

## Marketing Strategy of Msme Products Through the use of Digital Marketing in Duck Breakers in Pringapus District, Semarang District

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### ARTICLE INFO

#### **Article history:**

Received Jun 9, 2023  
Revised Jun 20, 2023  
Accepted Jun 28, 2023

#### **Keywords:**

Marketing Strategy  
MSME Products  
Digital Marketing  
Meat Duck Breeders

### ABSTRACT

Currently, digital marketing technology continues to experience development, and the benefits of using the internet are felt by its users. In fact, some people sense that they have a dependence on the internet, including the activities of duck breeders who are included in Micro, Small, and Medium Enterprises (SMEs) in utilizing information technology to run their business. This developing era encourages business people to always be able to follow digital trends. Transformations in the world of technology towards digitization have changed the way businesses work to be able to adapt faster to these developments. The presence of social media has now become a trend in conducting marketing communications. Social media including Google Business is an online media, where users can easily participate, share and provide information including blogs, social networks, wikis, and forums. Blogs, social networks, and these are the most common forms of social media used by people around the world. This type of research is descriptive research. The approach used is a qualitative approach and a conceptual approach. The source of data used is secondary data. Data analysis was carried out in a qualitative descriptive manner. Conclusions were drawn using the deductive method, namely concluding from general to specific, especially those related to the research topic, namely the Marketing Strategy for MSME Products through the Use of Digital Marketing for Bebek Bebek breeders in Pringapus District. This research resulted in findings on the importance of the role of digital marketing through Whatsapp, Instagram, and Shopee for current business development. With the concept of digital marketing, the form of promotion that is carried out is no longer a one-way scheme but has become a two-way relationship. This two-way relationship allows the presence of good interaction and is not hindered by distance and time between entrepreneurs and consumers. From the consumer's point of view, the use of the internet in fulfilling their daily needs provides many advantages and conveniences. Ease of product search, efficiency to discounted promos. Business actors who can apply digital marketing make the market grow and the products offered become more varied. However, there are still many micro-entrepreneurs who close themselves to development. They are still reluctant to do digital marketing where businesses only sell their products to consumers who are around or waiting for consumers who happen to pass through their market area. Running a business by utilizing internet access and conducting digital marketing through social media, websites or other e-commerce applications is a definite step and must be mastered for businesses to connect with customers and potential customers more quickly and easily. Market updates such as digital marketing are an important innovation for MSMEs to maintain their business. Apart from surviving the situation. In a pandemic like today, digital marketing is also one of the factors that can determine the success of competition in free trade.

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## 1. INTRODUCTION

The strategy that can be carried out by MSMEs so that they can be more advanced and developed is through a marketing strategy that uses digital marketing methods. America The Marketing Association defines digital marketing as activities, institutions, and processes facilitated by digitalization technologies that create, communicate, and deliver value to consumers and other interested parties. In the current technological era, new business models have sprung up along with the shift in innovation from traditional marketing to the current use of digital media. The traditional process of face-to-face buyer-seller meetings can now be mediated through digital media and eventually give rise to new marketing trends. Digital marketing is a way when information technology helps product or service promotion activities via the internet. Every year the implementation of digital marketing has increased so that it will increase internet and smartphone users. Today many people use the internet, including MSME entrepreneurs in the regions. However, the use of the Internet is not optimal in supporting business management. It is due to the lack of knowledge of SMEs regarding digital marketing. Digital marketing will help business management to be more optimal, thereby increasing sales. (Utami & Saputri, 2020)

The contribution of the creative economy to the economy of the MSME sector and Indonesian culture with socio-cultural diversity is a source of inspiration in developing the creative economy in Indonesia. Indonesia's socio-cultural diversity indicates that the creativity of the Indonesian people is extremely lofty. This is also the case with the variety of products from various ethnicities, which are a supporting factor for the development of the creative economy. The expansion of the creative economy is inseparable from the culture of the local community. Creative economic development must be based on the culture of the local community. Local neighborhood culture is local wisdom that must be preserved and developed in an integrated form in every development activity. Local wisdom in ordinary culture is in physical and non-physical forms. Local wisdom in physical and non-physical forms can be products that have meaningful values such as crafts, arts, culinary arts, and others. The creative economy is not only measured in terms of the economy but can also be reckoned with in the cultural dimension (Andriani, 2019). Today, the creative ideas that emerge are sourced from local wisdom. It gives the meaning that local wisdom determines the direction of the development of the creative economy in Indonesia.

