



Utilization of Digital Marketing in Increasing Sales of Msme in Bengkalis Regency

(Case Study on Msme of Martabak Mandor Gatot Subroto Street Bengkalis City)

Juspiani¹, Yunelly Asra²

^{1,2}Politeknik Negeri Bengkalis, Indonesia

Alamat : Sungai Alam, Kec. Bengkalis, Kabupaten Bengkalis, Riau 28714

Korespondensi penulis : juspiani25@gmail.com

Article History:

Received: June 25, 2024

Revised: July 07, 2024

Accepted: July 21, 2024

Online Available: July 23, 2024

Keywords: Digital Marketing, Msme Martabak Mandor, E-mail Marketing, Social Media Marketing.

Abstract: This research project aims to utilize digital marketing to increase sales of Msme Martabak Mandor, Gatot Subroto street, Bengkalis City. Project implementation is carried out through 4 stages, namely (1) project preparation planning (2) project implementation planning, third (3) project completion stage, and Fourth(4) Project Reporting Plan. Digital marketing used is email marketing and social media marketing. The results of this project were From implementing of digital marketing, the sales of Sweet Martabak and Egg Martabak products per October are 2132 boxes. With 1677 boxes of Sweet Martabak products and 455 boxes for Egg Martabak. With a total sales turnover of Rp.37,763,000. In November, sales of Sweet Martabak products total 1532 boxes and 418 boxes of Egg Martabak with a total sales turnover of Rp.37,839,000. MSME Martabak Mandor experienced an increase in sales revenue of 27.9%. This also proves that the implementation of digital marketing is able to increase sales of MSME Martabak Mandor. The average increase is 2-3 boxes of each Martabak product sold consumers are interested in ordering online and repurchasing outside the Bengkalis city area and Gatot Subroto Street, and there are also people or consumers who come directly to the Msme Martabak Mandor place.

1. INTRODUCTION

MSME stands for Micro, Small, and Medium Enterprises. Basically, MSMEs are businesses carried out by individuals, groups, small business entities, or households. Indonesia as a developing country makes MSMEs the main foundation of the community's economic sector, this is done to encourage the ability of independence in developing in society, especially in the economic sector. According to a report from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia will reach more than 210 million by 2022 (MSME Empowerment Report 2022). With more internet users, MSMEs can reach a wider audience and sell their products or services outside their region. Furthermore, digitalization can enable MSMEs to compete better with larger companies. The existence of MSMEs is expected to be able to spur the economy amid the current economic slowdown. the use of digital

* Juspiani, juspiani25@gmail.com

technology-based marketing concepts (digital marketing) gives hope to MSMEs to develop into an economic force. According to Diwyarthi (2022) Digital Marketing is very important to be applied in efforts to market and sell products, due to the advancement of technological developments that produce increasingly varied business trends.



Figure 1 Martabak Mandor MSMEs

Source: Martabak Mandor MSMEs (2024)

Martabak Mandor is an MSME founded by Mr. Darta Eka Saputra in 2018 and located on Gatot Subroto Street, Bengkalis. Martabak Mandor MSMEs offer various types of Martabak flavors. At the beginning of its establishment, Martabak Mandor was considered quite in demand where very many consumers made purchases and wanted to feel the taste of the products offered by Martabak Mandor MSMEs.

The problem is that the marketing strategy has not been carried out optimally so that sales are not in accordance with the owner's target, one of which is the adminor business owner who is less active in marketing products as promotions and others. In addition, marketing is carried out offline and only uses promotional media, namely word of mouth and product purchases made at the sales stall directly. Therefore, an appropriate marketing strategy is needed by implementing digital marketing to increase sales of Martabak Mandor MSME businesses so that they can reach a wide market and be recognized by many potential customers.

Based on the above background, the authors are interested in conducting a project is Utilization of Digital Marketing in Martabak Mandor MSMEs. The general purpose of this Project is to help promote and do marketing MSMEs Martabak Mandor products using digital marketing so that it can increase sales turnover. Because, digital marketing is seen as the best media in its use as an effective and efficient promotional and marketing tool and is able to significantly increase sales volume. This shows how important digital marketing is in the success of business owners in increasing sales and reaching a wider range of consumers.

2. METHOD

The implementation of this project was carried out from October-November 2023. While the location of create and implementation of the project is in the location of Martabak Mandor's own business which is located on Gatot Subroto street, Bengkalis City. The types digital marketing used are marketing through social media (Social Media Marketing) to reach potential customers and get a wide market, and E-mail Marketing because they are effective, affordable, easy to manage and customizable to the interest and target market. target Implementation of the project utilization of digital marketing is carried out 4 stages. Namely, the first stage of the project preparation plan, the second stage of the project implementation plan, the third stage of the project completion plan and the Fourth stage of Project reporting plan.

