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Identification of Digital Marketing Improvement Strategies for MSME Products and Services Post-Covid-19 Pandemic in Indonesia

Yuli Purbaningsih ¹⁾, Budi Sulistiyo Nugroho ²⁾, Yogi Nurfauzi ³⁾, Rainier Hendrik Sitaniapessy ⁴⁾, Hadenan Towpek ⁵⁾

¹⁾ Universitas Sembilanbelas November Kolaka

²⁾ Politeknik Energi dan Mineral Akamigas (PEM Akamigas), Cepu

³⁾ STKIP Majenang, Cilacap

⁴⁾ Universitas Pattimura, Ambon

⁵⁾ Universiti Teknologi Mara, Malaysia

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ABSTRACT

The strategy to improve digital marketing for MSME products and services is a critical study. Therefore, the authors are interested in reviewing scientific evidence of increasing digital era MSME marketing to increase understanding. Finally, we can conclude that the findings include several strategies to increase the promotion of MSME products and including MSME managers preparing products and services that have future value and serving customers better, making the best buyer journeys, understand when and how to fix any shortcomings, develop periodic promotions, optimize website promotions, develop internet promotions, always place website pages easy to find, review items, create a business Google account, participate, participate, influencers, then right-click, are virtual entertainment. It is hoped that this study will become a vital force in increasing the understanding of digital marketing strategies in MSME businesses.

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Corresponding Author:

Yuli Purbaningsih

Universitas Sembilanbelas November Kolaka

Email : yulipurbaningsih.usnkolaka@gmail.com

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INTRODUCTION

In developing a business towards success, every business goes through phases that need adaptability and a review of operational effectiveness, especially the marketing factor [1]. All the businesses created have entered a phase of success and profit, which is illustrated by the strength of the technology-supported economy and the emergence of data and PC innovation, which has brought about a considerable increase in the presence of individual businesses that are now operating digitally. In the end, business owners start to become aware of winning as many buyers as possible [2]. However, the efforts did not stop; Further time shifts and the widespread dominance of the technical assistance field over the creation of digital marketing have prompted how data innovation and the field of Information Technology have begun to take an essential part in the development of this business promotion. Significantly increase the instruments obtained by MSME driving managers and mentoring. The approach of promoting the Internet and reducing entry costs to MSMEs and companies worldwide has become a sophisticated original data revolution that is rapidly changing business people in the application of technology [3].

According to Sudarmo,[4] the advancement of marketing products and services in MSMEs will always be the attention of the movers. Because digital-based marketing changes will continue to have high competition in the technological era, which authorizes association administrations to observe marketing techniques and management used to follow trick-or-treating situations in the digital era[5]. Changes in executive methodologies regarding the globalization of the business sector worldwide and

increasing innovation allow us to change administrative interactions and expand the creation and way of dealing with buyer-seller relationships. Computerized reassessment opens new doors for administrative traits for assessment, progress, and seriousness [6]. Current business conditions lead to the fulfillment of mandatory requirements to ensure adequate training and improve results by leveraging creative advancements and executive methodologies. Special consideration should be given to improving the technical computerization of association boards, ensuring proper positioning, and expanding the share of loyal customers and their compliance with association/administrative items [7].

A computerized marketing strategy is an advertising plan whose goal is a turn of events and a change in the overall business, promoting goods, brands, and services [6]. To achieve the target, research must be directed to the number of customers, competitors' goals, how their promos are differentiated, appropriate digital channels and explicit instruments are chosen, and significant innovations are used. In order to continue to compete, there is no single methodology and approach to survey the relationship between computerized promotion procedures and their impact on the superior products of MSMEs in Indonesia, which underscores the importance and need for this review of any continuous marketing efforts [8]. The high level of competition in the business sector around the world, changes in the existing systems for overseeing associations, and the accessibility of advanced innovations add to the continuous improvement of executive methodologies and necessitate reasonable requirements for the basis for preparing focus at the territorial level, which should be examined more closely.

Detailed and evaluated by the significance level of these variables in light of examining univariate device fluctuations [9].

The strategy involved sorting out the marketing areas of MSME products, which we began to adapt to the new show climate gradually to address new issues, focusing on advertising research, determining market and buyer needs, client disposition and reliability, quality and deficiency investigations, and progress, require extra inspection. The increasing progress of Internet innovations and their applications in the economy drives positive outcomes and monetary gains. In the world market's changing circumstances, it is essential to guarantee the correct position [10].

A great deal of research in analytical writing focused on promoting advanced progress in the economy, which is a driver of progress and is reflected in the examiner conceptualizing the need to engage inventive apparatus within the framework of association administration to maintain client and market positions. However, this approach does not allow the explicit determination of the title to work on the procedure, which would ensure the maintenance of the client and the harsh situation in finding and constructing these clues, both in terms of numbers and subjective estimates. It is essential to review the marketing models and strategies that frame the most common way to accelerate the progress of communication in business by creating other strategies and correspondence boarding procedures, which, in contrast to the current one, are directed at developing further associations with the primary buyer, however, do not allow complete administration of many MSME association cycles wherever they exist [11].

