

INTERNET MARKETING AS A WAY FOR MSMEs TO DO INTERNATIONAL MARKETING

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ABSTRACT

International marketing carried out by the company is to reach the target market abroad. International marketing can be done in various ways, one of which is internet marketing. MSMEs as business unit have also done internet marketing, including MSMEs or batik shops at the Trusmi batik center, Cirebon. The purpose of this study was to determine whether internet marketing carried out by the batik shops at the Trusmi batik center could reach overseas markets. The number of samples in this study were 20 batik shops with batik showroom types. In practice, internet marketing is carried out by batik shops using websites and social media. Facebook, Instagram, Whatsapp are social media used by all batik shops at the Trusmi batik center. The results showed that internet marketing has been able to reach overseas markets with the purchase of batik products by customers from abroad. Purchases of batik products are made through direct purchases at the Trusmi batik center and also through online media. Sales results from purchases by customers from abroad can be said to be quite large before the Covid-19 pandemic in Indonesia. The ban on foreign tourists from entering Indonesia has contributed to the decline in sales of batik products made by the Trusmi batik center by buyers from abroad.

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1. INTRODUCTION

MSMEs have a significant contribution to the national economy because according to data from the Ministry of Cooperatives and SMEs, the number of MSMEs reaches 99 percent of the total number of businesses in Indonesia. To expand the market, MSMEs can market their products abroad. There are several ways that can be done, one of the popular is to export. Internationalization is a way for small and medium-sized enterprises (SMEs) to grow, and exports are considered a very suitable mode of entry into foreign markets (Chen et al., 2016). Unfortunately, only a small number of MSMEs in Indonesia are able to export. Minister of Cooperatives and SMEs Teten Masduki said that the export contribution of MSME products was still low, amounting to 14.5 percent.

The emergence of the internet brings new hope for MSMEs in Indonesia to expand their markets abroad. Kula & Tatoglu (2003) show that SMEs can use the internet to market products and services by providing online offerings, advertising in more markets with less marketing costs, and using email as a marketing tool to expand their reach to foreign markets. According to Dholakia & Kshetri (2004), one of the advantages of internet marketing is related to the enabling effect especially on SMEs because the internet can expand the market reach and operational efficiency of SMEs.

Lawrence (2019) explains that the rapid expansion of the internet for electronic communication has emerged as an important phenomenon for organizations, especially for SMEs, by providing cost-effective and universal access to the global economy. The main feature of the internet is that it is based on non proprietary technology and does not depend on distance, location, and time. The use of the Internet offers a suitable platform for SMEs to participate in the global market. The potential of the internet and www as a universal infrastructure to facilitate global communication and data transfer is promising for SMEs.

Initially in the mid-1990s, internet marketing by business people including MSMEs was carried out through the www website which was marked by the emergence of e-commerce. Many companies in Indonesia have their own websites but only a handful of MSMEs have them. The government tries to facilitate MSME actors in various ways that make it easier for MSMEs to have a website. In 2017, the Ministry of Cooperatives and SMEs together with the Ministry of Communication and Information

Technology launched a movement of 100,000 MSMEs Go Online simultaneously in 30 cities/regencies in Indonesia.

The movement to launch MSMEs to go online is actually not the first time it has been carried out. In 2012, Google Indonesia took the initiative to initiate the MSME go online program or also called the Local Business Go Online program or Get Indonesian Business Online (GIBO) which targeted an initial target of 100,000 MSMEs. The main goal of Local Go Online Businesses is to create a website and encourage them to be active online within the next year. MSMEs are directed to become e-commerce players but in their development, many MSME players are not ready to manage a website.

Over time, the website is no longer the only option for MSMEs to market products via the internet. Internet marketing is more varied and MSMEs can choose media that they feel suits their needs. One application on the internet that is then very popular as a marketing medium is social media. In most developing countries, the efficiency of SMEs is greatly helped by the power of social media marketing. In particular, demographic targeting features provided by social media make the quality of services offered by SMEs more accessible and bookable. Quality of service, cost-utilization effectiveness, excellence in marketing, and increased customer satisfaction are some of the key benefits that help SMEs when using social media advertising (Kithinji, 2014). Social media is considered more important to look at the business and customer aspects of any business (Chantinok et al., 2015).

The internet is increasingly considered important when the Covid-19 pandemic occurred in Indonesia since March 2020. Many community activities in various fields are forced to be carried out online due to the Implementation of Community Activity Restrictions (PPKM) by the Government. MSMEs are also affected so that some MSMEs in Indonesia are increasingly using the internet. The results of The SMERU Research Institute research in 2021 show that MSMEs in Indonesia use the internet as much as 59.64% of all MSMEs.

