

## ANALYSIS OF MSME SALES STRATEGY IN THE DIGITAL ERA

Pandu Adi Cakranegara<sup>1\*</sup>, La Ode Marihi<sup>2</sup>, Dicky Jhon Anderson Butarbutar<sup>3</sup>, Poetri AL-Viany Maqfirah<sup>4</sup>, Irham Pakawaru<sup>5</sup>

<sup>1</sup>Universitas Presiden, <sup>2</sup>Universitas Yapis Papua, <sup>3</sup>Universitas Bina Nusantara, <sup>4</sup>UIN Syarif Hidayatullah Jakarta, <sup>5</sup>UIN Datokarama Palu

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**E-mail:**

[pandu.cakranegara@presiden.ac.id](mailto:pandu.cakranegara@presiden.ac.id)  
[laodemarihi5@gmail.com](mailto:laodemarihi5@gmail.com)  
[anderson.butarbutar@ciputra.ac.id](mailto:anderson.butarbutar@ciputra.ac.id)  
[magfirahpoetri@gmail.com](mailto:maghfirahpoetri@gmail.com)  
[irampaka77@gmail.com](mailto:irampaka77@gmail.com)

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### ABSTRACT

Business competition in the digital era is one of the references for MSMEs to modify their sales strategies. Since technology applications, particularly in the field of transactions, have become an integral part of the ease of the transaction process, MSMEs cannot compete in terms of sales if their sales strategies do not keep up with digital era developments. In actuality, there are still several challenges for MSMEs, including inadequate capital, continued reliance on direct transactions, and an inability to use technology and the internet for optimizing market segmentation and growing new customers. This is also attributable to the varying e-commerce application skills of human resources. To address the challenges faced by MSMEs, the objective of this research is to provide alternative strategic recommendations for supporting sales success, such as optimizing the internet as a promotional medium and also optimizing the use of e-commerce for sales and transaction processes, implementing digital marketing to reach target markets, transformation mechanisms for online payments, enhancing product and service quality, and boosting customer loyalty through the use of loyalty programs.

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### 1. INTRODUCTION

The Internet facilitates businesspeople's access to any information that supports their operations. Internet's function in business is shifting from electronic information interchange to strategic business applications, including marketing, sales, and customer support. This shift affects MSMEs (Micro, Small and Medium Enterprises). MSMEs are one of the pillars of the people's economy that can sustain the nation's economy. This sector is regarded as very important because it not only provides a means of subsistence, but also direct and indirect employment opportunities for people with relatively low levels of education and/or expertise[1]. Indonesia's micro, small, and medium-sized enterprise (MSMEs) sector is among those affected by the Corona virus pandemic. Due to large-scale social restrictions imposed to break the chain of transmission of the Covid-19 virus, many shopping centers, restaurants, and other industries have been forced to close. As a result, many industry players, including those in the MSME sector, have switched to selling through digital e-commerce. Electronic commerce (ecommerce) is the purchasing, selling, transferring, or exchanging of information, goods, or services via the Internet. E-commerce has numerous advantages, including operational benefits such as global reach, decreased costs, optimized supply chains, and the creation of new opportunities[2].

According to the Organization for Economic Co-operation and Development (OECD), the Covid-19 pandemic has damaged both the supply and demand sides of the economy. On the supply side, corporations are reducing their supply of raw materials and unhealthy labor, and supply chains are under limitations [3], [4]. On the demand side, a product's lack of demand and declining consumer confidence. Covid-19 is significantly affected by the actions of MSMEs. MSMEs are highly susceptible to economic interruptions since they frequently deal directly with the tourism, transportation, and culinary industries, which demand swift suppliers and have all been severely impacted by pandemic[5]. This impact is also felt by MSMEs in the Ubud region. Many MSMEs engaged in various sales products have felt the effects of the covid pandemic, and the majority of MSMEs are unable to conduct transactions because their

transaction media relies solely on offline transaction patterns and does not optimally utilize technology, so that customers cannot view the products being sold.