It should be noted that advanced business conditions define the requirements for the use of imaginative data associations and computerized innovation in setting vital goals of marketing associations. There are several different marketing perspectives in utilizing computerized or digital and virtual marketing strategies. The computerized strategy is a tremendous advantage in electronic advertising everywhere in the digital age. Automated marketing procedures are explained by using virtual applications in technological advancements to move businesses towards profit and supporting advantages [12]. He uses a new sophisticated open door, a digital marketing method that is constantly updated. Current business conditions have prompted marketing directors to involve many meetings and advertising exercises as computerized or digital systems [13]. E-business companies gain practical advantages through new advanced techniques in digital marketing [14].

The effect of readiness on electronic advertising strategies applied in business practices and SMEs is essential. However, this approach does not reveal the main essence. It pays attention to the essential tools of advanced promotion in building a business procedure and strategy, making it impossible to decide on the tools and assess their effect in the end. Not all strategies introduced to consider the existence of information from the impact of computerized strategies on practical experience in Indonesia require more external and internal research so that MSME marketing practices are carried out continuously [15].

METHOD

Furthermore, this paper will describe the steps for implementing the study, starting with formulating problems and hypotheses, collecting data, and preparing the final report. We can repeat that this study aims to gain in-depth knowledge and identify strategies and ways to improve digital marketing to promote MSME products and services post-covid-19 [16]. To obtain data, this paper visits several kinds of literature that discuss digital-based marketing strategies in several paper books, websites, and science journals, as evidence of previous studies. This paper is entirely dependent on secondary data in the form of scientific evidence [17].

To get the answer, this paper first analyzes the data with a phenomenological approach by sorting the data from a large number of data. We have carefully reviewed in-depth evaluation and data integration so that relevant answers can be answered validly. In the search for data, we do it electronically, with the help of Google Scholar, by typing in keywords according to the theme we are looking for. Then, after our data has been reviewed, we compile a report with a qualitative descriptive design in which we identify the strategies we got so that readers can efficiently structure

and understand them. These include, among others, the steps for implementing this review to identify digital marketing improvement strategies for MSME products and services post-Covid-19 Pandemic in Indonesia [18].

RESULT AND DISCUSSION

Improving Digital Marketing Strategy

It has become inevitable that purchasers are more boundless than others. Purchasers can immediately be because of the consistently present cell phone (indeed, over 77% of American grown-ups own one). With web-based entertainment stages, applications, and sites, there are many ways buyers cooperate with brands on the web. This implies more ways of participating in balanced communications with these purchasers for advanced advertisers [7]. However, many more brands are hoping to get through the commotion for each customer and snare buyers withdrawing in satisfaction. With this continually evolving climate, advertisers ought to look to persistently refresh and refine automated promoting procedures so as not to become flat or lost in the commotion. The following are five ways advertisers can rethink computerized promoting targets to amplify effect and results [19].

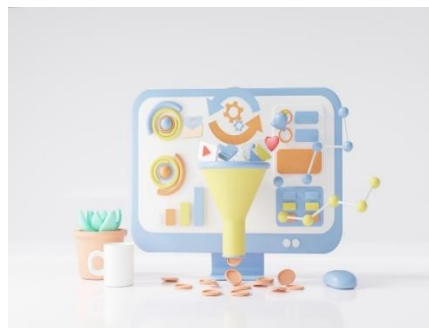


Figure 2. Zero in on Conversion, Not Just Leads

Make the Ultimate Buying Journey

It becomes less complex for promoters to appreciate their purchaser swarm in greater significance; it is additionally possible to refine cycles and make an authoritative buying adventure. High-level publicists can see what content is best among purchasers and definitively develop

that power for the most outrageous gets back a while later. Assuming that a brand knows a more critical piece of clients are coming to their site utilizing virtual amusement, it can extend social missions and plan smoother work cycles to help the client from point A to point B [28]. The smoother the buying adventure, the higher the likelihood of a change [29].



Figure 5. Ultimate Buying Journey
Source: www.cognism.com

It is a basic model, sure. However, whether a business is selling something as direct as winter coats or as complicated as SAP network safety programming, it is vital to comprehend the expected clients' opinions on their trouble spots as they travel through this purchaser's excursion and settle on their purchasing choice. This empowers them to make content that straightforwardly adjusts to each stage in that excursion, thus allowing them to convey an infinitely better client experience. However, the number of B2-B advertisers who overlook the purchaser's excursion in their substance procedure process is incredible [30].