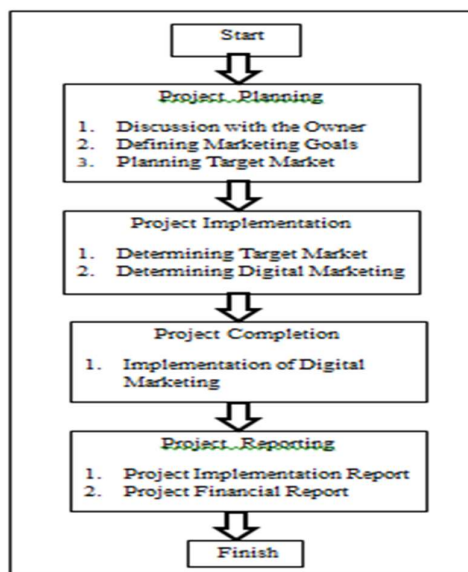


Figure 2 Flowchart Method and Accomplishment Process

Source: Processed Data (2024)

3. RESULTS

A. Discussion with the owner

The author discussed with the owner of MSME Martabak Mandor to reach a mutual agreement. In this case, the owner of Martabak Mandor MSME agreed to do digital marketing to increase sales of MSME Martabak Mandor. As well as determining the form of digital marketing that will be used. This discussion was held at the MSME Martabak Mandor sales stall, namely Gatot Subroto Street, Bengkalis

B. Determining *Marketing Goals*

The author determines the marketing objective through digital marketing at MSME Martabak Mandor is to promote and marketing Martabak products from MSME Martabak Mandor. The promoted Martabak Mandor products are sweet Martabak original, red velvet, pandan, black forest and egg Martabak variants. With online promotion and marketing, Martabak products from MSME Martabak Mandor can be widely recognized, saving costs and efficient time.

C. Planning Target Market

Planning the target market from the use of digital marketing on Martabak products from Martabak Mandor is very important to do. Planning the target market helps group target buyers or consumers specifically and makes it easier to do digital marketing for Martabak products from MSME Martabak Mandor.

D. Planning Digital Marketing

Planning the utilization of digital marketing at MSME Martabak Mandor to increase sales of MSME Martabak Mandor, namely E-mail Marketing and Social Media Marketing.

E. Determining the Target Market

The author determines that the target market for Martabak products from Martabak Mandor is all people aged 15 - 45 years old, but does not rule out the possibility that children and adults can consume martabak. People who like to enjoy sweet and savory Martabak culinary. Middle to upper income to be able and actively use the internet and social media.

F. Determining the Digital Marketing

Digital marketing uses email marketing and social media marketing. Email marketing is used to reach new consumers personally or companies or offices. While social media marketing is a social media that is widely used by everyone, so that Martabak products from MSME Martabak Mandor can be widely seen and known by target consumers who use social media such as Facebook, Instagram, Tiktok and Whatsapp.

G. Implementation of Digital Marketing

The implementation of digital marketing to increase sales of MSME Martabak Mandor through email marketing and social media marketing. using promotions and offers to target potential customers and customers by uploading posts in the form of photos and videos of Martabak Mandor products accompanied by interesting and relevant captions and hashtags. The form of digital marketing in increasing sales of MSME Martabak Mandor can be seen as follows:

1. E-mail Marketing, the author does personal selling by promoting and offering Martabak products from MSME Martabak Mandor through email marketing to several accounts as follows:



Figure 3 Marketing Through Email-Marketing

Source: Processed Data (2024)

2. Social Media Marketing, The author uploads product photos and videos of Martabak products from MSME Martabak Mandor on various Martabak Mandor social media accounts such as Facebook, Instagram, Tiktok, and Whatsapp. Can be seen purchases from consumers via whatsapp as follows.



Figure 3 Marketing Through Social Media Namely. WhatsApp

Source: Processed Data (2024)

The beginning of October 2023 purchases made are still small and have not increased. this is because, ordinary customers who only buy Martabak Mandor products, people buy Martabak products from other MSME that sell similar products in the area around where they live and do not know the advantages of Martabak products sold by MSME Martabak Mandor. therefore marketers take a solution, namely continuing to promote Martabak products by uploading Martabak photos and videos accompanied by attractive captions. Mid October to November 2023, many people are interested in getting to know Martabak products from MSME Martabak Mandor. consumers are interested in ordering online and repurchasing outside the Bengkalis city area and Gatot Subroto street, and there are also people or consumers who come directly to the MSME Martabak Mandor place.

