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Strategy For Developing Malang City's MSMEs For The Digital Market Via B2c Marketing And Social Media Marketing

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Abstract:

The goal of this research is to provide material consideration for IKM owners in particular, and for the Malang City Department of Cooperatives, Industry, and Trade (Diskopindag) in general. This information may be used to develop plans for increasing the growth of SMEs going global. In this study, data was gathered through searching for literature papers and distributing questionnaires. Literature review and dissemination of questionnaires to be completed by respondents Based on this idea, a sample of 400 respondents was disseminated online and offline over the internet using enumerators in this study.

According to the findings of the study, SMEs utilize social media to inform and connect with their customers. The tool is really successful in informing me about IKM products and allowing me to communicate directly with customers. Furthermore, IKM forms alliances with e-commerce companies in order to expand digital product marketing platforms and food delivery convenience. The challenges that SMEs encounter when implementing digital marketing include inconsistent internet connections, delivery delays, and internal difficulties caused by a shortage of human resources as a result of huge orders generated by social media advertising.

Key Word : MSMEs, B2C Marketing, Social Media Marketing

Abstrak :

Tujuan penelitian adalah sebagai bahan pertimbangan bagi pemilik IKM khususnya dan bagi Dinas Koperasi, Perindustrian dan Perdagangan (Diskopindag) Kota Malang pada umumnya. Informasi ini bisa dipakai untuk pertimbangan dalam menciptakan strategi meningkatkan pertumbuhan IKM untuk go-internasional. Pengumpulan data dalam penelitian ini dilakukan dengan cari studi literatur dan distribusi kuesioner Studi literatur dan Distribusi Kuesioner kepada responden untuk dijawab, jumlah sampel yang baik untuk model SEM berkisar antara 100-2002 responden. Berdasarkan teori tersebut dalam penelitian ini mengambil sampel sebanyak 400 responden disebarkan secara daring dan luring melalui media internet dan bantuan Enumerator

Berdasarkan analisis dan pembahasan di atas dapat disimpulkan bahwa IKM menggunakan media sosial untuk menginformasikan dan berkomunikasi dengan konsumen. Media sosial yang sering digunakan adalah Facebook dan Instagram. Platform tersebut cukup efektif digunakan dalam menginformasikan produk IKM dan berinteraksi langsung dengan konsumen. Selain itu IKM juga membangun kemitraan dengan Go-Food, Grab-Food, dan Shopee-Food menambah platform pemasaran

produk secara digital dan kemudahan dalam pesan-antar makanan. Kendala yang dihadapi oleh IKM dalam menerapkan digital marketing adalah koneksi internet yang tidak stabil, keterlambatan dalam pengiriman, serta masalah internal karena kurangnya SDM akibat pesanan yang banyak karena promosi di media sosial.

Kata Kunci : MSMEs, B2C Marketing, Social Media Marketing

1. Introduction

From the survey data, Indonesian products are still wide open for penetration in the existing market. This penetration gradually begins to change and shifts away from conventional or traditional marketing models, which then switch to modern marketing models, namely digital marketing. In its development, COVID-19 has had a significant effect on changing financial and business methods, which then turned into digital segment competition (Giantari et al., 2022). This digital method has an impact, namely when all activities carried out in business activities are carried out without physical contact (Leow et al., 2022). This is because several companies, including MSMEs, are starting to use digital systems or methods to market their products and services at this time. However, this marketing revolution cannot be separated from changes in consumer behavior that have begun to adopt technology and internet use; it is defined that consumer behavior and marketing methods have changed (Krishnan et al., 2022). This is why the use of B2C marketing and social media marketing greatly affects the rate of return on investment in business ventures (Silva et al., 2020). That is the importance of B2C marketing where it is used in the marketing approach method to sell products or services directly to end consumers. In this model, businesses interact directly with each customer to influence transaction decisions. The main goal of B2C marketing is to attract customer interest, build relationships, and achieve profitable sales. What does it look like? Here are some examples of B2C marketing applications in real life.

Malang City is a student city with a large number of young people and digital natives who are comfortable with the Internet and technology (Adiansah et al., 2019). According to the results of the 2019 Annual IMK Survey, there are 13,111 IMK firms or companies in Malang City that operate or produce commercially. Malang City is the city with the most IMK firms or companies, ranking 29th in East Java Province in 2019 (Badan Pusat Statistik Kota Malang, 2021). Simultaneously, customers rely on Internet technology to gain access to information offered by business players in industries that supply their services (Amalia et al., 2019).

