

Digital Marketing As a Means of Developing Small And Medium Enterprises Businesses In The Klaten City

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Abstract—In the era of globalization, the world of marketing will continue to develop with the times. The strategy that is implemented of course also continues to evolve following the rapid advancement of the digital world. Small and medium enterprises in the Klaten area have started to market their brands and products through digital marketing. And it is hoped that using this marketing method can improve the economy of small and medium enterprises in the Klaten city. Digital Marketing Research as a means of developing small and medium enterprises in the Klaten city uses two data, namely primary data and secondary data. Primary data was obtained by conducting interviews using a questionnaire with 119 respondents. The selection of respondents was based on the consideration that the respondent was a small and medium business actor in the Klaten area. Secondary data is data obtained from existing and relevant data sources such as journals, books and writings that support this research. The advantage of this digital marketing method is that it is accessible for all groups and also all regions. Judging from 119 responses, 60.5 percent were male, 39.5 percent female. Of the 119 respondents, 64.7 percent strongly agree that digital marketing is a new breakthrough to help micro, small and medium enterprises. 62.2 percent agree that digital marketing is one of the micro, small and medium enterprises. 60.5 percent strongly agree that digital marketing is one of the solutions to improve the economy of micro, small and medium enterprises. 60.5 percent strongly agree that digital marketing is the choice of the day. And 61.3 percent is very efficient if digital marketing is for micro, small and medium enterprises.

Keywords—Digital Marketing, Small businesses, medium enterprises

I.

INTRODUCTION

In the era of globalization, the world of marketing will continue to develop with the times. The strategy that is implemented of course also continues to evolve following the rapid advancement of the digital marketing [1]. Digital marketing is a method of marketing a brand or product using digital media or the internet. The purpose of digital marketing is to attract consumers and potential consumers [2]. Small and medium enterprises is a type of business or business that is run on a small and medium scale. During the Covid'19 pandemic and new normal era, small and medium enterprises experienced difficulties in the marketing process due to limited social activities. With digital marketing, it is hoped that it can improve the economy of small and medium businesses. There is intense competition between small and medium businesses in the Klaten city to compete to be a trigger for businesses to sell their brands of products online.

II. METHOD

Digital Marketing Research as a means of developing small and medium enterprises in the city of Klaten uses two data, namely primary data and secondary data. Primary data was obtained by conducting interviews using a questionnaire with 119 respondents. The selection of respondents was based on the consideration that the respondent was a small and medium business actor in the Klaten area. Secondary data is data obtained from existing and relevant data sources such as journals, books and writings that support this research. The analytical tools used in this qualitative research such as SAP analysis and SWOT analysis. SAP analysis (Strategy Advantage Profile) is an analytical tool used in determining the strengths and weaknesses of a company when compared to a homogeneous business and knowing more clearly about the internal factors of the company.

III. RESULT

A. Internal factors

The strength included in the small and medium enterprises in the city of Klaten is that the large number of outputs produced in the Klaten area is unique and distinctive. For example, such as Umbrella tanjung, Pottery Bentang, jenang and Popongan diamond. That way, small and medium enterprises in the Klaten area need to be developed with digital marketers, who have the hope of developing the marketing of small and medium enterprises in the Klaten area to foreign countries. The strength that belongs to the small and medium enterprises in the Klaten area is Klaten, a city that is located between the City of Solo and the City of Jogja. So that if the small and medium enterprises in this area are developed, they can make Klaten a big city like Solo and Jogja. In addition, the advantages of small and medium enterprises in Klaten City are that they can produce quality output. Promotion media is an important role that can be done to market products. The number of customers so that word of mouth can also help in improving product marketing.

Weaknesses are also one of the internal factors that must and need to be known for entrepreneurs, especially small and medium entrepreneurs in Klaten City. The weaknesses that exist in small and medium entrepreneurs in Klaten City are limited capital and also a lack of knowledge about Management. The concept of marketing and digital modeling in Klaten City also depends on technology (internet), if the

internet is blocked, the products offered will not be known to the public. Not only that, in Klaten City, not everyone understands technology (internet), only certain groups such as the productive generation understand technology. With digital marketing in this era of openness, consumers will immediately tell stories on social media that drop products with bad ratings on products.