According to a 2022 Sea Insights survey, as many as 54% of MSMEs in Indonesia use social media to increase product marketing and sales. Social media that are popularly used as marketing media by MSME players in Indonesia are Facebook and Instagram. In addition to these two social media, some MSMEs also use Twitter, Youtube, and the Whatsapp (WA) instant messaging application. Michaelidou et al. (2011) say that the use of social media marketing may not only create many opportunities for small businesses but can also eliminate many of its threats. The use of social media does not require a large financial investment at a relatively low cost. Social media is especially promising for small businesses as it increases their competitiveness. Most social media marketing programs typically revolve around creating unique content that grabs attention and encourages viewers to share it with their friends and contacts on social networks (Andrews, 2014). Social media also continues to multiply so that it can be grouped in various forms such as blogs, microblogs (Twitter), social networks (Facebook, Link), video sharing sites (YouTube, Flickr), social bookmarking and voting sites (Digg, Redit), review sites (Yelp), forums, and virtual worlds (Second Life) (Zarella, 2010).

One of the MSME centers in Indonesia that has become a Go Online Local Business area is the Trusmi Cirebon batik center. Based on data from the Trade and Industry Office of Cirebon Regency, in the center there are 75 batik showrooms and 190 batik shops. Batik showrooms are usually larger and established stores. Most of the batik showrooms are lined up on Jalan Trusmi Kulon and some are spread in the Trusmi batik center area. As an area that has been facilitated by the internet, most business actors in the center have used the internet as a marketing medium. Dholakia & Kshetri (2004) state that one of the advantages of internet marketing is related to the enabling effects especially on small businesses because the internet can expand the market reach and operational efficiency of small and medium enterprises. Given that internet marketing reaches the international market, batik MSME players in Trusmi hope that their products will be purchased by consumers abroad. The purpose of this study is to get an idea of whether internet marketing carried out by batik shops in the Trusmi batik center is able to reach the market from foreign consumers and achieve significant income.

2. METHODS

This study uses a descriptive analysis approach by presenting frequency distribution tables which are then given an explanation for each table. The population is all batik shops with batik showroom type in Trusmi batik center Cirebon as many as 75 stores. Selection of showroom type batik shops *with consideration that there are several* showrooms that have exported. The sample was determined as many as 20 stores taking into account that conditions in the field were still applied by PPKM Level 2 at the time of filling out questionnaire data in November 2021. The sample uses a type *of convenience sampling* to

facilitate the distribution of questionnaires. The first batik shop manager was met to be asked about his willingness as a respondent, and so on until 20 batik shop managers were found who were willing to be respondents. The statement in the questionnaire consists of 2 types of answers; First, respondents only need to answer yes or no; second, respondents answered using a Likert scale from 1 (strongly disagree) - 5 (strongly agree). Data from the questionnaire results will be processed using MS Excel software. Respondents' answers will be inferred through majority answers or greater than 50%.

3. RESULTS AND DISCUSSION

Table 1 Respondent Status

No.	Status	Sum	%
1	The owner is not	6	30
2	The owner of the amount	14	70
Sum		20	100

Source : Questionnaire

The data in table 1 shows that the majority of respondents 70% are not batik shop owners while the remaining 30% are batik shop owners. The management of the batik shop in his daily life is indeed run by people who are not the owner. There are batik shops that are taken care of by relatives or acquaintances and there are also batik shops that are professionally managed by hiring employees who work full time.

Table 2 Batik Shops Have Exported

No.	Answer	Sum	%
1	Never	4	20
2	Ever	16	80
Sum		20	100

Source : Questionnaire

The data in table 2 shows that only 20% of stores have ever exported. The amount of this figure is not far from the explanation on the background that MSME exports in Indonesia are at 14.5%. The main obstacles to exporting are in terms of marketing and capital. To get quality batik products, MSMEs need additional capital from banks. Batik MSMEs also need to be facilitated by the Government in order to be able to conduct exhibitions or promotions abroad.

Table 3 Batik Shops Have Websites

No.	Answer	Sum	%
1	Yes	15	75
2	No	5	25
Sum		20	100

Source: Questionnaire

Data in table 3 shows that the majority of batik shops that are respondents (75%) already have a *website*. In practice, most batik shops do not rely on *websites* to market products. The main reason is because the batik shop does not have staff who specifically handle the *website* because it costs a lot to pay it. *The website* does exist but it can be said to be poorly maintained so that batik shops rarely *update the content of their website*.

Table 4 Batik Shops Use Social Media as Marketing Media

No.	Answer	Sum	%
1	Yes	20	100
2	No	0	0
Sum		20	100

Source: Questionnaire

Based on the data in table 4, all batik shops use or utilize social media as a marketing tool for their batik shop products. Respondents' answers when interviewed showed 2 main reasons why they prefer social media. First, social media has a large number of users, both in Indonesia and abroad. Second, social media is easier to manage as a medium for product marketing because the facilities on social media make it very easy for batik shops to create and manage marketing content for the batik products they produce.

