

**DIGITAL MARKETING DEVELOPMENT THROUGH INSTAGRAM:
UPLIFTING MSMEs TOWARDS**Fitri Dwiana¹; Ritha Dalimunthe²; Prihatin Lumbanraja³

Faculty of Economics and Business, University of North Sumatra, Indonesia

Fitri.dwiana98@gmail.com; rithadalimunthe@gmail.com;titinlumbanraja@yahoo.com**Abstract**

This research aims to reveal how digital marketing is implemented on Instagram to utilize technology on Instagram for MSMEs in Medan. The research method used in this research is a case study which is analyzed qualitatively. This research sampled the Woops.idn brand as an example of MSMEs in the city of Medan that have survived for more than 9 years and utilize social media Instagram as a marketing medium. In data collection, research produces and manages data in the form of interviews, field notes, images, photos, video recordings and so on. It can be seen that from 2015 until now, entrepreneurs use Instagram social media technology more often for their marketing than other forms of marketing to develop their own businesses.

Keywords: Digital Marketing, Technopreneurship, MSMEs

INTRODUCTION

Technological advances, both in the fields of computing and telecommunications, have greatly supported the development of Internet technology. In the Industrial Revolution 4.0, digital marketing channels have become a foundation capable of supporting business processes and business interactions in small and medium businesses. MSMEs require attention, especially in welcoming the industrial era 4.0 in the business sector. Technopreneurs and MSMEs in Indonesia still have problems, including; The lack of knowledge of MSME actors in using digital technology and the lack of technological facilities and infrastructure can ultimately give rise to MSME actors' reluctance to develop their MSMEs based on technology.

Technopreneurship or technology-based entrepreneurship will combine technology with the innovative knowledge possessed by technology leaders. Proper use of the latest technology in developing a business based on a mature entrepreneurial spirit will increase the efficiency and results of the business being developed. With Technopreneurship, entrepreneurs can use technology as a basis for developing strategies and innovations to achieve success (Kusumawardhany et al., 2019) *Technopreneurship* is a combination of two words, namely, "Technology" and

"Entrepreneurship" which, if interpreted, is a process of forming a new business involving technology which is expected to create appropriate strategies and innovations and become one of the factors in developing the national economy (Nelloh, 2018). Currently, MSME players must be able to market their products using digital media to increase consumer awareness of MSME offers. MSMEs with strong networks use social media to develop their own businesses. 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.

The existence of Micro, Small and Medium Enterprises (MSMEs) is one of the drivers and strengths of the economy in Indonesia. Apart from playing a role as an economic driver, MSMEs also contribute to driving the economy, thereby helping to reduce the unemployment rate. The government is increasingly convinced of the importance of the role of MSMEs as support for the Indonesian economy. This raises awareness of the importance of entrepreneurship, especially for young people who are the next generation of the nation.

Digital marketing is a term that refers to marketing activities for goods or services that utilize digital technology to promote, increase sales flow and increase buyer interest (Wati et al., 2020). One of the digital marketing media that is often used today is Instagram. Instagram is here as an embodiment of technological progress. Its use has grown from being just a social networking platform to becoming a marketing platform. Therefore, Micro, Small and Medium Enterprises (MSMEs) must be able to maximize the benefits of the presence of Instagram.

It is no longer a public secret that Instagram social media is used by various groups, but not all MSMEs utilize marketing strategies through this platform effectively. Based on this background, this research provides an overview of the research which will provide an overview of the application of social information on Instagram to utilize technology on Instagram in MSMEs in the Woops.idn case study.

LITERATURE REVIEW

Marketing is a managerial process of offering, creating and other activities to deliver products to customers to achieve business desires. In marketing activities, digital marketing is one of the media that is widely used today (Sudarsono, 2020). Instagram is a social media platform that allows users to take and send photos very quickly. There are five main menus on Instagram, where each upload has a meaning that can be strengthened through the title, hashtag and location provided. These three features help users find uploaded photos or videos more easily and efficiently.

Instagram is a social networking media that can be used as a marketing medium. Through Instagram, goods/services are offered by uploading photos or short videos, so that potential consumers can see the types of goods/services being offered (Rahmawati, 2016).

The use of information and communication technology is also able to increase market share in the retail sector which was previously limited only to the area where the business is located so that it can be expanded outside the area where the business is located. To be able to increase the competitiveness of MSMEs, the main thing that must be done is to adapt through business transformation and increase the ability to master technology for business. Without business transformation and mastery of technology, these opportunities could become challenges and threats for MSMEs in maintaining their survival.

RESEARCH METHODS

The development of information technology and digital marketing to support the competitive growth of MSMEs in the culinary industry requires a strategic and comprehensive approach (Patilaiya, et al., Community Empowerment, 2022). The method used in this research is qualitative method. According to (Assingkily, 2021) this qualitative research is research that produces and manages data in the form of interviews, field notes, pictures, photos, video recordings and so on. This research aims to obtain a general understanding of social reality from the participant's perspective. The technique for obtaining research data is to conduct a direct survey of MSME players.

RESULTS AND DISCUSSION

Technopreneurship

Technopreneurship is a business concept that combines technological aspects and social aspects. It is hoped that this business model can be an alternative solution to overcome economic and social problems. This change can be started by changing the mindset that a problem currently being faced by society can become a business opportunity and predicting what society will need in the future. (Silvatika, 2020). *Technopreneurship* very relevant to Indonesian conditions because basically the peak achievement of *Technopreneurship* is being able to manage Indonesia's natural resources so that they can become business opportunities that can absorb labor and help advance the nation's economy.

