
THE IMPORTANCE OF DIGITAL MARKETING ROLE IN INCREASING SALES AT MSMEs ALINA CHEESE TEA

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Abstract

In the business world, marketing must be applied to an MSME such as Cafe Alina Cheese Tea, a cafe that provides various drinks and foods that are currently popular with young people. Data collection was carried out through observations and interviews conducted by researchers with the owner of the Alina Cheese Tea MSME. In addition, it was found that the ease of access to technology and digital training factors have a significant contribution to the effectiveness of using digital platforms. This study aims to determine how much influence marketing has on the sales of the Alina Cheese Tea MSME, this study was conducted using a qualitative method that focuses more on an in-depth understanding of a particular problem, process, or context. This study will examine in more depth how important marketing is to attract new customers and retain old customers. It was found that Cafe Alina Cheese Tea still needs to improve its marketing which is still ineffective. So, to increase customer interest in making purchases, more effective marketing is needed. It is expected to provide new insights and strategies for the Alina Cheese Tea MSME in developing more effective and relevant marketing. Overall, the study provides important insights to help MSMEs adjust their marketing strategies to face the challenges of an increasingly large and growing market by focusing on improving marketing. The results of this study can provide recommendations for the UMKM Cafe Alina Cheese Tea to focus more on innovating in consistently increasing marketing and monitoring changes in consumer trends and behavior.

Keywords: Innovation, Marketing, MSMEs

INTRODUCTION

Digital marketing is marketing that is done using internet access, social media, and other digital devices. Digital Marketing can help business actors, for example, MSMEs, in promoting and marketing their products and services and can expand new markets that were previously closed or limited due to time constraints, distance, and communication methods (Prabowo, 2018). Internet media that are currently popular for product marketing include Facebook, YouTube, Instagram, and other social media. The benefits obtained with digital marketing, in addition to being able to reach a wider market and making marketing costs more effective, also create unlimited marketing space and time. In addition, dig-ital marketing is real-time so that entrepreneurs can directly pay attention to the interests and feedback from the target market, and can decide on adjustment strategies related to advertising content for better results more quickly (Hendriadi *et al.*, 2019). Previous research states that technological developments have been very rapid in recent years, especially when the COVID-19 pandemic emerged throughout the world. Many new technologies have emerged and been adapted to overcome the problems that occur. One of the new technologies that is widely used is the development of digital media to support business marketing. The use of digital media to help market products and services by MSMEs has begun to be noticed by most MSMEs in Indonesia. This is because digital media is currently used by many people in Indonesia to interact through cyberspace

with other people, and is easily accessible by anyone using only a smartphone. The increase in digital literacy of the Indonesian people is an opportunity for MSMEs to be able to increase the reach of new consumers and increase the dissemination of information related to the products or services they have. The convenience offered by various digital media platforms are also something that can be an opportunity for MSMEs to utilize digital media. ((Aldila Krisnaresanti, 2022)

In marketing communications. Social media is online media, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by people around the world. However, there are several examples of social media that are currently developing, namely Instagram, Twitter, Line, Facebook, YouTube, and others. (Praditya, 2019)

Similar to MSMEs Alina Cheese Tea, which is an MSME engaged in the food and beverage sector was founded in September 2019, where of course the owner of MSMEs uses digital marketing or what is commonly called social media as one of the places to promote their products to the public, especially among young people today. When selling, MSMEs Alina Cheese Tea used to only use a cart located on Jl. Matahari in front of the Pangkep DPR Office. The owner of MSMEs Alina Cheese Tea (Mr. Ashijar) and his wife (Mrs. Yuristra) managed the cart by focusing on selling drinks only. However, along with the development and increasing interest of buyers in drinks, the owner of MSMEs Alina Cheese Tea increased his MSMEs business into a Café with the same name, namely Café Alina Cheese Tea, and moved the location to his own house. It is known that the owner of Café Alina Cheese Tea in making various flavors of his drink products is only self-taught (independent). With the Café, the owner of Café Alina Cheese Tea added flavor variants to his beverage products and added food products that were trending at that time, currently MSMEs Alina Cheese Tea has several beverage and food products that are trending and popular with many young people who follow the development of the times. From several products produced, it is known that Coffee and foods such as Toast are products that are very popular with young people today, it is a product with the most sales (Best Seller).

