

A STUDY ON THE POSITIVE IMPACT OF DIGITAL VISIBILITY ON MARKETING FOR MICRO, SMALL, AND MEDIUM ENTERPRISES

Itsia Yunisva Aviva¹, Mawar Ardiansyah², Widya Husna Puspita³, Mohammed Salim Salim⁴

¹itsia.yunisva.aviva@iain-palangkaraya.ac.id, ²mawarardiansyah2212@gmail.com,
³widyahusna522@gmail.com, ⁴Omari_salim05@yahoo.co.uk

Abstract

This research examines the positive impact of MSME visibility on marketing in the digital world. This research uses a qualitative method with a descriptive approach. The data used is secondary data. Data analysis was conducted using qualitative analysis techniques. The results of the study show that the visibility of MSMEs has a crucial role in the sustainability of MSMEs. There are several positive impacts of the emergence of MSMEs in the digital world on marketing, such as increasing Brand Awareness, making it easier for customers to find information, and increasing the number of customers, which can also indirectly increase sales and customer loyalty. In addition, several strategies can be used to increase the visibility of MSMEs in the digital world related to marketing, namely building websites, using social media, doing SEO (Search Engine Optimization), creating online advertisements, and getting positive reviews. By utilizing good digital marketing, MSMEs can more easily promote their products and services to a broader audience. In addition, it can attract more potential customers. It also allows MSMEs to more easily compete with larger companies as they can reach the same audience at a lower cost.

Keywords: Digital World, Marketing, MSMEs, Visibility

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^{1,2,3} Institut Agama Islam Negeri Palangkaraya and Jl. G. Obos, Menteng, Kec. Jekan Raya, Kota Palangka Raya, Kalimantan Tengah

⁴ Kabul University and Kabul, Afghanistan

E-mail: ¹itsia.yunisva.aviva@iain-palangkaraya.ac.id, ²mawarardiansyah2212@gmail.com,
³widyahusna522@gmail.com, ⁴Omari_salim05@yahoo.co.uk

Introduction

The utilization of digital technology to enhance ongoing processes and investigate digital innovation, which has the potential to change the business model, are both components of what is known as digital transformation. The organizational changes due to adopting new technologies at different levels are called "digital transformation." Digital innovation, recombining digital technology and physical components to produce new digital goods, may threaten an enterprise. Digital innovation involves transformational changes in strategy, processes, and products that require companies to rethink their organizational logic. Digital transformation will make it easier to analyze data when using business intelligence. Intelligence or business intelligence are tools that assist in analyzing data and information to provide the assistance that executives and managers need to make sound business choices. The growing importance of digital technology for organizations is also reflected in the alignment between IT and business, particularly in the integration of IT strategy and business strategy into a joint digital business strategy. While the digital system consolidates and aligns IT and business strategies, the digital transformation strategy explicitly includes the vision, planning, and implementation of organizational change processes (Putri et al., 2021).

The emergence of technologies such as the Internet has facilitated the proliferation of communications. Information technology makes a person not have to communicate directly face to face. Conversations between humans are not always verbal but can be through writing (Fanani & Panuju, 2019). Today, many media platforms are online, which have developed into communication forums. Changes are also taking place in terms of the economy, referred to as "internet commerce". Therefore, there will be new economic growth in cyberspace based on new types of business models (Rahmawan et al., 2020).

Business competitiveness in the digital economy era must focus on customers and competition. If it doesn't implement this idea soon, it will allow itself to be destroyed directly or indirectly by competing companies. Consumers expect many things from businesses, such as fast product delivery and consumer satisfaction based on product authenticity. Then, every company must have an effective management for its operations. There is a close relationship between commercial and technological activities of a wide variety. For the company's activities to be more successful and efficient, technology is undoubtedly of great importance. Businesses need advanced technology to work seamlessly and assist all consumer and producer interactions (A. B. Setiawan, 2018).

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MSMEs (Micro, Small and Medium Enterprises) are an essential part of the Indonesian economy and one of the ways the country can combat its weak domestic economy. MSMEs can be a way to build the regional economy (Lubis, 2016). MSMEs are the economic activities that drive Indonesia's growth. Some examples of MSMEs are manufacturing, agribusiness, agriculture, and also human resources (Lestari et al., 2022). It is possible that the use of micro, small and medium enterprises (MSMEs) could be an efficient solution to the problem of maintaining the current rate of domestic economic growth and preventing the population of these countries from becoming vulnerable in the areas of clothing, food and shelter. MSMEs are also an activity in their own right that has the potential to create more jobs and serve as an economic engine for the community. They also have the potential to play a role in the welfare process and in increasing people's incomes so that they can meet their daily needs. The current state of the national economic crisis significantly impacts national economic stability. As a result of the crisis, the activities of large enterprises (UB) began to decline and went bankrupt. In contrast, micro, small, and medium enterprises (MSMEs) and cooperatives were still relatively able to develop (Rengganawati & Taufik, 2020).