To find out the increase in sales of MSME Martabak Mandor, the author uses sales comparison data before and after the digital marketing that has been implemented. The sales comparison data can be seen as follows:

Table 1. Sales Comparison Data

Information	Before Digital Marketing		After Digital Marketing	
	August	September	October	November
Sweet Martabak	1495 box	1700 box	1677 box	1532 box
Egg Martabak	299 box	241 box	455 box	418 box
Total Sales Revenue	Rp.27.332.000	Rp.31.704.000	Rp.37.763.000	Rp.37.839.000

Source: Processed Data (2024)

Based on table 4.7 the total sales revenue for August and September is Rp.59,036,000. while the total sales revenue for October and November is Rp.75,502,000. then the difference in sales revenue is Rp.16,466,000. (Rp75,502,000-Rp.59,036,000).

$$\begin{aligned} \text{Percentage of increase} &= (\text{Rp.16.466.000} / \text{Rp.59.036.000}) * 100\% \\ &= 27,9\% \end{aligned}$$

It can be concluded that there was an increase in sales revenue of Rp.16,466,000 and MSME Martabak Mandor experienced an increase in sales revenue of 27.9%. This also proves that the implementation of digital marketing is able to increase sales of MSME Martabak Mandor.

4. DISCUSSION

The project implementation report begins with the author conducting an interview with the owner of Martabak Mandor. This interview was conducted at the owner's house in the village of Pangkalan Batang Barat. From this interview, the author got information about the history and products of MSMEs and obstacles in marketing previous products. After that the author discussed with the owner to determine the marketing strategy that was carried out. In this case the owner agreed to use digital marketing as a marketing strategy to promote and market of MSME products. The types of marketing that have been previously agreed upon are social media marketing and email marketing. The social media platforms used are Facebook, Instagram, TikTok and WhatsApp. However, Martabak Mandor MSMEs does not have facebook and tiktok social media accounts, therefore it is necessary to create these social media accounts. As for marketing via email, the author uses the author's personal email account by offering product promotions to email users that the author knows.

Based on table Sales Comparison Data, it is known that the sales of Sweet Martabak and Egg Martabak products per October are 2132 boxes. With 1677 boxes of Sweet Martabak products and 455 boxes for Egg Martabak. With a total sales turnover of Rp.37,763,000. In November, sales of Sweet Martabak products total 1532 boxes and 418 boxes of Egg Martabak with a total sales turnover of Rp.37,839,000. The average increase is 2-3 boxes of each Martabak product sold/ day. This also proves that the implementation of digital marketing is able to increase sales of MSME Martabak Mandor.

This project will cover previous research that has been done previously by other authors. This project is taken from journals that have been published while the journals to be listed are international and national journals. The following journals are related to the planned project namely; Ayu Mirah et.al. (2022) in a research journal entitled "Digital Marketing Strategy to Survive during Covid-19 Pandemic". This research aims to find out how to apply digital marketing strategies to BC Street Coffee to survive in the midst of the Covid-19 pandemic. This study uses a qualitative method by choosing a case study at BC Street Coffee through interviews and documentation with the informant in question. Informants in this study are owners, employees, and customer. Based on the interview results, BC Street Coffee implements a digital marketing strategies to survive the covid-19 pandemic with a few strategies namely; 1) Implementing social media marketing using BC Street Coffee Instagram and Facebook as marketing media by utilizing photo and video features to disseminate information about BC Street Coffee and promotions that apply to delivery messaging applications (GoFood & GrabFood) so consumers can find out products offered by BC Street Coffee, 2) Implementing

content marketing, BC Street Coffeuses content marketing to help introduce products through features adopted from social media, using messages that are packaged creatively Use interesting photos, captions, hashtags and videos. And BC Street Coffee uses or collaborate with local influencers in marketing or introducing products. Redjegy. et.al.(2021) in a research journal entitled "The results showed that digital marketing is very helpful for MSME players in Indonesia because with the various benefits possessed by digital marketing, it can increase the sales turnover of MSME players. However, digital marketing has not been widely applied to the MSME sector Utilization of Digital Marketing for MSME Players as Value Creators for Customers during the COVID-19 Pandemic".in Indonesia due to several factors, including not being technologically literate, inadequate supporting facilities to the geographical conditions of Indonesia which are an obstacle. Therefore, the researcher recommends some simple things how to start a business with digital marketing, such as starting to determine marketing goals, marketing targets, determining the digital platform to be used; determining the budget, and creating content that can attract consumer attention. In this research, the author also describes the added value obtained by customers who use digital marketing.

The author conclude is Digital marketing is seen as the best media in its use as an effective and efficient promotional and marketing tool and is able to significantly increase sales volume. This shows how important digital marketing is in the success of business owners in increasing sales and reaching a wider range of consumers.