Currently, digital marketing technology continues to experience development, and the benefits of using the internet are felt by its users. In fact, some people feel that they have a dependence on the internet, including the activities of duck breeders who are included in Micro, Small, and Medium Enterprises (SMEs) in utilizing information technology to run their business. This developing era encourages business people to always be able to follow digital trends. Changes in the world of technology towards digitization have changed the way businesses work to be able to adapt more quickly to these developments. The presence of social media has now become a trend in conducting marketing communications. Social media including Google Business is an online platform, where users can easily participate, share and provide information such as blogs, social networks, wikis, and forums. Blogs, social networks, and these are the most common forms of social media used by people around the world (Dissanayake, Siriwardana, & Ismail, 2019).

The development of MSMEs in Indonesia aims to improve the welfare and quality of life of rural communities through meeting basic needs, building village infrastructure, developing local economic potential, and sustainably using natural resources as stated in Law No. 6 of 2014 concerning Villages. Digital transformation is a breakthrough in targeting the industrial market so it becomes a big opportunity, considering that now the behavior of Indonesian people cannot be separated from using the internet in their daily activities. Especially in facing Industrial Era 4.0, this will give birth to many benefits as well as be a challenge for the actors. In the current era, there are more and more uses of social media in interaction between organizational groups with each other so that various digital alternatives emerge. Social media is used as an effective strategy because it can increase customer engagement which has a massive promotional impact on a product to be capable to make a special advantage of an existing product through the role of Social Media Marketing, social media marketing or Social Media Marketing is a process that encourages individuals to carry out promotions through their websites, products or services through online social channels and to communicate by utilizing a much larger community that has a much greater possibility of doing marketing than through traditional advertising channels.

Social media marketing is also the use of social media sites to carry out general marketing activities that can display interesting content so that it can attract the attention of the audience and trigger them to share this content which will help companies expand their reach. So that it will be able to make consumers feel satisfied with products that display their superiority through social media. Google, My Business (Google My Business) is a tool provided by Google to make it easier for potential customers to find out our business information. Such as business name, company address, company telephone number, email address, hours of operation, company website, office photos, to client reviews. With Google My Business, our business can appear on search pages so people can find our business easily. Micro, Small, and Medium Enterprises (MSMEs) must be technologically literate and must be able to take advantage of this opportunity to increase their closing sales. It is because MSMEs have an important role in the pace of the Indonesian economy, especially in creating jobs and empowering households that support household income. Which indirectly helps the government in national economic growth as well as alleviating poverty. The existence of MSMEs is expected to be able to spur the economy amid the current economic slowdown (Firmansyah, Maulana, Azhari, & Efendi, 2022). The use of digital technology-based marketing concepts (digital marketing) provides hope for MSMEs to develop into centers of economic power. The fast competition also makes digitization increasingly necessary for SMEs to look at, because, in addition to the reasons for the digitalization era, promotions with digital media are more effective and efficient because it can save various aspects of business activities including advertising costs and time. Apart from the reasons above, it is impossible to avoid the digital era. Marketing expert Yuswohadi revealed that if you want to survive, MSME actors must be able to maximize the benefits of digital development.