Digital Marketing

Digital marketing is a marketing activity including branding that uses various website-based media. Examples include blogs, websites, AdWords, and various social

media networks (R. Sanjaya, 2009). Digital marketing in online media also has outreach marketing benefits and is very profitable because it makes it easier for customers to learn about the marketing products they need. Due to their significant contribution in supporting Indonesia's economic growth, MSMEs are the country's main economic pillar. However, they are aware of the main benefits and functions of utilizing technology, especially digital media, thanks to the rapid digitalization of MSMEs, which are still unknown and lost. The growth of digital technology also allows MSMEs to promote their products online and carry out payment transactions via online banking or e-money systems (Sopanah, 2021). The benefits gained from using digital marketing are not only being able to reach a wider market and making marketing costs more effective, but also creating unlimited marketing space and time. Apart from that, digital marketing is real time so that MSME players can immediately pay attention to interest and feedback from the target market, and can decide on adjustment strategies related to advertising content for better results more quickly (Hendriadi, 2019).

MSMEs

The increasing growth of MSMEs day by day means that MSME players must be able to survive in order to continue producing and marketing their products. Apart from that, technological developments are currently increasingly rapid. One of them is the internet, which is a technological device that has the function of making it easier to find information quickly. In the industrial world, the internet is really needed to make it easier for business people to market their products.

In an effort to achieve and maintain competitiveness, many MSMEs are learning to engage in strategic planning. Strategic planning is a way to help organizations become more productive by helping guide the allocation of resources to achieve goals. This is a strategic management tool. In other words, it is part of strategic management. In fact, strategic planning is the key to successful strategic management (Dalimunthe, 2021).

MSMEs in Indonesia need information technology that can compete in the industrial era 4.0 by implementing the use of information technology, however MSMEs lack understanding of the strategic role of technology in product marketing (R.P Sari, 2020). MSMEs need to be given training on digital marketing strategies so they can promote their products well so they can make a profit. Like MSMEs operating in the pastry sector, namely Woops.idn, which started its business from 2015 until now, this MSME is included in digital marketing, especially in the social media sector, namely Instagram marketing. Instagram is one of the current social media that can

provide several benefits for MSMEs. Instagram has several facilities for conveying messages to its members, through inboxes, status posts, notes and image tagging.



Figure 1 Woops.idn Instagram Social Media Account

Woops operates in the culinary sector, more precisely in the pastry or dessert section. Woops itself has a shop located at Jalan Kenanga Raya, Ruko Asoka, Medan, Indonesia. Even though he only started his business in 2015, he is relatively new to the pastry sector. But it doesn't rule out the possibility that woops are popular with everyone from small children to adults, because their pastry menu has variations ranging from old school cakes to modern ones. Apart from that, Woops provides dry cakes to celebrate Eid al-Fitr or other big holidays.

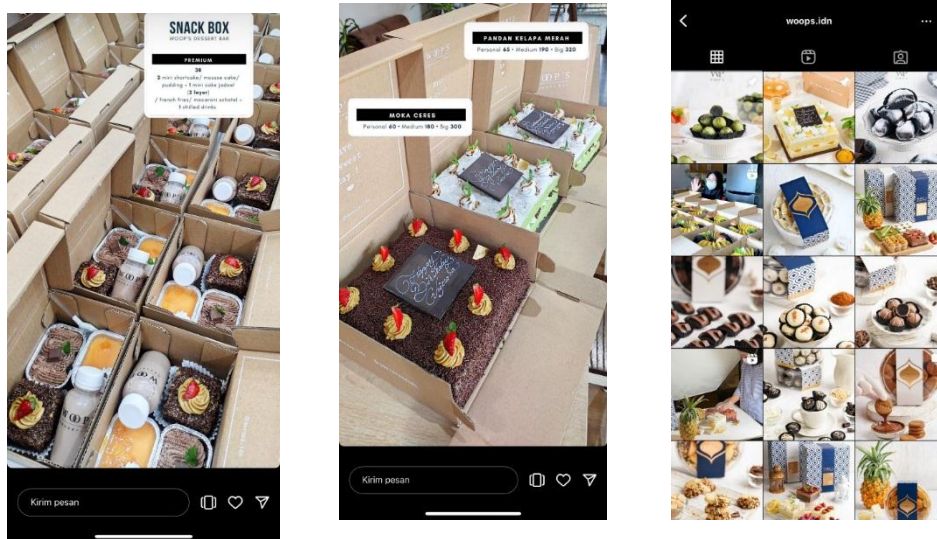


Figure 2 Menus on Woops.idn

CONCLUSION

In an era that is all advanced/digitized. We must be able to maximize the use of the current era of digitalization, especially in the use of social media as a means of promotion to reach a wider audience. Small and Medium Enterprises (SMEs) in Indonesia are one of the dominant economic sectors run by entrepreneurs. However, small and medium businesses face difficulties in facing competition in the digital era in order to continue to exist amidst business competition. Therefore, every small and medium entrepreneur (SME) needs plans and tactics in facing the digital economic era. Many things encourage MSMEs to digitalize, such as demands from customers, increasingly fierce competition, innovation in products and services, additional profits that can be obtained, and efficient use of data.

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