The objective of this research is to be able to find out the factors that can influence the success of MSMEs in facing market competition; to be able to find out how the implementation of a digitalization strategy increases sales and market reach; to be able to find out the effectiveness of e-commerce platforms in helping MSMEs market their products.

LITERATURE REVIEW

A. Marketing

Marketing is a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering, and exchanging something of value with each other (Herdioko, 2018). Marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers to achieve organizational goals (Putra, 2015). Marketing strategy is the overall program of the company in determining the target market and satisfying consumers by building a combination of elements of the marketing mix, product, distribution, and price (Kurtz, 2008) Basically, the ultimate goal of marketing will still lead to achieving consumer satisfaction. The following are 5 Marketing Strategy Concepts: (Mahardika, 2020)

a. Market Segmentation



Figure 1. Market Segmentation
Source: ilmumanajemenindustri.com

Every consumer must have different needs and habits. Companies must classify heterogeneous markets into homogeneous market units.

b. Market Positioning



Figure 2. The STP Process
Source: www.barantum.com

No company can control the entire market. That is why companies must have a specific pattern to gain a strong position in the market, namely choosing the most profitable segment.

c. Market Entry Strategy



Figure 3. Market Entry Strategy
Source: www.dicti.id

This is a company strategy to be able to enter a certain market segment. Some of the ways that are often done are:

1. Buying Other Companies
2. Internal Development
3. Cooperation with Other Companies

c. Marketing Mix Strategy



Figure 4. Marketing Mix Strategy
Source: www.bngaaa.com

Marketing Mix is a collection of several variables that have been used by companies to influence consumer responses. Some of these variables include;

- Product
- Price
- Place
- Promotion
- Participant Process
- People Physical Evidence

d. Timing Strategy



Figure 5. Timing Strategy
Source: fmg.daviddenniston.com

The timing of marketing is also very important to note. Companies need to make good preparations in the field of production and determine the right time to distribute products to the market. The marketing concept emphasizes that the key to achieving the goals of the organization is that the company must be more effective than competitors in creating, delivering, and communicating customer value to the selected target market. The marketing department in a company plays a very important role in achieving large sales volumes because achieving the desired

sales volume means that the performance of the marketing department in introducing the product has been running properly. Sales and marketing are often considered the same but are different. (Fernandes & Marlius, 2018)

MSMEs (Micro, Small and Medium Enterprises)

In general, MSMEs commonly known as small and medium enterprises are a term that refers to a type of business founded by individuals and has a maximum net worth of IDR 200,000,000.00 (excluding land and buildings). (Rosmaneliana et al., 2023). According to The American Heritage Dictionary, an entrepreneur is defined as someone who organizes, operates, and calculates risks for a profitable business. In this sense, there is the word organizing which is organized. Likewise, there is the word operate' and calculate risk'. (Rachmawati et al., 2021)

Microbusiness is an economic activity that can be owned by individuals or companies that meet the requirements set out in the law. Meanwhile, a small business is an economic activity that stands alone is run by individuals or companies that are not subsidiaries, and meets the requirements of a small business according to the policies that are written in the law. Although MSMEs have a limited business scale, the role of MSMEs in the economy cannot be ignored. MSMEs can have a major impact on the economy because the number of MSMEs is quite large and spread throughout the country. MSMEs are also able to become significant drivers of economic growth because they can contribute to increasing economic growth, improving community welfare, and opening up new business opportunities for people who want to be economically independent. Therefore, MSMEs are very important to be developed and supported so that they can grow and develop sustainably so that they can provide benefits to society and the country as a whole. (Sukendar et al., 2020)