The use of online advertising on search engine results pages to help visitors find a marketer's product website. By placing messages in search engines to drive click-throughs to websites when users type in certain keyword phrases. The two main search marketing techniques are: paid placement or sponsored links using pay-per-click (PPC) systems, and top listing placement using search engine optimization (SEO), a structured approach used to enhance a company's or its products' position in search engine natural listing results (the main body of a search results page) for selected keywords or phrases. The website is a link with the digital world as a whole and perhaps the most important part of the entire digital marketing strategy, where online activities will be directed directly to potential customers. One of the important parts of the website is search engine optimization (SEO), or the process of managing website content so that it is easily found by internet users who are looking for content that is relevant to what is on the website, and also presenting content so that it can be easily found by search engines.

With promotions carried out by an organization through social media and business marketplaces, it is proven effective and efficient to have a large impact on consumer purchasing decisions. Before consumers buy goods or services, they will see a description of the products offered in detail, and will be followed by seeing reviews from other customers. The more positive reviews are given, it will influence someone's buying decision. So that the use of Google Business

Facilities as Digital marketing is one of the media that is often used by business people because of the new ability of consumers to follow the flow of digitalization, some companies are gradually starting to leave the conventional marketing model / and switch to modern marketing, one can also view various goods via the internet, most of the information about various products is already available on the internet. With the development of quality and competitive MSMEs, the quality of information, systems, and services has a positive effect on user satisfaction. User satisfaction and results (organizational goals) are one of the main objectives that must be achieved by the government in providing services to the public (Andriani, 2019). The application of e-government in the Village Government can be the main intervention in pushing villages toward progress.

Much evidence has been felt by MSME actors from the presence and use of digital marketing in the business they run. Among the evidence, according to Pradiana, is that MSME actors can communicate with customers and suppliers more intensively and effectively, and efficiently because communication through digital marketing can occur within 24 hours. The transaction process has also become easier and cheaper because you only have credit/quotas to communicate. The use of digital marketing makes it possible to provide various types of attractive promos such as discounts, cashback, and so on. Promotions such as discounts or discounts can increase sales because this strategy is very attractive to consumers. Likewise, with discounts, cashback also plays an important role in attracting consumers to shop. Besides the benefits in communication and promotion costs that are more affordable and more efficient, it turns out that digital marketing has also been proven to increase closing sales for MSMEs. The use of digital marketing has helped MSMEs in marketing their products, expanding their market share, and reducing the promotion costs they incur, as well as shortening the interaction distance between MSMEs and their consumers (Amalina, 2016). In addition, digital marketing is also able to increase buyer returns for products that are marketed.

The development of information technology is growing rapidly. Most Micro, Small, and Medium Enterprises (MSMEs) activities utilize information technology to run their business. The increasing number of competitors is a consideration for business actors to innovate in winning the competition. The right marketing communication strategy is used to be able to reach the target market share to increase sales. Micro, Small, and Medium Enterprises (MSMEs) must be able to compete in international markets so they are not oppressed. Moreover, in this era of competition, MSME actors should be literate in information technology (IT) so that they can easily market their products abroad. It is noted that the number of MSMEs in Indonesia is quite a lot, with around 50 million MSME actors. In the current digital era, MSME actors will need the right information technology to be able to grow and develop and compete. MSME actors find it difficult to get the right information technology solutions because MSME actors do not have special staff who are experts in the dynamic field of information technology. Another obstacle, namely the large variety of technology products, makes MSME players confused about choosing the right solution. Therefore, MSME actors need guidance in choosing the right information technology according to the type of business and their needs. Digital marketing is one of the media that is often used by business people because of the new ability of consumers to follow the flow of digitalization, some companies are gradually starting to leave the conventional marketing model and switch to modern marketing (Simbolon & Yanti, 2021). With digital marketing, communication, and transactions can be done at any time/real-time and can be accessed worldwide, one can also view various goods via the internet, most of the information about various products is already available on the internet, and ease of ordering and the ability of consumers to compare one product with another.

