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UTILIZATION OF DIGITAL MARKETING SYSTEMS TO INCREASE SALES TURNOVER OF MSMEs IN MANDAILING NATAL REGENCY

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Abstract

Researchers want to know and analyze the use of digital marketing systems in increasing sales of MSMEs in Madina Regency. Data collection techniques were through questionnaires and interviews conducted by researchers with UMKN as research samples. The sampling technique in this research used a purposive sampling technique with a sample of 25 MSMEs. The research results show that MSMEs have utilized digital marketing systems in marketing their products. Understanding of MSME players is related to the digital marketing system, namely related to 96% of MSME players stating that they strongly agree with the ease of making digital payments, in running a business digitally, almost 92% of respondents stated that programmed promotional activities are needed, response to products between business actors and customers getting a response of 96% from MSMEs, of course this is related to suggestions and comments on the business, images of the products offered, information about the product, attractive product appearance and attractive and unique business design , getting a response of around 96%. So in managing a digital marketing system these strategies are needed in order to increase sales turnover.

Keywords: Digital Marketing; MSMEs and Sales Turnover

INTRODUCTION

Business people in the 4.0 era must be able to keep up with technological changes that are increasingly rapid from time to time. One form of marketing that must be adjusted is usually called a digital marketing system. Of course, using this platform, apart from being able to increase the sales value of a business, you must also be able to design a brand that is effective and targeted in attracting consumers to make transactions. According to (Santoso, 2021) digital technology, it can be used to introduce entrepreneurial activities digitally. By utilizing online business, you will certainly be able to introduce and promote certain products or services more practically to the general public. If observed from the perspective of increasing profits, online marketing certainly has excellent potential for entrepreneurs (Solihin & Aprilliani, 2023). Digital marketing is a medium that is in great demand and supports people's operational activities. (Purnomo, 2023) Through this media you will certainly be able to promote your business or product digitally by utilizing the internet.

The supporting means for utilizing digital marketing platforms that are currently widely used is using technology and communication devices (cellphones) which almost everyone has. Having this device will certainly make it easier for everyone to access or carry out certain transactions according to their individual needs. (Arya Abdillah & Deniaty Sholihah, 2023) The development of digital technology also provides opportunities for MSMEs to access global markets and of course as a medium for introducing their product services to the public. Based on the explanation of previous research, this research will carry out the process of detecting wood defects by adopting the

performance of the ROI method in determining wood quality. The performance of ROI method performs statistical distribution of pixel intensity, which can be done by extracting texture feature. Another explanation also illustrates that the ROI method is an analytical method based on wavelet-based multi-resolution analysis. The process of detecting wood defects using the ROI method in this research aims to present a maximum detection algorithm for determining wood quality. The performance of the ROI method is expected to be able to determine wood defect objects in images of wooden objects with precise and accurate output. This research will also be able to contribute to the production of wooden products such as furniture and other parties in efforts to determine quality wood to increase productivity.

Recently, the use of digital marketing systems has been widely used by business people, both large and small businesses. This is also in line with the opinion (Mufti Prasetyo & Aditya Suryo Leksono, 2023) of reaching customers more widely from various parts of the region by utilizing digital technology. Digital marketing is marketing interaction by utilizing web-based media (Mulya Sumantri et al., 2023) such as social media, digital marketing platforms, email, advertising to carry out business branding.

Entrepreneurs are currently carrying out healthy competition in increasing profits by utilizing digital marketing systems (Robby Aditya & R Yuniardi Rusdianto, 2023). Of course, this strategy is used to achieve company success, which of course is not only related to material aspects but also intellectual abilities, the ability of human resources to manage, and relationship capital that continues to be



improved both in traditional marketing and the digital world (Kota Palu, 2023).

We Are Social report, the number of internet users in Indonesia has reached 213 million people as of January 2023. This total is equivalent to 77% of Indonesia's total population, namely 276.4 million people at the beginning of 2023. Related to this reality, of course the digital world has become a problem. one of the dominant activities of the Indonesian population. If it is related to promotional efforts, of course digital marketing is very trendy to do at the moment. Marketing activities that were originally carried out in the real world have now shifted to the virtual world (Nasir et al., 2023). So the marketing process has no choice but to start adapting to changing habits. There are several marketing centers in digital technology today, including social media, market places, online stores, e-commerce apps and so on. Of course, all of this must be managed well by people who are able to manage information technology and technology in carrying out effective marketing. Related to this reality, (Lifchatullaillah et al., 2023) of course, improving management and marketing for the development of micro, small and medium enterprises must be able to adapt to developments in information and communication technology. According to employees of the District Cooperative Service. Madina knows that the number of MSMEs continues to increase from year to year. The government also carries out training on the use of digital marketing in promoting MSME businesses regularly. Of the several activities that have been carried out to help MSMEs increase their business turnover, it is necessary to know the impact and how MSME entrepreneurs can maximize digital marketing systems to increase their business turnover.

RESEARCH METHODS

This research activity was carried out at the District Cooperative Service. Mandailing Natal will be held in September 2023. The MSMEs selected here are several businesses that have used digital marketing systems with a total of 25 MSMEs with selection criteria based on businesses that have been running for less than one year and businesses that specifically sell food and drinks. In terms of data collection, researchers used direct interview techniques with MSME entrepreneurs and distributed questionnaires containing several statements which were filled in directly by sample respondents in the research. The quantitative descriptive method was chosen in conducting this research by analyzing single variable data. After collecting the data, the percentage value of each statement indicator is calculated and a conclusion is made from the data obtained.