Business competition in the digital era is one of the references for MSMEs to change their sales strategies, where technology applications, particularly in the field of transactions, have become part of the ease of the transaction process; if the sales strategy does not keep up with developments in the digital era, it is certain that MSMEs will not be able to compete in terms of sales[6]; this is also a concern of the government in order to encourage the transformation of MSME sales strategies. Some research on MSME sales strategies, particularly in surviving the pandemic [7]–[9], can provide new knowledge about MSME problems in various regions and strategies to support the sales process; this is also bolstered by research on the influence of digital sales services in maintaining consumer loyalty[10], [11]. One of the solutions for MSMEs to survive a pandemic is the significance of selecting the proper sales strategy in order to reach sales goals and be able to react to digital advances[12], [13].

In reality, there are still a significant number of MSMEs that are not proficient in utilizing technology in the promotion process to transaction processing; this should be a concern in providing knowledge transfer in providing alternative solutions for MSMEs to support increasing sales turnover, as the primary issues faced by the majority of MSMEs, particularly in Ubud during the current COVID-19 pandemic were sales decline, lack of capital, and distribution delays. Therefore, in the midst of the COVID-19 pandemic, MSMEs require a sales strategy by deploying various sales-supporting technologies, which can be recognized based on the characteristics and capabilities of each MSMEs in facing digital business competition. A research purpose is to help MSMEs maintain their businesses and develop sales strategies that can adapt to the new normal period so that they can adopt a broader marketing plan using digital e-commerce media, such as online platforms, social media, and marketplaces. The vast number of search engine users, such as Google, e-commerce websites, and social media can be leveraged to sell the desired goods effectively[14].

## 2. METHOD

This research method combines qualitative and library research techniques. Library research is research conducted utilizing written materials, such as books, notes, or reports on the findings of earlier research. In this study, the researcher focused on the findings of data collecting using secondary data kinds and sources gathered from research results, papers, and reference books discussing research-related issues. During the Covid-19 pandemic, the results of the literature review are used to describe MSME sales strategies in the creative economy sector. While the data analysis is of a descriptive form, this research describes and describes objectively the planning of MSME sales strategies during the pandemic [15]. Using a Google form questionnaire, this study also employs a data collection methodology with purposive sampling for MSME respondents in order to identify the primary issues of the sales transaction management process in order to propose alternative solutions for MSME sales strategies. Purposive sampling is sampling with particular considerations in accordance with the researcher's aims; the sample size relies on the researcher's objectives, type of instrument, cost, and time[16].

## 3. RESULT AND DISCUSSION

### 3.1 Problem Analysis

The data analysis phase was conducted to identify the concerns of MSMEs. Based on the responses of 58 MSMEs, several key issues were identified that prevented MSMEs from identifying appropriate sales strategies and limited their ability to increase sales turnover. From the data analysis, the following MSME issues are derived:

1. The problem of limited business capital

Business capital is crucial for supporting MSME operations since it has a variety of effects on stability. There is no denying that a business's available capital has an impact on how well an MSME can sustain sales.

2. Still using direct payment transactions or cash transaction

In actuality, many small and medium-sized enterprises rely heavily on the cash payment transaction model since direct payments are typically viewed as simpler and less complicated in terms of disbursing funds. Obviously, this goes against the cashless philosophy, as in the current digital world, every customer wants non-cash payments.

3. Not proficient in implementing online payment transactions

Regarding the issue of cash payments, many MSME managers are still accustomed to direct payments. On the other hand, they believe that online payments, such as digital wallets, e-wallets,

- Qris, and PayPal, require a complicated verification and validation process, so they are reluctant to accept online payment methods. Inter-bank account transfer is one of the most commonly used transaction payment methods.
4. Utilizing the Internet less effectively to grow the number of clients and target market.  
With the assistance of e-commerce platforms, the optimal usage of internet-based media can unquestionably aid in sales promotion. Other sales such that it has little effect on generating sales and reaching potential clients. Obviously, the usage of the internet is crucial for MSME owners in identifying consumer segmentation so that they can satisfy the needs of the market in terms of products, prices, varieties, and other consumer-required items; this can also aid in preserving client loyalty.
  5. Shrinking consumer purchasing power  
During the pandemic, consumer purchasing power declined dramatically, necessitating adequate capital for businesses to thrive. During the new normal era, consumers' spending power expanded steadily but not considerably since they were more comfortable shopping online and utilizing the benefits of multiple e-commerce platforms.
  6. The complexity of e-commerce platform  
The process of registering, verifying, and validating one's data is the primary barrier that must be overcome in order to make use of the e-commerce platform. This issue is actually dependent on the degree to which each individual is able to utilize the e-commerce platform. On the other hand, the various features that are quite complex on the e-commerce platform are very useful in facilitating MSMEs in carrying out promotions to process transactions and product delivery to consumers. Of course, this greatly speeds up the sales process and can be one of the solutions for MSMEs in determining sales strategies in the digital era, because digital transaction patte This issue is actually dependent upon the degree to which each individual