5. CONCLUSION

From implementing of digital marketing, the sales of Sweet Martabak and Egg Martabak products per October are 2132 boxes. With 1677 boxes of Sweet Martabak products and 455 boxes for Egg Martabak. With a total salesturnover of Rp.37.763.000. In November, sales of Sweet Martabak productstotal 1532 boxes and 418 boxes of Egg Martabak with a total sales turnover of Rp.37.839.000. MSME Martabak Mandor experienced an increase in sales revenue of 27.9%. This also proves that the implementation of digital marketing is able to increase sales of MSME Martabak Mandor.

The forms of digital marketing implemented are email marketing and social media marketing. Marketing via email is done by offering Martabak Mandor products (Sweet Martabak and Egg martabak) through the author's personal email account to several email accounts that the author recognizes. Marketing through social media includes Facebook, Instagram, TikTok and WhatsApp through posting product photos and videos accompanied by attractive captions.

The obstacles found in utilizing digital marketing to increase sales of MSMEs Martabak Mandor are It is difficult to reach consumers outside the production area because they are not very interested and do not know the advantages of Martabak products from MSME Martabak Mandor. So that consumers who already recognize the advantages of Martabak are willing to buy it. Obstacles in online marketing in marketing products, it is difficult to get sales or consumers quickly. Obstacles in the delivery of products ordered by consumers due to not knowing the address of consumers so that the ordered products are late in reaching consumers. From the obstacles experienced in utilizing digital marketing to increase sales of MSME Martabak Mandor in marketing Martabak products, it is necessary to find solutions to overcome these obstacles.

The solutions is make posts in the form of reviews about MSME profiles and Martabak Mandor products that are interesting accompanied by appropriate captions and hashtags. Active in doing online marketing and conducting live broadcast messages through the author's personal whatsapp account to find new target consumers. Provide pre-order services before the place of business opens and provide contact food delivery services such as "sigercep" to consumers by providing a complete address and telephone number. So that Martabak product orders can quickly reach consumers.

REFERENCES

- Ayesha, I. (2022). *Digital Marketing: Tinjauan konseptual* (cetak ke-1). Padang, Sumatera Barat: Pt. Global Eksekutif Teknologi.
- Christian, Y., Quin, F., Wijaya, C., Chandra, A. D., Pranata, E., Aryesryo, K., Valencia, V. (2021). Perancangan Strategi Pemasaran Digital pada UMKM Jhn Shop. *Universitas International Batam*. E-ISSN: 2714-8599.
- Diwyarthi, Made D. N. (2022). *Pengantar Manajemen Sumber Daya Manusia*. Jogja: Zahir Publishing.
- Eka, R. (2023). DS Innovative: MSME Empowerment Report 2022. Available from <https://dailysocial.id/dsinnovative-MSME-empowerment-report-2022>, accessed on May 13, 2023.
- Manullang, O. S. (2021). *Digital Marketing: Konsep dan Strategi* (Edisi cetak ke-1). Cirebon: Insania Team.
- Mawarsari, A. M. (2023). Trends Digitalisasi UMKM di Indonesia 2023: Tantangan dan Peluang. Available from <https://dailysocial.id/post/trend-digitalisasi-umkm-di-indonesia-2023-tantangan-dan-peluang>, diakses 13 Mei 2023.
- Pratama, A. W. I. (2022). *Digital Marketing: Tinjauan konseptual* (Edisi cetak ke-1). Padang, Sumatera Barat: Pt. Global Eksekutif Teknologi.
- Putri, A. M. A., & Sanica, I. G. (2022). Digital Marketing Strategy to Survive during Covid-19 Pandemic. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1), 27-33.
- Rauf, A. (2021). *Digital Marketing: Konsep dan Strategi* (Edisi cetak ke-1). Cirebon: Insania Team.
- Redjeki, F., & Affandi, A. (2021). Utilization Of Digital Marketing For MSME Players As Value Creation For Customers During The Covid-19 Pandemic. *International Journal of Science And Society*, 3(1), 40-55.
- Sanjaya, A. K. P., & Nuratama P. I. (2021). *Tata Kelola Manajemen & Keuangan Usaha Mikro Kecil Menengah* (Edisi cetak ke-1). Gowa: CV. Cahaya Bintang Cemerlang.
- Setyawati, A., Sugangga, R., Maula, F. I., & Rahma, A. (2023). Digital Marketing Business Strategy to MSME Performance in the Industrial Revolution 4.0 Era. *Jurnal Entrepreneur dan Entrepreneurship*, 12(1), 19-26.
- Syahril, H. (2021). *Digital Marketing: Konsep dan Strategi* (Edisi cetak ke-1). Cirebon: Insania Team.