The growth of MSMEs is significant for various reasons. These businesses can drive the economic activities of a community while also serving as a source of income for the vast majority of people and increasing their standard of living. MSMEs have significant potential to encourage community and individual economic activities (Marantika et al., 2021). The digital world is so fast and must be appropriately followed. The development of digital technology provides increased choices for micro, small, and medium businesses to advertise their goods offline and online. MSME actors can transact through the banking system and online (Rengganawati & Taufik, 2020). Micro, small, and medium enterprises must take advantage of Indonesia's potential to become the country in ASEAN with the most significant and fastest-growing digital economy so that business units can continue growing internationally. The value of Indonesia's digital economy is expected to exceed \$130 billion, especially in 2025. The government must take advantage of this enormous potential by concentrating and expanding access to digital markets to increase digital connection in all areas, especially for micro-entrepreneurs in various regions (Hendrawan et al., 2022).

The visibility of MSMEs has a significant role in the continuity of MSMEs. MSME visibility is a term that refers to the level of visibility or ability of an MSME to be recognized by the public or potential customers. This can happen through various means, such as using social media, creating a website, or promoting the business through advertisements or local events.

The ability of an MSME to be visible to others is essential, as this can help increase sales and the business's popularity. Significantly to increase competitiveness and expand market reach. When MSMEs neglect their digital marketing development, it can hinder them from increasing their visibility and competitiveness in an increasingly competitive market (Banjarnahor et al., 2023).

Based on the researcher's search, limited previous studies still discuss the visibility of MSMEs. Even though the visibility of MSMEs has a vital role in the sustainability of MSMEs. Therefore, researchers are interested in further discussing the positive impact of MSME visibility on marketing in the digital world. The results of this study are expected to provide recommendations for MSMEs to increase visibility in the digital world.

Methods

This study used a qualitative method with a descriptive approach. Qualitative research is a type of research that uses a qualitative approach to collect and analyze data. This research emphasizes the quality and context of the collected data and is often used to explore social or unknown phenomena. The data used is secondary data. Secondary data is obtained through literature studies, scientific journals, and digital business reports. Data analysis was carried out using qualitative techniques, namely reducing the amount of data, presenting facts, and arriving at conclusions.

Result and Discussion

Micro, Small and Medium Enterprises (MSMEs) and Digital Marketing

Micro, small, and medium enterprises are productive autonomous business units that can be operated by any person or business actor in any field. These businesses can be broken down into three categories: micro, small, and medium. Small and medium enterprises are referred to as SMEs. The initial value of company assets (except land and buildings), average annual turnover, or the number of permanent employees are usually the main differentiating factors between micro-businesses, small businesses, medium enterprises, and large enterprises (Mahalizikri, 2019). Furthermore, Rudjito (2003) argues that MSMEs are businesses that play an essential role in the Indonesian economy.

Most of the MSMEs in Indonesia are successful in employment. Based on data from the Ministry of Cooperatives and SMEs, in Indonesia in 2019, there were 65.4 million MSMEs. With the number of business units reaching 65.4 million, it can absorb 123.3 thousand

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workers. This proves that the impact and contribution of MSMEs are hugely significant in reducing the unemployment rate in Indonesia. The increasing involvement of labour in MSMEs it will help reduce the number of unemployed in this country (Kementerian Keuangan RI: Direktorat Jenderal Perbendaharaan, 2023).

Visibility in the Digital World

The development of the digital economy in Indonesia has changed along with changes in people's behavior; 49.6 % of consumers look for product information online before making a purchase, thus becoming an opportunity for MSMEs to expand market access and a challenge to survive in the digitalization era. Micro enterprises play an essential role in the economy, so collaboration is needed to help digitalize the economy. The number of MSMEs in Indonesia is 59.2 million of which 3.79 million or 8% have gone digital (Fuadi et al., 2021). In digital marketing, various digital channels such as websites, social media, email, online advertising, and search engines reach potential customers and increase business visibility (Hanjaya et al., 2023).