Some MSMEs use social media to inform and communicate with consumers, social media that is often used includes Facebook, Instagram, and YouTube, some of these platforms are quite effective in informing all products and interacting directly with consumers, even some MSMEs use YouTube also effective to provide trust and foster a good image for consumers. The social chat that is often used by MSME actors is Whatsapp and Line, the two platforms that are often used by consumers besides being easy to use, MSME actors can also create special groups and send product catalogs to their loyal customers. Some MSME actors collaborate with marketplaces to sell their products throughout Indonesia, in this case, some consumers take advantage of the large marketplace platforms in Indonesia, namely Shopee and Tokopedia, apart from being easy to use, these marketplaces provide a sense of security for MSME players in terms of payment because

these marketplaces will transfer the amount of money paid from consumers when their products have reached consumers' hands.

MSMEs play an important role in economic development and growth. The role of MSMEs is not only reflected in developing countries but also developed countries. In developed and developing countries, MSMEs are important because they absorb the most labor compared to large companies. MSMEs contribute the most to the formation or growth of gross domestic product (GDP) compared to the contribution of large companies. In Indonesia, MSMEs are defined by the Law of the Republic of Indonesia, Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. Article 1 of the Law stipulates that micro-enterprises are productive businesses owned by individuals or individual industrial and commercial households that meet the requirements for micro-enterprises determined by law. A small business is an independent productive economic enterprise that is directly or indirectly owned, controlled, and becomes part of a medium or large business by a person or business entity.

Micro, small, and medium enterprises (MSMEs) play an important role in the Indonesian national economy, especially in terms of contribution to gross domestic product (GDP). Given the important role of MSMEs in the economic, social, and political fields, the development of MSMEs is currently receiving a lot of attention in various parts of the world. MSMEs also have a strategic role in national economic development. In addition to its role in economic growth and employment, MSMEs also play a role in disseminating development results. MSMEs are expected to be able to use national resources, including the use of labor, to achieve maximum economic growth for the benefit of the people (Kusuma, 2017). MSMEs even make a significant contribution to Indonesia's economic growth in the fields of industry, trade, and transportation.

## 2. RESEARCH METHOD

This type of research is descriptive research. The approach used is a qualitative approach and a conceptual approach. The source of data used is secondary data. Data analysis was carried out in a qualitative descriptive manner (Sugiyono, 2013). Conclusions were drawn using the deductive method, namely concluding the general to the specific, especially those related to the research topic, namely the MSME Marketing Strategy through Digital Marketing for Beef Duck Breeders in Pringapus District. Qualitative data analysis is carried out if the empirical data obtained is in the form of a collection of words and not in the form of a series of numbers and cannot be arranged into categories. The data may be collected in various ways (observation interviews, document instances, and tape recordings) (Moleong, 2004). It is usually processed first before being used in qualitative research including the results of interview transcripts, data reduction, analysis, data interpretation, and triangulation.

## 3. RESULTS AND DISCUSSIONS (

### **MSME Marketing Strategy through the Use of Digital Marketing for Beef Duck Breeders in Pringapus District**

In this dedication, researchers explain the importance of the role of digital marketing through Whatsapp, Instagram, and Shopee for current business development. With the concept of digital marketing, the form of promotion that is carried out is no longer a one-way strategy but has become a two-way relationship. This two-way relationship allows the presence of good interaction and is not hindered by distance and time between entrepreneurs and consumers. From the consumer's point of view, the use of the internet in fulfilling their daily needs provides many advantages and conveniences. Ease of product search, efficiency to discounted promos. Business actors who can apply digital marketing make the market grow and the products offered become more varied. However, there are still many micro-entrepreneurs who close themselves to development. They are still reluctant to do digital marketing where businesses only sell their products to consumers who are around or waiting for consumers who happen to pass through their market area. Running a business by utilizing internet access and conducting digital marketing through social media, websites or other e-commerce applications is a definite step and must be mastered for businesses to connect with customers and potential customers more quickly and easily. Market updates such as digital marketing are an important innovation for MSMEs to maintain their business (Kristiani &



Dharmayanti, 2017). Apart from surviving the situation. In a pandemic like today, digital marketing is also one of the factors that can determine the success of competition in free trade.