RESULTS AND DISCUSSION

MSME Development in the District. Madina always experiences improvement from year to year, especially culinary businesses which are in great demand by people in this area. In determining a marketing model, of course MSMEs must think about plans on how to increase their income turnover amidst increasingly increasing competition. In this research, we will analyze the application of transaction costs, which is a very effective advertising technique for reducing costs and time in carrying out transactions. In this regard, MSME respondents in the district. Madina gave responses as shown in table 1 below:



Respondents' Responses	Number of Respondents	Percentage (%)
Strongly agree	18	72%
Agree	6	24%
Don't agree	1	4%
Strongly Disagree	0	0%
Amount	25	100%

Table 1 . Respondents' Responses Regarding Transaction Costs

It is known that from 25 respondents data was obtained that almost 96% stated that in transaction costs using a digital marketing system they strongly agreed and agreed and only 4% said they disagreed. From this data it is known that it is felt that this transaction cost activity can shorten the time for carrying out transactions for MSMEs after using a digital marketing system. This is also in line with research results (Anggraini et al., n.d.) which state that increasing a business's income must certainly be able to take advantage of developments in information technology, of course through transactions carried out, be it promotions or other activities that utilize digital marketing systems in a business. Based on research results (Marasabessy, n.d.), transaction costs have a positive impact on sales of a business which can be seen from the efficiency in carrying out indirect transactions.

The relationship between the interactions or relationships carried out by MSME actors with their customers is seen based on how customers provide comments or suggestions about the products/goods provided by the seller. Below we can see the responses given between consumers and business actors in table 2.

Respondents' Responses	Number of Respondents	Percentage (%)
Strongly agree	17	68%
Agree	6	24%
Don't agree	2	8%
Strongly Disagree	0	0%
Amount	25	100%

Table 2 . Respondents' Responses Regarding Interactive

From the data in table 2, it was found that around 92% of respondents stated that they strongly agreed and agreed with customers providing input in the form of criticism or suggestions and only 8% said they did not agree. From this data it is known that every MSME has an open attitude and agrees if the products they sell or displayed on the digital marketing system receive a response from customers or people who see their products. The results of research conducted by (Shelylla Aprilydia Putri, n.d.) influencing consumers in making choices when purchasing a product can also be seen from the facts of several comments found on online stores. Another thing that is also shown based on research results (Mulyaputri, n.d.) is that influencing a consumer's intention to make a purchase is also influenced by how many likes and comments are given to each product in an online shop's display case . This means that by always maintaining a good relationship between MSME entrepreneurs and their customers by utilizing a digital marketing system, you can increase sales revenue for each product offered by the seller.

In building a digital marketing system, of course it cannot be separated from the programs offered by sellers, of course this is related to the advertising and promotions carried out. According to (Kaloka anglesti sari, n.d.) the work produced in the form of creating video content about a product that goes viral on social media, it will also have an impact on the buyer's level of confidence in their intention to purchase a product. It is certainly believed that this will have a positive effect on increasing business turnover. The following are responses



regarding the incentive program filled in by respondents.

Respondents' Responses	Number of Respondents	Percentage (%)
Strongly agree	20	80%
Agree	4	16%
Don't agree	1	4%
Strongly Disagree	0	0%
Amount	25	100%

Table 3 . Respondents' Responses Regarding the Incentive Program

The data in table 3 shows that around 96% of respondents strongly agree and agree to always carry out promotions and display interesting advertisements, for example offering buy two get one free promotions, showing advertisements about interesting and unique food menus and delivery services to customers. From these results it can be seen that respondents have very good knowledge of how to market products sold in an incentive program on a digital marketing system. The results of this research are in accordance with research (Chan et al., 2020), (Moslehpour et al., 2021), and (Anggrenita & Sander, 2022) which states that marketing carried out digitally really helps business actors in explaining to customers about the types of products offered and services provided. Another thing that is of concern in a digital marketing system is how the site design or appearance/layout of the digital shop can be as attractive as possible for consumers to visit. The following are responses from MSME actors to the site design in table 4.

Respondents' Responses	Number of Respondents	Percentage (%)
Strongly agree	16	64%
Agree	8	32%
Don't agree	1	4%
Strongly Disagree	0	0%
Amount	25	100%

Table 4 . Respondents' Responses Regarding Site Design

It can be seen from table 4 that as many as 64% of respondents stated that they strongly agreed and 32% agreed that site

design really has a positive influence on customers who will visit the digital marketing system of their place of business. Only 4% or 1 respondent stated that they did not agree with the appearance of the site which was attractive for consumers to visit. The important thing in digital sales is how consumers can easily and understand the information displayed.

CONCLUSION

In increasing sales of a product/service by utilizing a digital marketing system platform, there are several things that must be considered, including transaction costs, interactive programs and program design which MSME entrepreneurs in Kab. Madina to increase the income turnover of a business. It can be stated that the use of a digital marketing system in running an MSME business can influence consumer confidence in carrying out buying and selling transactions if it is managed with good digital management. The more attractive the digital marketing that we package will certainly increase the attractiveness of consumers in buying the products we offer. This research is still limited to MSMEs in Kab. Mandailing Natal, especially the food and beverage business, is managed directly by the Cooperatives Service, so if the scope is further expanded, different results will certainly be obtained.

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