IMK's product marketing in Malang has now shifted to social media channels, when they previously had to do this manually by delivering brochures and demos. Many marketing methods now make use of Instagram, which is utilized not only for amusement purposes but also as a wonderful chance to grow the IMK business. Furthermore, user-interested social media is a technique of producing powerful persuasive messages to draw customers' attention (Puspitarini & Nuraeni, 2019).

The role of the media website aims to increase turnover from IMK sales and also act as a medium for marketing the goods and services they offer (Febrian & Ahluwalia, 2020). Social media and digital markets are able to reach a wider market and can reduce the operational costs of publishing. IMK frequently employs B2C (business-to-consumer) in an effort to increase sales transactions, as well as a medium for delivering information to customers and the general public within the scope of marketing objectives (Lupi & Nurdin, 2016).

As a result, in order to create diverse impacts for IMK actors, IMK must advertise goods and services using social media and B2C marketing approaches. Based on this

phenomenon and the primary concept mentioned, the researcher wishes to do more research on the digital market growth potential of Malang City IMK from the perspectives of B2C marketing and social media marketing.

Previous research seeks to prove and analyze previous research in order to differentiate it from current research. In Alibaba Research: Entrepreneurial growth and global expansion in B2B/B2C markets, it was found that Alibaba grew and developed using B2B and B2C systems (Anwar, 2017). The fast expansion of marketplace firms and the worldwide competitiveness of small company initiatives demonstrates this. These findings, however, contradict the findings of the study on e-commerce regulation in China: Risks and Opportunities for International Cooperation. His study's findings imply that worldwide B2C (business to consumer) is a risky aspect of e-commerce. Regulations restricting the use of excessive export commodities are one of the concerns (Flegontova, 2017). As a result, in this study, we employ social media marketing to reduce risks by bringing it closer to customers and making it easier for them to obtain information.

According to the findings of the study Social Media Marketing and Brand Loyalty: The Role of Brand Trust, a social media marketing strategy will make it easier for customers to obtain information through social media, which can increase consumer confidence in the company because it provides good quality to consumers (PUSPANINGRUM, 2020). Furthermore, the study's findings, "Social Media and Human Need Satisfaction: Implications for social media marketing generate extremely effective social media to deliver information to customers, but this must be balanced with a good relationship with customers, emotional connectedness with customers, honesty, and business distinctiveness.

B2C Marketing

As the internet advances, B2C no longer works in the conventional sense. B2C refers to online goods sales as well. MSME/IKM enterprises can also undertake B2C transactions online. Selling via e-commerce is one of the things that MSME and IKM firms can accomplish with B2C. Alibaba has become a symbol for huge entrepreneurs and worldwide market participants, allowing it to develop globally via the B2C marketing strategy or system (Anwar, 2017). In other words, the Internet is used in all casual B2C conversations. Individual or group marketing goals exist in B2C. B2C is better suited for usage with social media platforms like as Facebook, Instagram, Twitter, and YouTube to increase audience reach (Cao, 2021).

B2C focuses on the user or customer approach, specifically the digital marketing strategy with digital marketing channel features. Because there are many clients, and the more the better for their commercial operations, business-to-consumer (B2C) organizations must have comprehensive connections from each line of business and marketing tactics for product distribution (Madhavaram & Bolton, 2020). Companies frequently generate great content in the B2C or e-commerce website model to attract website users and improve website traffic. Businesspeople utilize this to sell advertising space with information on the sale of a product or service. The more traffic there is, the greater the company's advertising expenses might be (Latzer & Schmitz, 2004).

Social Media Marketing

Social media marketing is a type of marketing that uses social networks and websites to promote both paid and unpaid items or services. Marketing methods used in company operations must blend social media and traditional marketing in order to obtain real-time data. Furthermore, this combination strategy has the potential to maximize corporate effectiveness (Vorvoreanu et al., 2013). To enhance social media marketing, you must develop quality

content and understand what is trending on social media. This is the key to optimizing your social media marketing efforts (Hsu, 2021).