Business actors are increasingly using social media as a marketing tool. Businesses that have just started or businesses that have developed also complement their marketing methods apart from conventional marketing media, they also use marketing using social media. The following is the use of digital marketing which has several advantages, including: (a) Targets can be set according to demographics, domiciles, lifestyles, and even habits. (b) Fast results are visible so. (c) Marketers can take corrective actions or changes if something is deemed inappropriate. (d) The cost is much cheaper than conventional marketing. (e) Results are measurable, eg. many website visitors, and several consumers making online purchases. (f) The campaign can be personalized. (g) Being able to engage or reach consumers because communication occurs directly and in two directions so that business actors build relationships and foster consumer trust.

The use of Google Business Facilities as Digital marketing is one of the media that is often used by business people because of the new ability of consumers to follow the flow of digitalization, some companies are gradually starting to leave the conventional marketing model and switch to modern marketing, one can also view various goods via the internet, most of the information about various products is already available on the internet, the ease of ordering and the ability of consumers to compare one product with another. Utilizing digital marketing can improve economic welfare in society and can also assist, especially mothers to become business people. Because the use of the Internet in social media can provide facilities for entrepreneurs who want to become entrepreneurs (Dissanayake, Siriwardana, & Ismail, 2019). Digital marketing strategy using social media is necessary because it can provide knowledge to the actors of the Bebek Breeders Community in Balongsari Pringapus Village, Semarang Regency regarding the ways and stages of expanding consumer networks through the use of social media in marketing their products so that they can increase competitive advantage for the Cut Duck Breeders Community in Balongsari Pringapus Village, Semarang Regency itself.

The use of digital marketing applications in efforts to digitize MSMEs that have been used in case studies include websites, social media, web forums, online advertising, and mobile applications. The use of digital marketing in the current era in the world of tourism has changed the industry paradigm, work, ways of communicating, shopping, transacting, to lifestyle. In the development of tourist villages through tourism digitization it is proven that many benefits are obtained, such as the ease in providing various tourism services to tourists including access in the context of organizing their marketing, tourism digitization is considered to make it easier for tourists to access information about a tourism destination and of course can reduce costs for both organizers and/managers, as well as small business consumers, and so on (Martono, 2016). The existence of local governments with all capacities that have the potential and power to improve the welfare of society collectively and togetherness in building a social life by the mandate of the regional autonomy law. This is because even the existence of a civilized society will be determined by how much the existence of the local government and its apparatus can influence and encourage the community to exist in the building for the common good in a sustainable manner. It can be assumed that the existence of regional government so far is still in the domain of further strengthening the identity of its apparatus and the organizational structure and regulatory system that can support the achievement of good governance for the development of the potential of the region and its people as a form of regional government accountability in the process of administering regional government by the mandate of Law Number 32 of 2004 concerning Regional Government, which gives direction to the realization of provincial governance which has the capacity to greatly determine the foundations of national and state life sustainably in the perspective of regional autonomy (Kamariah, 2012).

The presence of community ideas to present something new in SMEs is a success for the community. Community skills to manage existing natural resources can be said to be qualified. The community empowerment process carried out in Pringapus District is on the potential possessed by the community by taking into account the social, cultural, and economic aspects of the community. In the process, the community has become an actor and determinant of the development and development of MSMEs in the Pringapus District. Through a deliberation forum conducted by the village government with the community, the forum provides an opportunity for the community to

submit suggestions for making local development programs and become a joint decision to build MSMEs in Pringapus District.

