM TO IMPROVE TECHNOLOGY

- ADAPTATION IN MSMEs," *J. Ekon.*, vol. 11, no. 03, pp. 1713–1719, 2022.
- [11] N. K. S. R. Indriyani, N. L. K. A. S. Sucandrawati, and N. P. A. D. Laksmi, "Kualitas Konten Digital Marketing Dan Pengaruhnya Terhadap Brand Image Dan Keputusan Pembelian Konsumen Di Kota Denpasar," *KOLONI*, vol. 1, no. 3, pp. 816–822, 2022.
- [12] I. P. Gani, "Pembelajaran Ekonomi Berbasis Budaya Lokal Bugis dalam Pendidikan Keluarga," 2016.
- [13] B. K. Wijaya, I. G. I. Sudipa, D. V. Waas, and P. P. Santika, "Selection of Online Sales Platforms for MSMEs using the OCRA Method with ROC Weighting," *J. Intell. Decis. Support Syst.*, vol. 5, no. 4, pp. 146–152, 2022.
- [14] E. Larosa, I. P. Gani, and P. N. Mbakwa, "The Effect of Industrial Practice Experience on Student's Work Readiness of Machinery Engineering Vocational School," *IJECA (International J. Educ. Curric. Appl.)*, vol. 5, no. 2, pp. 181–189, 2022.
- [15] B. Kusuma, B. K. Wijaya, and W. E. Mariani, "Dampak pandemi covid-19 pada sektor perhotelan di Bali," *Warmadewa Manag. Bus. J.*, vol. 3, no. 1, pp. 49–59, 2021.
- [16] A. Anggito and J. Setiawan, *Metodologi penelitian kualitatif*. CV Jejak (Jejak Publisher), 2018.
- [17] B. Sipayung and R. D. Cristian, "THE INFLUENCE OF THE IMPLEMENTATION OF REGIONAL AUTONOMY ON REGIONAL FINANCIAL MANAGEMENT OF EAST KALIMANTAN PROVINCE," *Citiz. J. Ilm. Multidisiplin Indones.*, vol. 2, no. 3, pp. 356–368, 2022.
- [18] B. Sipayung and A. Ardiani, "Manajemen risiko dalam pertimbangan pengajuan pinjaman dana pemulihan ekonomi nasional (PEN) daerah," *KINERJA*, vol. 19, no. 4, pp. 681–691, 2022.
- [19] B. Bayu and F. Z. Wusurwut, "PENINGKATAN OMSET HASIL TANI: STRATEGI PEMASARAN DAN PENGOLAHAN PISANG MENJADI KERIPIK DALAM MENINGKATKAN PENDAPATAN MASYARAKAT DI OHOI MAAR KABUPATEN MALUKU TENGGARA," *Dharma Pengabd. Perguru. Tinggi*, vol. 2, no. 2, pp. 99–103, 2022.
- [20] T. Hierdawati, "PENGARUH TPAK, KESEHATAN DAN PENDIDIKAN TERHADAP PERTUMBUHAN EKONOMI DI PROVINSI JAMBI," *Humantech J. Ilm. Multidisiplin Indones.*, vol. 1, no. 8, pp. 958–966, 2022.
- [21] V. Violin, S. Hasan, and M. Sufri, "Pengaruh Konsep Low-Cost Carrier dan Kualitas Layanan terhadap Kepuasan dan Loyalitas Pelanggan pada Maskapai Lion Airlines di Indonesia," *J. Manag. Sci.*, vol. 3, no. 1, pp. 150–160, 2022.
- [22] I. G. I. Sudipa and E. A. P. Lestari, "RANCANG BANGUN SISTEM INFORMASI PENDUDUK DUSUN (STUDI KASUS : DUSUN TEGAL KORI KAJA UBUNG)," *J. Teknol. Inf. dan Komput.*, vol. 5, no. 2, Oct. 2019, doi: 10.36002/jutik.v5i2.782.
- [23] S. Rahayu, P. A. Cakranegara, T. M. Simanjong, and S. N. Syobah, "Implementation of Customer Relationship Management System to Maintain Service Quality for Customer," *Enrich. J. Manag.*, vol. 12, no. 5, pp. 3856–3866, 2022.
- [24] V. Violin, "PENGARUH HARGA POKOK PRODUKSI TERHADAP VOLUME PENJUALAN PADA PT. SEMEN BOSOWA MAROS," *J. BISNIS KEWIRAUSAHAAN*, vol. 8, no. 2, 2019.
- [25] L. Oktaviani, A. A. Aldino, and Y. T. Lestari, "Penerapan Digital Marketing Pada E-Commerce Untuk Meningkatkan Penjualan UMKM Marning," *Literasi J. Pengabd. Masy. dan Inov.*, vol. 2, no. 1, pp. 337–369, 2022.
- [26] S. Cay and J. Irnawati, "Strategi Pemasaran Untuk Meningkatkan Penjualan (studi kasus UMKM di Tangerang Selatan)," *J. Mandiri Ilmu Pengetahuan, Seni, Dan Teknol.*, vol. 4, no. 2, pp. 160–170, 2020.
- [27] E. N. Syahputro, *Melejitkan pemasaran UMKM melalui media sosial*. Caremedia Communication, 2020.
- [28] M. N. Anggia and M. R. Shihab, "Strategi Media Sosial Untuk Pengembangan Umkm," *J. Terap. Teknol. Inf.*, vol. 2, no. 2, pp. 159–170, 2018.
- [29] F. Oktaviani and D. Rustandi, "Implementasi digital marketing dalam membangun brand awareness," *Profesi Humas*, vol. 3, no. 1, pp. 1–20, 2018.
- [30] D. J. I. Kairupan and O. A. Yovanda, "Pengaruh Public Relation, Advertising, Dan Word of Mouth Terhadap Brand Awareness Produk Umkm: Studi Kasus Pada Toko X Cake and Bakery," *J. Ris. Manaj. dan Bisnis*, vol. 16, no. 1, pp. 1–12, 2021.
- [31] B. Kusuma and A. Kautsar, "How Human Resources Management Practice And Change Management Contribute To The Small Medium Enterprises Performance," *Warmadewa Manag. Bus. J.*, vol. 2, no. 1, pp. 41–47, 2020.