### 3.2 Sales Strategy Recommendations

Based on an analysis of the problem that identifies the main things that keep MSMEs from making the most sales, a recommendation can be made to help MSMEs figure out their sales strategies. From the analysis of the problems, several main obstacles for MSMEs were found. These focused on the online payment process, the use of the internet and e-commerce platforms to support the sales process, increase the buying power of consumers, and reach the target market.

#### 1. Utilization of the internet as a promotional medium

The most important thing that needs to be done first is to advertise MSME products on the internet. There are many different e-commerce platforms that can be used to help sales. During Covid-19, many MSMEs have decided not to open their shops or businesses because they can't work during certain hours or because some areas have Large-Scale Social Restrictions (PSBB). MSMEs can keep their businesses going, reach more customers, and grow their market share by using e-commerce sales to expand their networks. E-commerce can be a way to do business between two companies[17]. E-commerce used to just mean selling things online, but now it means a lot more. E-commerce has a direct effect on how businesses interact with their suppliers, customers, and competitors. It also makes it easy to market products and use the marketing methods of other businesses. MSME actors in Indonesia can use e-commerce sites like shopee, tokopedia, open lapak, OLX, gojek, lazada, etc[8].

E-commerce has a good and considerable impact on MSMEs' performance and income, according to research [18], [19]. Business actors are encouraged to participate in e-commerce, but support is required for the government, practitioners, and education to be able to advise business actors so that they have the necessary knowledge and can utilize e-commerce to its fullest potential [20]. E-commerce significantly and positively impacts MSME performance[21], [22].

MSMEs' use of e-commerce has been linked to lower transaction costs and better coordination of economic activity between trading partners. The application of technology in business operations can also lower costs and help the attainment of organizational goals. The 4C principles, which stand for connection (connection), creation (creation), consumption (consumption), and control (control), are followed when doing e-commerce appropriately [23], [24]. (control). The company's return on investment (ROI), which can be determined by active engagement, such as customer comments or reviews, and sharing or referring to other users, can be motivated and increased by this approach. The primary goal of MSME players using e-commerce is, of course, to enhance their earnings [25], but there are other objectives that can be used by business actors, such as being able to reach a bigger market share

that was previously confined to selling just in certain locations. Of sure, it can reach new customers using e-commerce. MSME actors can employ a more effective marketing strategy, forge new connections, create new market concepts, and make e-commerce a selling gateway [8], [26].

## **2. Application of Digital Marketing**

Digital marketing consists of promotional operations and market research conducted via online digital media and diverse techniques, including social networks [27]. Utilizing social media, such as Instagram, Facebook, Twitter, and others, to promote items is a common digital marketing strategy employed by businesses. In addition, digital marketing can be applied to e-commerce and numerous other platforms[28]. The rapid development of technology necessitates that micro, small, and medium-sized enterprises (MSMEs) study and comprehend digital marketing. Digital marketing has a favorable and significant impact on the sales performance of SMBs. 70% of creative entrepreneurs predict that digital marketing will be the primary communication platform in marketing, with offline businesses serving as a supplement, due to the convenience and ability of digital marketing to reach more consumers[29]. This is also consistent with study undertaken by [27], which indicates that business actors must be willing to attempt new things, such as digital marketing, in order for their businesses to continue to grow. Small- and medium-sized enterprises (SME) can also begin by generating social media and routinely conducting promotions in order to gain marketing confidence and hone their creativity. MSME players can engage in multiple sorts of digital marketing to advertise their products, including: (1) Extensive posting of product videos and images on social media platforms. In addition, the use of social media is tailored to product segments according to market need. Small- and medium-sized enterprises (SME) that engage in digital marketing are obliged to constantly learn and be receptive to ever-evolving technologies. Obviously, digital marketing also involves the use of appropriate communication channels and media that are targeted to the selected market group or market share. In order for marketing to be more effective and less misguided [8], [30].