Table 5 Social Media Used by Batik Shops as Marketing Media

No.	Answer	Sum	%
1	Facebook	20	100
2	Whatsapp	20	100
3	Instagram	20	100
4	Twitter	15	75
5	Youtube	11	55
6	Other	6	30

Source: Questionnaire

From table 5 it can be seen that all social media that are popular in Indonesia and in the world are used by batik shops. Social media that is widely used for business purposes such as Facebook and Instagram has been used by all batik shops that become responden. WA is also used by all respondents because indeed this application has now become the number one instant messaging media in Indonesia. The WA application can be used to send pictures or photos of products produced by batik stores so that consumers can order these products if they are interested in buying them.

Table 6 Internet Marketing Aimed at Targeting Foreign Markets

Answer	Sum	%
Totally agree	5	25
Agree	12	60
No opinion	3	15
Disagree	0	0
Strongly disagree	0	0
Sum	20	100

Source: Questionnaire

Based on the data in table 6, it is known that 85% of respondents agree that the internet marketing they do is to reach foreign target markets. The targeted customers are tourists from abroad who are expected to visit the Trusmi batik center while on vacation in Indonesia. Marketing through *websites* and social media will familiarize batik shops with customers who are abroad. When visiting the Trusmi batik center, customers from abroad already have and know more or less the name of their favorite batik shop.

Tabel 7 Ada Pembeli dari Luar Negeri Sejak Sebelum Pandemi Covid-19

No.	Answer	Sum	%
1	Yes	17	85
2	No	3	15
	Sum	20	100

Sumber: Kuesioner

Dari tabel 7 diketahui sebanyak 85 % toko batik menjawab bahwa mereka memiliki pelanggan yang berasal dari luar negeri sejak sebelum pandemi Covid-19 sampai saat ini. Ada 2 cara pelanggan membeli batik buatan sentra batik Trusmi. Pertama, pelanggan melihat promosi batik buatan Trusmi di *website* dan media sosial, kemudian membeli produk batik tersebut langsung di Trusmi Cirebon. Cara ini sering dilakukan oleh pembeli asal luar negeri sebelum terjadinya pandemi Covid-19. Kedua, adalah dengan membeli langsung produk batik dengan memesan lewat *website* dan media sosial dan akan dikirim menggunakan ekspedisi. Cara ini dilakukan karena wisatawan dari luar negeri dilarang masuk ke Indonesia untuk mencegah terjadinya penularan Covid-19.

Tabel 8 Hasil Penjualan dari Pembeli Luar Negeri Cukup Besar

Answer	Sum	%
Totally agree	2	11,76
Agree	9	52,95
No opinion	4	23,53
Disagree	2	11,76
Strongly disagree	0	0
Sum	17	100

Sumber: Kuesioner

Data pada tabel 8 menunjukkan bahwa mayoritas responden sebanyak 11 responden atau 64,71 % menjawab bahwa pemasukan dari pembelian oleh pelanggan dari luar negeri cukup besar. Menurut penjelasan mereka, sebetulnya hasil penjualan dari pembeli di luar negeri masih di bawah penjualan dari

pembeli lokal. Kelebihan pembeli asal luar negeri adalah biasanya mereka membeli produk batik dalam jumlah yang banyak dan itu memberikan pemasukan yang cukup besar bagi toko batik di Trusmi.

Tabel 9 Ada Peningkatan Hasil Penjualan di masa Pandemi Covid-19

Jawaban	Jumlah	%
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Sumber; Kuesioner

Berdasarkan data pada tabel 9, mayoritas responden sebanyak 76,47 % menjawab tidak ada peningkatan hasil penjualan dari pembeli asal luar negeri di masa terjadinya pandemi Covid-19 sementara 23,53 % tidak berpendapat. Ketika belum terjadi wabah Covid-19, pembeli asal luar negeri cukup banyak yang membeli produk batik di sentra batik Trusmi. Transaksi pembelian secara *online* memang ada tetapi tidak terlalu banyak dilakukan oleh pembeli asal luar negeri.

4. CONCLUSION

Based on the results and discussions that have been carried out, the author tries to formulate research conclusions as follows: All batik shops in the Trusmi batik center who were respondents have done internet marketing through *websites* and social media. One of the goals of internet marketing is to reach the target market abroad. Almost all batik shops in the Trusmi batik center have never received buyers from abroad as a result of internet marketing carried out. Before the Covid-19 pandemic, many foreign tourists bought batik products directly at the Trusmi batik center in batik shops they already knew through promotions on social media. The sales of batik products from foreign buyers according to the majority of respondents are quite large although the number is not mentioned. When the Covid-19 pandemic occurred throughout Indonesia, many business transactions were carried out *online*, including batik products made by the Trusmi batik center. The sales of batik made by Trusmi through *online* methods are not as big as when compared to direct purchases by consumers from abroad at the Trusmi batik center. Internet marketing through *websites* and social media is right on target to reach the target market of buyers from abroad. If tourism in Indonesia recovers, it is expected that foreign tourists will return to visit the Trusmi batik center to buy batik products sold there.

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