### **MSME Marketing Strategy through the Use of Digital Marketing for Meat Duck Breeders in Pringapus District**

Problems or problems that often occur in MSME development efforts are limited capital, low productivity, quality, and competitiveness against competitors. On the other hand, research on micro, small, and medium enterprises is still mostly carried out on process development and not yet on business system development. For this reason, studies are needed regarding the management of small and medium enterprises so that they can realize an outcome by the company's vision, mission, goals, and objectives through the formulation of a performance evaluation model as one of the efforts to improve quality, productivity and business competitiveness. Several types of obstacles or problems often occur in MSMEs. One of the keys to the success of a company is marketing. The principles of marketing are not just sales but require us to be able to satisfy consumers and thereby generate profits for the company. It can be concluded how important the marketing function is so every company needs to pay special attention to it. Marketing is a social process by which individuals or groups of people obtain what they need and want by offering and creating at will in exchange for products of value to others.

The contribution of innovative MSMEs to the Indonesian economy and culture with socio-cultural diversity is a source of inspiration in developing the creative economy in Indonesia. Indonesia's socio-cultural diversity indicates that the creativity of the Indonesian people is very high. This is also the case with the variety of products from various ethnicities, which are a supporting factor for the development of the creative economy. The development of innovative MSMEs is inseparable from the culture of the local community. Creative economic development must be based on the culture of the local community. Local community culture is local wisdom that must be preserved and developed in an integrated form in every development activity. Local wisdom in ordinary culture is in physical and non-physical forms. Local wisdom in physical and non-physical forms can be in the form of products that have meaningful values such as crafts, arts, culinary arts, and others. Innovative MSMEs are not only measured in terms of the economy but can also be measured in terms of cultural dimensions. Today, the creative ideas that emerge are sourced from local wisdom. It gives the meaning that local wisdom greatly determines the direction of the development of Innovative MSMEs in Indonesia (Liu, 2018)

This change given the village is expected to increase the effectiveness and governance of the implementation of innovative MSMEs and improve the quality of public services to improve the social welfare of rural communities. To realize the intention, the village government is required to be innovative in managing its village government. One of the innovations that can be carried out by the Bebek Cut UMKM in Pringapus District is to utilize information technology in carrying out the governance of village governance. It is because information technology is now accessible to various groups. The use of digital marketing applications in efforts to digitize village tourism that has been used in the case studies includes websites, social media, web forums, online advertising, and mobile applications. The use of digital marketing in the current era in the world of tourism has changed the paradigm of industry, work, ways of communicating, shopping, transacting, to lifestyle. (Watkins, 2021)

Currently, the Bebek Beef SME actors in Pringapus District must be able to market their products using digital media to increase consumer awareness of the MSME offerings. MSMEs with strong networks use social media to develop their own business. In terms of income, job opportunities, innovation, and competitiveness, e-business skills often have significant business benefits. However, there are still many small and medium business actors who do not have access to information technology, especially digital media and do not understand the importance of digital media and its benefits. One of the most widely used digital marketing media today is Tiktok. Today, Tiktok has grown into a digital marketing tool due to its ease of use and the large number of users it has. Business features are also available on Tiktok. This feature is provided by TikTok to help users promote their products. To be able to use this function, Tiktok users only need to register on the Tiktok online store, publish their accounts, and use the partner function. Instagram is another medium

that is often used in digital marketing. Instagram has a business account which makes it easy for businesses to create profiles and grow their business on the social media platform. Businesses of all sizes can use this feature to showcase their profiles, gain followers, share insights, and promote posts to achieve their business goals.

Many forms can be chosen in the model for MSME human resource development in Bebek Beef, Pringapus District. However, it is necessary to have a relevant development framework for each existing activity. For example, the strategic areas in the Regional Government's Strategic Plan should also determine the type, quantity, and quality of human resources needed in the Bebek Beef UMKM, Pringapus District, especially for the needs of local government institutions/institutions. Experience shows that human resource development is often not linked to strategic needs, and even seems to make less of a contribution to the local government itself. In this human resource context, the focus should be on developing: 1) skills and expertise, 2) insight and knowledge, 3) talent and potential, 4) personality and work motives, and (5) morale and work ethic. Institutional capacity building is a traditional capacity building and organizational strengthening focusing on development resources almost entirely on human resources, processes, and organizational structure. The modern approach examines all dimensions of capacity at all levels (strategic mission, culture, management style, structure, human resources, finance, information assets, and infrastructure) including interactions within the wider system, especially with other existing units, shareholders, and customers at Bebek Potong MSME, Pringapus District (Anggraini, 2007).