Through digital marketing, MSMEs can reach a broader market and transcend geographical boundaries. They can reach potential consumers in different regions, both locally and internationally. This opens up new opportunities for MSMEs to increase their visibility and market share (Sentoso et al., 2023). With this principle of visibility, the engine behind social media will work to find users who can attract "attention" and become a promotion strategy and more customers than others (Rahmawan et al., 2020).

Factors Affecting MSME Visibility

MSMEs visibility is the convenience offered to MSMEs to be seen by the general public. Several factors that can affect the visibility of MSMEs include:

Promotion

One method used to boost sales volume is promotion. The purpose of the promotion is to make customers aware of the presence of the product and instill confidence in them regarding the benefits offered by the product. In his book *Creative Promotion Strategies and Integrated Case Analysis*, Rangkuti emphasized that corporations are involved in promotional efforts to maximize profits from these operations. In general, company promotions are required to have objectives as their foundation, namely (Puspitarini & Nuraeni, 2019):

- a. Behavior Modification. A market is a place where people gather to engage in exchange activities. These people exhibit a variety of behaviors. Likewise, their perspectives on a product or service and their interests, desires, impulses, and loyalties differ. Therefore, promotion aims to change someone who initially refuses a product to become a loyal customer by changing his behavior and attitude.
- b. Making Information Available. Promotional activities aim to inform the product's target audience about the intended offer. Information that can include price and quality as well as buyer requirements, product uses, and privileges.
- c. Persuasive. The majority of people disapprove of this promotion in its current form. But the fact is that in modern times, there has been a proliferation of this kind of promotion. The purpose of these offers is to encourage customers to make purchases.
- d. Remind. Promotions like these bring product brands to public awareness and are called "recall" campaigns. In the product life cycle context, this promotion takes place during a stage known as "maturity." Since customers don't just buy something once but repeatedly, the company works hard to maintain its relationships with its clients to retain them as customers.

Effective promotions can help more people see your MSMEs and increase the chances of getting new customers. That way, promotion becomes one factor influencing the increasing visibility of MSMEs.

Placement (Location)

The site where the company's operations or activities occur is called the location. Location is among the most critical factors determining market interest in MSMEs (Harsanto & Hidayat, 2017). By choosing a strategic and appropriate location, micro, small, and medium enterprises (MSMEs) will gain fast public recognition, and it is unimaginable that their products will sell well. Regarding location, small and medium enterprises (SMEs) should try to open in traditional markets or other densely populated areas. Suppose you cannot find a strategic location. In that case, you must consider the following when opening an MSME, namely ensuring that vehicles are passing every minute if it is opened on the side of the road, measuring the level of consumption of the community by calculating the number of similar businesses in the vicinity, completing the business with a business license, Hinderordonnantie (HO), Tax ID Number (NPWP), etc., and most importantly, adjust the budget you have (Atmaja & Ratnawati, 2018). If your UMKM is located in a place that is easy to reach and easily seen by passers-by, this can help increase its visibility.

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Social Media Use

One of the main driving elements for SMEs to continue using social media to promote their business, increase product sales, engage with consumers, and expand their market network is the many benefits of using social media in developing SMEs. There are more financial and non-financial benefits from using social media, such as increasing sales and building customer relationships based on the number of visits to social media pages (Lina & Permatasari, 2020).

One type of media that makes it easy for entrepreneurs to communicate with everyone, including customers and other groups of people who might be interested in what they have to offer, whenever and wherever they are, is social media. Social media as a channel of information and communication between manufacturers and customers, regardless of their physical distance, is a precious application of this technology. Social media platforms are believed to be media that can be used to find consumers and build product brand images (Purwiantoro et al., 2016). When a social media platform is consistent with what is believed and supports micro, small, and medium businesses (MSMEs) in carrying out their daily lives, such as facilitating fulfillment of promotional needs and increasing sales, then MSMEs can use it.

Effective use of social media can help your MSMEs increase their visibility. By posting about the products or services offered, answering customer questions, and sharing helpful content, your MSMEs can reach more people and increase their visibility.