SAP analysis is carried out by giving a value to the indicator and internal factor rating which includes strengths and weaknesses. Internal factors which include the strengths and weaknesses of small entrepreneurs will be described in the SAP (Strategic Advantages Profile) table. The following is an explanation of the table of the results of the recap of internal factor calculations as illustrated in table 1. The results of the recap of the calculation of the internal factors of digital marketing as a means of development in the city of Klaten

Internal Indicators

TABLE I. THE RECAP RESULTS OF THE CALCULATION OF THE INTERNAL FACTORS OF DIGITAL MARKETING AS A MEANS OF DEVELOPMENT IN THE KLATEN CITY

Internal Indicators	Weight	Scale	Stored Value
Relationship with the environment	0,10	3,50	0,35
Technology	0,20	3,79	0,75
Promotion	0,13	3,25	0,42
Human Resources	0,09	3,15	0,28
Design	0,20	3,50	0,70
Promotion	0,18	3,20	0,57
Produk quality	0,10	4,00	0,40
Total	1,00		3,47

Based on table 1, it can be seen that the results of the recap of internal factors are divided into two aspects, namely strengths and weaknesses. Indicators on the aspect of strength are technology, promotion, design, product and product quality. Meanwhile, the aspect of weakness is illustrated in the indicator of Relationships with the surrounding environment and human resources. Based on the SAP value table of 3.47. The following is a table of SAP positions described in table 2.

TABLE II. POSITION OF DIGITAL MARKETING SAP (STRATEGIC ADVANTAGES PROFILE) AS A DEVELOPMENT MEANS OF SMALL ENTREPRENEURS IN KLATEN CITY

Position	Interval Class	Position SAP
Dominant	3,50-4,00	3,47
Strong	3,00-3,50	
Safe	2,50-3,00	
Lasts	1,50-2,50	
Weak	1,00-1,50	

Based on the results of SAP, it can be categorized that digital marketing as a means of developing small entrepreneurs in Klaten City is in a strong position, with a score of 3.47. This indicates that digital marketing has opportunities for small entrepreneurs to do marketing, especially in the current conditions in Klaten City. It can be

concluded that the internal factor of digital marketing is 3.47 which means that it is in a strong position. The position in the strong category is in the score range 3.00-3.50. This position indicates that digital marketing as a means of development for small entrepreneurs has certain strengths to build Klaten City.

2. External Factors

Opportunity is one aspect that goes into external factors. Information in the current era is very easy to access, making it easier for small entrepreneurs to promote and install products on the internet. The existence of such a thing, entrepreneurs indirectly receive training and guidance so that the products produced can be sold in current conditions. Digital marketing carried out by entrepreneurs in Klaten City is mostly carried out by the productive generation, so that the future view is that entrepreneurs can train or provide knowledge guidance to old entrepreneurs so that digital marketing for development in Klaten City will occur.

Challenges are an external factor besides opportunities. The intense marketing competition has created a competitive map for small entrepreneurs, especially in Klaten City, giving rise to competition from other regions. That way, small entrepreneurs must have product advantages so that innovation and creativity are needed. The difference between one product and another will attract consumers in the same market. However, it is certainly not easy for small entrepreneurs to do this because of their limitations in knowledge and technology. It is hoped that in the future digital marketing can help solve the marketing of small business products in Klaten City due to the Covid-19 pandemic which is difficult in terms of marketing.

And from primary data obtained by using a questionnaire with 119 respondents. Judging from 119 responses, 60.5 percent were male, 39.5 percent female. Of the 119 respondents, 64.7 percent strongly agree that digital marketing is a new breakthrough to help micro, small and medium enterprises. 62.2 percent agree that digital marketing is one of the micro, small and medium enterprises. 60.5 percent strongly agree that digital marketing is one of the solutions to improve the economy of micro, small and medium enterprises. 60.5 percent strongly agree that digital marketing is the choice of the day. And 61.3 percent is very efficient if digital marketing is for micro, small and medium enterprises.

IV. CONCLUSION

Based on the results of the study, it can be seen that internal factors and external factors are the means for small and medium enterprises in the city of Klaten to develop with digital marketing. Internal factors consisting of strengths and weaknesses. The strength that exists in SMEs in the city of Klaten is the typical and quality output produced. Klaten city is located between two big cities, namely the city of Solo and the city of Jogja. One of the weaknesses that exist is limited capital and a lack of knowledge about management. External factors are opportunities and challenges. The opportunities that can be used by SMEs in the Klaten area are promotion that can be done easily on social media, besides that the opportunities are still wide open. The challenge that must be

faced by SMEs in the city of Klaten is to find creative ideas to attract consumers. If based on the SAP results, it can be categorized is in a strong position with a score of 3.47.

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