Currently, digital marketing technology continues to experience development, and the benefits of using the internet are felt by its users. In fact, some people experience that they have reliance on the internet, including the activities of duck breeders who are included in Micro, Small, and Medium Enterprises (SMEs) in utilizing information technology to run their business. This developing era encourages business people to always be able to follow digital trends. Changes in the world of technology towards digitization have changed the way businesses work to be able to adapt more quickly to these developments. The presence of social media has now become a trend in conducting marketing communications. Social media including Google Business is an online media, where users can easily participate, share and provide information including blogs, social networks, wikis, and forums. Blogs, social networks, and wikis are the most common forms of social media used by people around the world (Watkins, 2021). In the current era, there are more and more uses of social media in the interaction between organizational groups with each other so various digital alternatives emerge. Social media is used as an effective strategy because it can increase customer engagement which has a massive promotional impact on a product so that it can make a special advantage of an existing product.

#### 4. CONCLUSION

Currently, the Bebek Beef SME actors in Pringapus District must be able to market their products using digital media to increase consumer awareness of the MSME offerings. MSMEs with strong networks use social media to develop their own business. In terms of income, job opportunities, innovation, and competitiveness, e-business skills often have significant business benefits. However, there are still many small and medium business actors who do not have access to information technology, especially digital media and do not understand the importance of digital media and its benefits.

Problems or problems that often occur in MSME development efforts are limited capital, low productivity, quality, and competitiveness against competitors. On the other hand, research on micro, small, and medium enterprises is still mostly carried out on process development and not yet on business system development. For this reason, studies are needed regarding the management of small and medium enterprises so that they can realize an outcome by the company's vision, mission, goals, and objectives through the formulation of a performance evaluation model as one of the efforts to improve quality, productivity and business competitiveness.

The use of digital marketing applications in efforts to digitize MSMEs which have been used in the case studies include websites, social media, web forums, online advertising, and mobile applications. The use of digital marketing in the current era in the world of tourism has changed the industry paradigm, work, ways of communicating, shopping, transacting, to lifestyle.



MSMEs have difficulty getting the right information technology solutions because MSME actors do not have special staff who are experts in the dynamic field of information technology. Another obstacle, namely the large variety of technology products, makes MSME players confused about choosing the right solution. Therefore, MSME actors need guidance in choosing the right information technology according to the type of business and their needs.

## SUGGESTION

It is expected that Micro, Small, and Medium Enterprises (MSMEs) must be technologically literate and must be able to take advantage of this opportunity to increase their closing sales. This is because MSMEs have an important role in the pace of the Indonesian economy, especially in creating jobs and empowering households that support household income.

It is expected that MSMEs play an important role in development and economic growth. The role of MSMEs is not only reflected in developing countries but also developed countries. In developed and developing countries, MSMEs are very important because they absorb the most labor compared to large companies. MSMEs contribute the most to the formation or growth of gross domestic product (GDP) compared to the contribution of large companies.

Reforming work mechanisms and methods and working relationships between organizational units of the Regional Government and between organizational units of the Regional Government and other parties in the creative economy at Bebek Bebek UMKM in Pringapus District.

It is hoped that the contribution of innovative MSMEs in the Indonesian economy and culture with socio-cultural diversity will become a source of inspiration in developing the creative economy in Indonesia. Indonesia's socio-cultural diversity indicates that the creativity of the Indonesian people is very high. This is also the case with the variety of products from various ethnicities, which are a supporting factor for the development of the creative economy. The development of innovative MSMEs is inseparable from the culture of the local community.

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