Product Quality

The product quality component is no less important than other aspects of the product because the happiness and satisfaction consumers have after purchasing and consuming a product is also determined by other aspects of product quality. This level of satisfaction is directly proportional to the quality level of the product in question (Fadhila et al., 2022). Product quality can be defined as the extent to which a product can fulfill its intended purpose. Because consumer-centered quality refers to the complete quality and attributes of goods and services that influence their capacity to satisfy consumer demands, the quality of a product can influence the customer's decision to purchase that product. Product quality can be defined as everything that can be offered to the market to attract interest, purchase, use, and consumption in a way that meets consumer demand or needs (Masrurin, 2020). The quality of the products offered by your MSME can also affect its visibility. If the products

offered are of high quality, satisfied customers will be more likely to recommend your MSME to others, which can increase its visibility.

The Positive Impact of MSME Visibility in the Digital World on Marketing

This sales and marketing business is a crucial component. Therefore, companies have many options to improve their product sales and advertising systems. These approaches range from more classical methods to more contemporary methods. As a result of the accelerating pace of technological progress, more and more businesses are turning to digital tools to enhance their sales and marketing operations (Wardhana, 2015). In terms of building a marketing network on a national and global scale, one of the best choices for micro, small, and medium enterprises (MSMEs) is digital marketing. Customers or potential buyers can obtain information about a product or service through digital marketing, which allows sellers or business owners to communicate with potential buyers regardless of the buyer's location or the amount of time that has passed (Abdurrahman et al., 2020).

Advances in digital technology allow SMEs to sell their products online and carry out banking transactions online. Utilizing social media and websites to advertise their products, small and medium enterprises (SMEs) marketing has shifted from traditional to digital with the emergence of digital technologies. Using Internet media is an optimal strategy for SMEs who want to develop their business. Before deciding that online media is the best way to expand their business reach, small and medium enterprises consider the convenience of an internet connection, the benefits achieved, and the low costs involved. Starting with the most dominant, digital marketing strategies influence competitive advantage in the form of quickly finding products, finding special offers, identifying and attracting new customers, finding product information, building brand recognition and visibility, increasing brand acceptance among consumers, showing customer reviews, and provide the latest information via SMS-blog (Wardhana, 2015).

Small and medium enterprises (SMEs) can now market their brands and goods by leveraging their own designed and created websites or social media platforms. Small and medium enterprises (SMEs) are starting to aggressively use digital marketing and social media to enable consumers to buy SME goods wherever they want, and this is due to the encouragement of client demand and the effectiveness of promotional costs (Siswanto, 2013). Leveraging digital marketing has many benefits, including targets that can be made based on demographics, domicile, lifestyle, and even behavior, and they can offer marketers

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immediate, visible results so they can take remedial action if they feel something isn't quite right (Rengganawati & Taufik, 2020).

Dissemination of digital marketing strategies through the use of social media is essential because it can offer in-depth knowledge to MSME actors about the steps involved in growing consumer networks and maintaining their presence through marketing their products on social media, increasing the excellence and competitiveness of MSMEs themselves (Rengganawati & Taufik, 2020). Consumers can get all the information they need about goods and make transactions online thanks to digital marketing, which also allows businesses to track and fulfill the wants and aspirations of potential customers regardless of time or place. In addition, digital marketing is a two-way conversation that can increase public interest in certain goods and businesses (Rengganawati & Taufik, 2020). Businesses that successfully implement digital marketing have contributed to market expansion, which has resulted in a greater variety of products being available.

The use of social media by MSMEs helps to increase their sales volume, which is another benefit for this business. Most of the increase felt by MSMEs ranges from 10-15 percent (Rengganawati & Taufik, 2020). Building the visibility of micro, small, and medium enterprises using social media marketing is more successful in increasing sales (Chrismardani & Setiyarini, 2019). Visibility, or the ability to be seen by others, is an important factor in marketing. With high visibility, it will be easier for potential customers to find and find out about the products or services offered by MSMEs. The following are some of the positive impacts of MSMEs' visibility in the digital world on marketing:

1. Increase Brand Awareness

With high visibility, MSMEs can increase their brand awareness. This will help more people recognize MSMEs and increase the attractiveness of the products or services. This is consistent with the findings of Febriyanti et al., (2023), Firdaus (2023), Utari (2022), and Yusuf et al. (2023) that the visibility of MSMEs through marketing technology is beneficial for MSME owners in increasing brand awareness of their products.

2. Make it Easy for Customers to Find Information

Potential customers will more easily find MSMEs visible in the digital world. They can easily find information about the products or services offered (Febriyanti et al., 2023; Yusuf et al., 2023), as well as know the location and how to order or buy the product.