RESEARCH METHOD

Types and sources of data

The data sources we use are primary and secondary:

a. Secondary Data Sources

The secondary data we use is obtained through journals and articles, where the journals and articles are related to MSME approaches, while secondary data searches are via the internet and websites.

b. Primary Data Sources

In addition to secondary data, we also use primary data through observation and direct interviews with the owner of Alina Cheese Tea MSME for data collection. This primary data makes it easier for us to directly observe the activities that occur at Alina Cheese Tea MSME, then an interview method is carried out with the owner of Alina Cheese Tea MSME to obtain the information needed.

Data collection techniques

Data collection is carried out in two ways, namely observation and interviews. This technique is carried out because it can facilitate the collection of data related to Alina Cheese Tea MSME. In the data collection process, we first conduct observations then conduct direct interviews or communicate face to face, then carry out Therefore, we can easily get all the information needed to strengthen the data that has been collected.

Data Analysis Technique

The data analysis technique we use is a qualitative research method. So, Qualitative research is a type of research that is intended to investigate, find, describe, and explain the quality or specialty of social influences that cannot be explained, measured, or described using quantitative approach calculations (Saryono, 2010). In conducting an analysis related to Alina Cheese Tea UMKM, we try to understand the meaning and interpretation given by the owner of Alina UMKM to the conditions of the business she runs. The purpose of the qualitative method used is to gain a more complex understanding of the Alina Cheese Tea UMKM business.

RESULTS AND DISCUSSION

The results of marketing research conducted at MSMEs Alina Cheese Tea are that digital marketing is said to be very effective because, in the last decade, netizens have paid a lot of attention to suggestions from influencers and buzzers, the role of social media in making decisions to buy a product or service that is promoted either through Instagram, Twitter, Facebook, and Youtube. Thus, the existence of social media has become a very effective medium for disseminating information to influence the perceptions of many people the era of the Industrial Revolution 4.0 has made all aspects of life influenced by social media. Regarding product sales to be able to promote their products, the digital economy commonly called social media is often discussed in society, especially by those who like to shop online, both in terms of clothing, food, and drinks. (Arianto, 2020). The use of technology today is unlimited, anyone can easily access the use of technology, business actors such as the owner of MSMEs Alina Cheese Tea are now increasing their profits through digital marketing or social media. It is assumed that the digital world today will be a turning point in all human activities, especially business, and MSMEs actors.

MSMEs take the opportunity to use digital marketing as a bridge to introduce their products to other people by only using smartphones, currently, there are many benefits obtained from the use of digital media or social media, it is recorded that 74% of internet users in Indonesia use mobile devices with a high percentage of implementation of digitalization strategies allowing product sales and market reach to be known only through digital smartphones today (Erwin et al., 2023) Then, the factors that can influence the success of each MSME including MSMEs Alina Cheese Tea where marketing is an important thing that must be considered when starting an MSME because that way someone can assess the target market and determine market demand or desires. (Sari & Baturaja, 2023). As with MSME Alina Cheese Tea which follows the current trend of young people starting from drinks and foods that are popular with young people, the owner of MSME Alina Cheese Tea sees market demand and consumer desires to create a new menu for his food products such as those that have been trending in the last few months, namely cromboloni. Currently, MSME Alina Cheese Tea has 6 employees who manage the Café and have their respective tasks such as making coffee, the kitchen section, the cashier, and serving customers. The place that is designed according to the tastes of today's young people makes Café Alina Cheese Tea a place that is favored by young people. At present, most people search for beverage and food products only through social media because it is easier to access.