The effectiveness of social media marketing is determined by a company's ability to discover and optimize its consumer resources, with customers becoming beneficiaries of companies via social media. It seeks to grow correctly and strengthen customer connections. Finally, social media marketing aids in the development of a long-term competitive edge in commercial initiatives (Li et al., 2021). Simultaneously, artificial intelligence (AI) provides digital social media with the capacity to organize in choosing, recognizing, and forecasting issues with potential remedies via companies that function based on input instructions (Liu et al., 2021).

Growth IKM

IKM is a business that manufactures items required by living things like humans, animals, and plants. It is administered by a corporation that handles both production and marketing, thus the names IKM and UKM. Small and medium-sized enterprises will benefit from increased efficiency and productivity as a result of digitalization. When there is COVID-19, digitization can be employed. Because of the advent of digital technology, there has been a considerable growth in the digitalization of business in small and medium-sized firms (Bagale et al., 2021). To learn about the market, SME owners or managers must understand the benefits of digital media. Meanwhile, there is a strong correlation between the rate of technical progress and the perceived benefits of digital media to SMEs for business purposes (Camilleri, 2019).

In order to discover the determinants of SMIDT adoption in digital SMIs, Small and Medium Industries (IKM) combine information and digital technology (SMIDT) with current smart manufacturing such as artificial intelligence (AI) into their company operations (Ghobakhloo & Ching, 2019). Based on these figures, IMK growth is tremendous, but many people, particularly in the Malang City region, have yet to embrace digitalization.

Digital Market

A link between digital markets and blockchain might be investigated. design of a linked digital marketplace prototype based on an Ethereum blockchain (Nielsen et al., 2020). The digital market is not limited to digital-based marketplaces; there are several digital commodities that may be generated and traded in the digital market (Sánchez & Urbano, 2019). Platform-based competition in the digital market consists of three distinct types of platform marketplaces, with significant components impacting the value of platform-based services as well as competitive logic in defining rivalry in this digital market (Cennamo, 2021). The digital market will expand and attract numerous new company initiatives. Four market inefficiencies are still being debated: ad influence measures, advertising competitors, ad blocking, and ad fraud. Digital advertising is a unique manifestation in the market for digital (Gordon et al., 2021).

2. Method

The goal of this research is to provide material consideration for the owners of IKM in particular, and for the Department of Cooperatives, Industry, and Trade (Diskopindag) in Malang City in general. This data may be used to develop plans to help SMEs expand internationally. B2C marketing and social media marketing are two possible tactics. The findings of the two theories are expected to be used to create the content of the website display and the content of the material that will be shared on social media in the context of promotion to boost the development and size of IKM Malang City.

3. Result :

In this study, data was gathered by searching for literature studies and distributing questionnaires. The study of previous researchers' research as a supporter of the achievement of the research objective is referred to as a literature review. The literature used in this study was derived from books, journals, articles, previous research findings, and other related data.

Questionnaire Distribution: A questionnaire is a data collection technique in which respondents are given a set of questions or written statements to answer. The sample size for the SEM model ranges from 100 to 2002 respondents. Based on the research theory, a sample of 400 respondents was distributed online and offline via internet media and the assistance of an enumerator. The population in this study is all IKM in the city of Malang, with a total of 13,111 people learning about the object through social media, BPS documents, and documents from the City of Malang's Department of Cooperatives, Industry, and Trade (Diskopindag). In this study, the sample is determined using the purposive sampling technique with the criteria of SMEs in Malang who are familiar with and use social and digital-based media.

Data processing in this research uses the Structural Equation Model (SEM) method using SmartPLS version 3.3, as for the criteria from the PLS output that are required to perform interpretation using the following criteria:

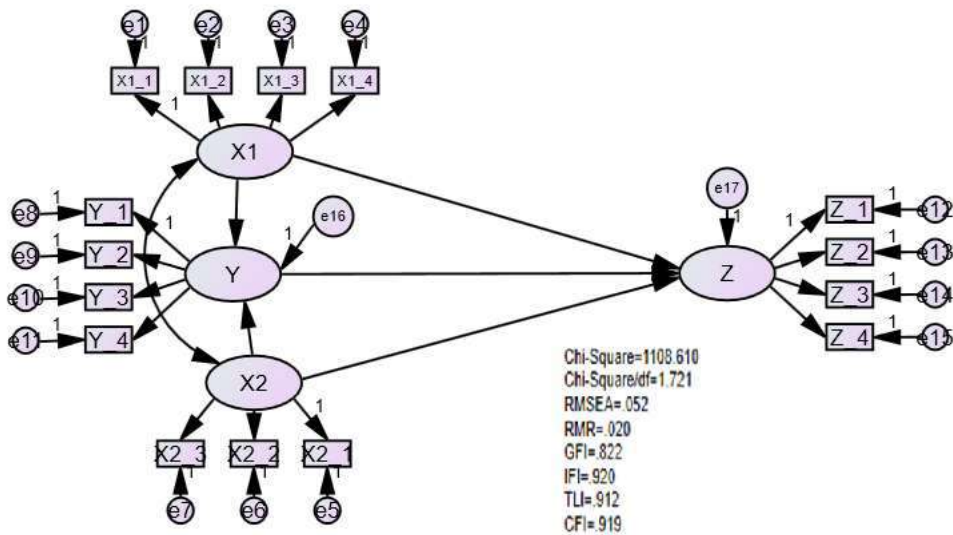
1. Outer model (indicator test) using convergent validity, discriminant validity, average variance extracted, and composite reliability.
2. Inner model (hypothesis test) using R2 for endogenous latent variables and T-statistic parameter coefficients

The results of the data analysis with SEM are as follows. According Data processing in this research uses the Structural Equation Model (SEM) method :

Table 1 : *Construct Reliability*

Variabel	Cronbach's Alpha	Composite Reliability
Strategy Digital Marketing (Y ₂)	0.757	0.861
IKM (Y ₁)	0,787	0.862
B2C (X ₁)	0.867	0.900
Social Media Marketing (X ₂)	0.826	0.878

It can be concluded that the variable has met the reliability requirements. According to the literature.



Picture 1. Construction of Path Diagrams from PLS Modeling Results

Table 2 : Results of the PLS Modeling Hypothesis Testing

Hipotesis	Variabel Jalur	Original Sample	t-statistic	t-tabel	Keterangan
H1	B2C (X ₁) → (Y ₁)	-0,561	7,178	1,65765	Signifikan
H2	B2C (X ₁) → (Y ₂) Strategy Digital Marketing	0,352	2,942	1,65765	Signifikan
H3	Social Media Marketing (X ₂) (Y ₁) → IKM	-0,349	4,034	1,65765	Signifikan
H4	Social Media Marketing (X ₂) (Y ₂) Strategy Digital Marketing	0,278	2,552	1,65765	Signifikan
H5	IKM (Y ₁) → (Y ₂) Strategy Digital Marketing	-0,266	2,328	1,65765	Signifikan

Based on the data processing results obtained from the data processed using the Structural Equation Model (SEM) method with SmartPLS version 3.3 In-depth interviews and observations were conducted with the informant, the owner of IKM in Malang City. The advancement of technology forces entrepreneurs to adapt, particularly in the marketing process. Digital marketing makes it easier for entrepreneurs to attract consumers and interact directly with them by utilizing social media, chat platforms, partnering with marketplaces, and the use of other platforms.

Owners of IKMs use social media to inform and communicate with customers. Facebook and Instagram are two popular social media platforms. The platform is very effective at informing consumers about IKM products and interacting with them directly. WhatsApp and Instagram direct messaging are two popular chat platforms. Aside from being simple to

use, both platforms are frequently used by consumers. Furthermore, IKM Owners work with marketplaces such as Go-Food, Grab-Food, and Shopee-Food to sell their products. This collaboration is also done in accordance with consumer needs and the convenience of food delivery via the application. Entrepreneurs benefit greatly from this collaboration. Entrepreneurs stated that their sales increased, their product line expanded, and customer feedback in the form of reviews was used to improve product quality.

Marketing Strategy in Implementing Digital Marketing

This discussion aims to learn about IKM's marketing strategies for implementing digital marketing. According to the findings of the study, IKM markets their products through digital marketing. It is used to post products on social media platforms such as Facebook, Instagram, and WhatsApp statuses. Partnerships with Go-Food, Grab-Food, and Shopee-Food also provide a digital product marketing platform.