3. Increase the Number of Customers

High visibility in the digital world can increase the number of MSME customers (Sitompul, 2023). Besides being easy to find, customers will also have more trust in MSMEs that are visible in the digital world because they look more professional and modern.

4. Increase Sales

With more and more people knowing and interested in the products or services offered, more people will buy, thereby increasing the MSME sales (Arief et al., 2023).

5. Increase Customer Loyalty

Customers who feel well served will be more loyal to MSMEs and more likely to repurchase the same product or service in the future. With high visibility in the digital world, MSMEs can build customer loyalty (Sudirjo et al., 2023) by providing useful information and satisfactory services.

Strategies to Increase MSME Visibility in the Digital World in Marketing

The rise of the Internet in Indonesia, a country with such a large "market", is undoubtedly one of the elements that contributed to the creation of a new advertising model, which involves the use of the Internet or online and is also referred to as digital marketing or digital marketing. Marketing plans that utilize various digital media, including websites, mobile phones, emails, blogs, viral marketing, and so on, are referred to as digital marketing. The rise of digital marketing has led to the development of a new type of marketing that is done using mobile phones. This method is often referred to as mobile advertising. Mobile advertising is a relatively new type of marketing in which advertisements are delivered to consumers through mobile devices such as cell phones. Internet-based e-marketing is referred to as "digital marketing," it is a state where marketers are required to conquer not only the brains but also the emotions and souls of customers. Motivating marketers to create goods that, in addition to quality and service, provide customers with a more satisfying experience (B. Setiawan & Fadillah, 2020).

Here are some strategies that can be used to increase the visibility of your MSME in the digital world regarding marketing:

1. Creating a website

This impacts the increasingly fierce competition in getting customers through digital marketing media. More and more micro, small, and medium enterprises (MSMEs) are

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increasingly embracing online media in promoting goods or services in today's digital era.

MSME owners need access to the best tactics and solutions available to increase their market share by optimizing search engines using various methods. Digital marketing in the form of a website will get more potential visitors if the website has a good rating on the pages that Google uses to display search results. Increase the exposure of a website on the results page of an information search engine such as Google (Utari, 2022).

A website is a collection of web pages linked together thematically and sometimes accompanied by image files or other media types. A website is usually hosted on at least one web server, which can be accessed via a network such as an internet or a local, regional network (LAN) via an internet address known as a Uniform Resource Locator (URL) (Kristiyanti & Rahmasari, 2015). Creating a high-quality and easy-to-navigate website can help increase the visibility of MSMEs worldwide.

2. Use social media

Social media such as Facebook, Instagram, and Twitter can be used to promote MSMEs and increase their visibility in the digital world (Harto et al., 2023). Make sure to post helpful content and actively answer customer questions.

3. Do SEO (Search Engine Optimization)

The promotion of MSME products through the use of e-commerce will result in increased sales. This is because MSME products can be accessed worldwide. With increased sales, MSME players will be able to advance their welfare. It is very important to have a unique approach that can increase the number of visitors while being easy to implement. Utilizing Search Engine Optimization (SEO) tactics is one tactic that has a good chance of success. The goal of search engine optimization, or SEO, is to move website pages closer to the top of the results pages displayed by search engines like Google, Yahoo, and Bing. This way, potential customers will find the website more easily (Triyanto & Susanti, 2017). SEO is a process that helps improve the ranking of your MSME website on search engines like Google. By using the right keywords and updating the website regularly, your MSME can appear in higher search results and increase its visibility (Utari, 2022).

4. Create online ads

Online ads such as Google AdWords or Facebook Ads can help increase the visibility of your MSME in the digital world (Hanjaya et al., 2023). Make sure to target your ads to the right audience so that your ads are seen by people who are more likely to become potential customers.

5. Get positive reviews

Positive reviews from customers posted on social media or online review sites can help increase the visibility of your MSME in the digital world. Ensure you provide good customer service so your customers are more likely to leave positive reviews.

Conclusion

MSME visibility has a vital role in the sustainability of MSMEs. There are several positive impacts of MSME visibility on marketing in the digital world, such as increasing brand awareness, making it easier for customers to find information, increasing the number of customers, increasing sales, and increasing customer loyalty. In addition, several strategies related to marketing can be used to increase the visibility of your MSME in the digital world, including creating a website, using social media, doing SEO (Search Engine Optimisation), creating online ads, and getting positive reviews. This research is expected to contribute to MSME players improving digital marketing, which in turn can increase the visibility of MSMEs in the eyes of consumers.

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