## **3. Transformation of Digital Payment Mechanisms**

Changes in transaction payment methods are also crucial to the efficient operation of transactions, therefore online transactions should be used for payments. Numerous digital payment solutions that interact with bank providers have attained widespread use. This is reinforced by research (citations) indicating that digital payment systems have a significant impact on consumer spending power due to the ease of transactions and encourage cash-less initiatives. In reality, cashless transactions using e-wallets or e-money are advantageous and more convenient [31]. All cashless and cardless transactions will be logged in detail, allowing users to track and control each transaction. Then, security is maintained, the loss of electronic currency can be prevented, and money is kept secure[32]. Numerous business actors do not pay attention to the payment system when conducting business, despite the fact that it is crucial for supporting the smooth running of transactions, transaction security and personal data are maintained in accordance with the provisions set by service providers that make security features, and millennials have adopted their use[31], [33].

## **4. Product and Service Quality Improvement**

During the epidemic, customers were more cautious when using goods and services, and consumer confidence in the products sold by corporate actors decreased. In addition, the restrictions placed on customers' ability to make direct purchases had a substantial impact on the volume of consumer purchases. In order to boost consumer confidence, MSME businesses must improve product quality and communicate extensively about product quality. According to studies [34], [35], enhancing product and service quality has a favorable and significant effect on consumer satisfaction and the creation of consumer loyalty for MSME players. In light of this, business players during the Covid-19 pandemic must pay close attention to product quality and enhance their products so as to increase consumer confidence. Product quality is defined as the capacity of a product to satisfy consumer wants and preferences [36]. Consequently, it is essential for MSMEs to regularly enhance product quality by adapting to clients' demands, wishes, and expectations. To improve product quality, it is possible to conduct more thorough product quality control and guarantee product cleanliness and safety. In addition, MSME participants might modify product and packaging durability due to the increasing prevalence of online sales, which necessitates the enhancement of product safety and durability. In addition to enhancing product quality, MSME actors can also increase service quality and offer new types of services, such as delivery orders and online purchase services, as well as use easily accessible service hotlines connected to sales [6].

## 5. Increased Customer Loyalty

In developing marketing relationships with clients, organizations can establish consumer trust and bond with customers. MSME actors must also be able to emphasize creating marketing relationships with consumers by demonstrating care and the beneficial actions of business actors. In addition, MSME actors can develop communication with customers through a variety of promotional media and e-commerce owned aggressively, such as by responding to sales complaints or positive consumer feedback, thereby fostering positive customer engagement[37]. Customer Relationship Management (CRM), a corporate strategy used to pamper clients so they do not turn to competitors, is one method. Customer Relationship Management (CRM) is a technique for collecting, analyzing, and interacting with customer data. Utilizing data to identify the system's superior features will make it easier for users to complete buy transactions[38]. e-CRM is one of the tactics used to determine consumer demands and to attract, retain, and keep consumer loyalty.

## 4. CONCLUSION

The result of the study is that the rise of digitization has had an effect on the ability of MSMEs to adopt technology to boost sales. Even if the impact of the Covid 19 outbreak has caused a decline in the economy, MSMEs have been hit particularly hard. It is necessary to understand the factors that prevent MSMEs from increasing sales, and the results of a survey of 58 MSMEs reveal a number of obstacles, including limited capital, reliance on direct transactions, inability to maximize technology and the internet in optimizing market segmentation and expanding new customers, and different human resource capabilities in using e-commerce applications. To address the challenges faced by MSMEs, there are strategic recommendations to support the smoothness and success of sales, such as optimizing the internet as a promotional medium and also optimizing the use of e-commerce for sales and transaction processes, implementing digital marketing to reach target markets, transforming online payment mechanisms, improving product and service quality, and increasing customer loyalty by utilizing technology so that it can be an amplification tool are all recommended.

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