IKM's marketing strategy is consistent with research by Hadi & Zakiah (2021) and Saifuddin (2021), who stated that digital marketing is one of the most effective strategies for attracting customers. This is due to the fact that the benefits obtained are not limited to a location to promote the product and the completeness of the information obtained, but also allow for the dissemination of more interactive information, the creation of awareness of the company and products, and the acquisition of information as a reference to conduct market research. As a result, using social media platforms such as Instagram, Facebook, Whatsapp, and others to sell things is the proper approach. Arda and Andriany (2019) discovered that 43.1% of people shop using social media.

The three primary benefits for prospective customers of internet marketing services (e-marketing) are as follows:

1. The ability for customers to order products at any time and from any location. They don't have to travel, locate a parking spot, and go down lengthy alleyways to find and verify items, especially when utilizing the internet is so simple.
2. Customers may obtain a variety of comparative information about companies, goods, and rivals without leaving their office or home.
3. A little more discussion: buyers do not have to deal with or service persuasive and emotional considerations, nor do they have to wait in line to pay for their purchase decisions.

Constraints of SMEs in Implementing Digital Marketing

The purpose of this conversation is to learn about the challenges that entrepreneurs experience while using digital marketing. According to the research findings, IKM has challenges while implementing digital marketing. Obstacles include an inconsistent internet connection, time (delayed delivery), and internal issues caused by a shortage of human resources as a result of the high number of orders generated by social media marketing.

According to Az-Zahra's research (2021), the market share of freight forwarding services has grown as the number of enterprises using digital marketing has climbed. This is what causes product delivery delays to consumers. Furthermore, fraud penetrates the world of internet commerce. This scam is perpetrated not just by potential customers, but also by those posing as online goods suppliers (Sobandi & Somantri, 2020).

Online Transaction Barriers (E-Marketing) Customers and direct marketers typically have a mutually beneficial connection. However, complications can occasionally emerge. The problems are as shown in:

- a. Changes that occurred Aggressive sales volume hikes irritate many customers. They dislike advertising that is overly loud and forceful, and the most obnoxious calls are those made

after supper or at midnight, by untrained callers, and by computerized calls made by automatic voice recorders.

- b. Some marketers' unfairness is using impulsive or uninformed customers, large price recognition, time limitations, and unequaled simplicity of purchase to embrace buyers with low sales levels.
- c. Fraud and deception Marketers inflate product dimensions, performance promises, and "retail pricing." There is also widespread transactional fraud, such as when a buyer pays for items but they are not delivered to the marketer.
- d. Security Breach: Data breaches are a serious public policy problem for the direct marketing sector. Many opponents are concerned that marketers know too much about their clients' lives and exploit this knowledge to take unfair advantage of them.

Marketing activities begin with recognizing customer wants that must be addressed, then determine the product to be created, the suitable pricing of the product, and the means of promotion and distribution or sale of the product. As with other systems, various components in the marketing system are interconnected and interact with one another. These are the factors:

- 1) Marketing organizations;
- 2) Something being promoted (goods, services, ideas, people);
- 3) The target market;
- 4) Intermediaries who facilitate the interchange (flow) of information between marketing businesses and their markets (transportation agencies, financial institutions, and so on);
- 5) Environmental elements, including demographics, economic conditions, social and cultural influences, political and legal strength, technology, and competition.

Irmawati (2011) defines the marketing system using these five criteria as follows: The marketing system is a collection of organizations that carry out marketing responsibilities for goods and services, as well as shape and impact the company's connection with its market. The achievement of goals and targets that have been set can be used to gauge the success of community service activities. Following the service activity, the participants gained more knowledge and insight into the growth of product marketing and innovation in entrepreneurial management. Product innovation is enhancing IKM's productivity and competitiveness, which is predicted to enhance the beneficial multiplier effects for the surrounding environment.

4. Conclusion

Based on the above research and debate, it is possible to infer that IKM uses social media to inform and connect with customers. Facebook and Instagram are two popular social media platforms. The site is quite efficient in informing consumers about IKM products and interacting with them directly. In addition, IKM is forming alliances with Go-Meal, Grab-Food, and Shopee-Food to expand digital product marketing platforms and food delivery ease. Unstable internet connections, shipment delays, and internal difficulties owing to a lack of human resources due to social media promotion are some of the challenges that SMEs experience while implementing digital marketing.

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