As a place favored by young people. At present, most people search for beverage and food products only through social media because it is easier to access and search for what they want without having to leave the house, social media such as Instagram, Facebook, WhatsApp, and others social media, by using several social media it can make it easier to search for market demand or

customer desires. However, the limited use of social media by MSMEs Alina Cheese Tea is now a Problem Currently MSMEs Alina Cheese Tea only use Instagram as a place for their promotion. Moreover, currently, young people use many other social media, and not a few of them only use one social media. With the limited use of social media accounts, of course, searches are also limited, just like when you want to promote products into a media platform that is easier to get only through a smartphone without having to leave the house. (Endarwati & Ekawarti, 2021)

So with that, the owner of MSMEs Alina Cheese Tea also added a new menu, namely cromboloni, to his MSMEs. Then so that customers know that MSMEs Alina Cheese Tea has a new product, the owner of MSMEs Alina Cheese Tea posted the product to a special account to promote the products they have, namely Alina Cheese Tea's Instagram. However, the limited use of social media accounts used by MSMEs Alina Cheese Tea, which is only Instagram, results in a lack of public or customer knowledge regarding the products offered by MSMEs Alina Cheese Tea, this is a form of problem due to the lack of innovation related to better video editing to attract customer interest and the limited use of social media, then MSMEs Alina Cheese Tea does not consistently upload photos or videos related to their products and no admin can control the Instagram account. Moreover, it is known that customers who visit the Café mostly find out through social media, this statement is based on the results of a customer survey. The marketing that is currently being carried out is not effective enough, namely related to the promotional media used is still limited to using only one social account, and the lack of innovation related to editing photos and videos to make them look more attractive, this is a problem and challenge faced by MSMEs Alina Cheese Tea. Therefore, the best solution that can be given to MSMEs Café Alina Cheese Tea is to create social media accounts such as Facebook and TikTok. Then provide workers who can control all social media accounts that have been created and ensure that they can consistently upload photos or videos related to their products, this is certainly important to be implemented, and this can also be strengthened by the statement that According to Napoleoncat.com data, in 2019 alone, the number of Facebook social networking site users in Indonesia was the third largest in the world, with 152,970,000 users. Furthermore, according to the source, Facebook users from 2018-2023 experienced ups and downs. From 2018 to 2021 there was a very large increase, but in 2022 there was a slight decline until in 2023 it increased again. Facebook, with its rapid growth, has become one of the largest social media platforms on the internet, reaching users from remote areas to abroad. This platform makes it easy for business people to promote products simply by uploading photos and statuses, adding friends, and communicating, making it an effective and economical promotional tool. (Ruth Dora Yunia Kopi et al., 2024). This proves that creating a Facebook account can have a good effect on increasing sales, not only Facebook has a big role in increasing sales but TikTok can also be a promotional tool that also has a significant impact on sales based on data.

As many as 60% of respondents stated that TikTok made a significant increase in their business turnover. In terms of sales, 40% of respondents stated that TikTok can convey information well, and 56.67% of respondents stated that creating promotional content on TikTok is simple and easy to understand. Then 46.67% of respondents stated that the business community on TikTok is very helpful and increases sales volume; and 50% of respondents stated that TikTok maintains privacy better, thus providing convenience and a sense of security in doing business. (Endarwati & Ekawarti, 2021). Thus, this can be proof that TikTok can be a marketing tool related to promotions to attract customer interest.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that marketing strategy is an important development in expanding the market and can easily see market reach. Based on the results of the data obtained marketing is a factor that can influence success and face market competition. The implementation of a digitalization strategy is also a strategy that can increase sales but it can be realized with the implementation of a good digitalization strategy in marketing promotions with effective use of social media, both of which are also related to the large role of social media in increasing sales. Correct and effective use of social media will increase sales, conversely if, limited use of social media results in a lack of knowledge of market reach, and the desires of the desired customers so that researchers can provide the best advice for MSMEs Alina Cheese Tea by creating a special social media account where Facebook and TikTok are also like the data found that the increase in Facebook has skyrocketed over the years. Just like Facebook TikTok, TikTok can also be a means of promotion that also has a significant impact on sales based on data. As many as 60% of respondents stated that TikTok made a significant increase in their business turnover. And adding social media accounts will be quite helpful in attracting customer interest.

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