Know When and How to Go Back and Refine Processes

While seeing refining processes is essential, it is more provoking for publicists to get it done. If a work cycle or

collaboration is not working, it could be an optimal chance to return and rethink where things drifted off course. This remarkable opening of the way to A/B testing different missions and strategies. Advancing itself is a constantly developing scene, and progressed displaying is one of its most special components. Promoters need to keep their eyes on the estimations and data to stay informed about the created cycles and that it will be an ideal opportunity to improve [31]. This strategy is a significant one and ought to be executed expansive. Again and again, we let messages immerse our inboxes, errands develop in our plans for the day, and 'arrangements' - like brief calls - multiply in our schedules. We then, at that point, believe we are lowered in work when we are not. Also, without that multitude of easily overlooked details niggling in the sub-consciousness [32].

Developing promoting internet system for business development

Print-on-request shirt organizations permit online merchants to make unique items without putting away massive amounts of cash. They continue further, provided a deal is made, a simple and compelling method for testing specialty classes and plans. Likewise, business people do not have to stress over the entire delivery process. They additionally do not have to

lease a distribution center to store their whole combination. Consider it - how huge should the distribution center be to store every one of the plans, one of the varieties, and one of the sizes? On the off chance that business people are beginning, people ought to consider print on interest for Printify's blockbusters. Here are probably the best-showcasing procedures to get significant traffic for print-on-request shirt organizations [\[33\]](#).



Figure 6. Developing Internet Promotion on Internet

Source: aksesdigital.com

Make and Optimize business Website

On the off chance that the business manager has not made a site for the shirt store, then, at that point, managers most certainly need one. Pick the area name, contingent upon where they need to sell their items: locally or around the world. Subsequently, enhance the site with essential data, including FAQs, delivering strategy, merchandise exchange, and

contact data - ensure this one is not difficult to detect. Whether the managers burn through a tremendous amount of cash on Google and Facebook promotions, the work will not create any outcome assuming that the site has an inadequately planned URL. Ensure that the site is advanced for web search tools [\[34\]](#). They can do this by giving quality substance and having an easy-to-use site.



Figure 7. Optimize business Website

Source: vwo.com

Additionally, ensure businesses have an expert to contact if they experience technical challenges or need to give a new module a shot. There is a compelling reason to employ the individual for a full-time framework-almost certainly; they will not require his assistance every day. The best arrangement is to employ a specialist they can trust and contact at whatever point they want.

At a certain point in the endeavor, the manager will understand that they could require some more assistance in getting the name out there, and that would be the ideal chance to enlist SEO administrations for eCommerce [35]. Allow others to assist them with enhancing the steadily developing number of pages on the site for web crawlers while they center around doing genuine business. Accomplishment through SEO is a cat-and-mouse game, and it does not occur out of the blue; however, recruiting experts could accelerate the cycle, assisting them with getting the number.

CONCLUSION

We can conclude that the core findings from this study include several strategies to increase the promotion of MSME products and services that we have discussed above, including MSME managers preparing products and services that have future value and serving customers better, making the best buyer journeys. Understand when and how to fix any shortcomings, develop periodic promotions, optimize website promotions, develop internet promotions, always place website pages easy to find, review items, create a business Google account, participate, participate, influencers, then right-click, are virtual entertainment. However, a review is needed to update the

strategies that are still relevant, continued and abandoned strategies, for example, the no zero conversation strategy and not only leading in believing in consumers, but this is also a strategy that has been widely used, for example in business businesses by utilizing various applications intelligent machine. Furthermore, we also found that in carrying out promotions and marketing, it is necessary to set up a long-term Belu for the benefit of consumers when using the products offered by MSME businesses. Furthermore, we also found that the strategy to serve customers must be from top to bottom because it is not essential to leave one another behind. The following strategy is how to make the buying journey the ultimate. The marketing strategy must understand when and how the marketing should be carried out, and a reasonable processing time is needed. We found that developing internet-based promotions is an effort to develop sustainable and profitable MSMEs. Then MSMEs must be able to create and optimize their business websites on an ongoing basis and prioritize spots on the search engine resorts. This is very important because today, consumers are looking for what they are looking for through a search engine. Then the following strategy is how the MSME can provide as detailed a review as possible to convince consumers than how the consumer is treated with exciting advertising so that they continue to be happy and feel entertained and have figures that influence them to continue doing business with the MSMEs that they run. Thus, we have described following the gist of what we got from the presentation in the results and discussion section. However, we know that this finding has drawbacks and mistakes apart from the advantages. For that, the authors hope for constructive input and criticism to improve the quality of this study.

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BIOGRAPHIES OF AUTHORS

Author 1	
	Yuli Purbaningsih is a lecturer at the Faculty of Agriculture, Fisheries and Animal Husbandry, Universitas Sembilanbelas November Kolaka and has experience in various organizations, one of which was the non-governmental organization LEPPMASSAL in Raha from 1997 to 2002 and from 2003 to 2006 worked at ACDI-VOCA as Field Technision in Southeast Sulawesi.
Author 2	
	Budi Sulistiyo Nugroho is a lecturer at Polytechnic Energy and Mineral Akamigas since 2010, my position in the oil and gas processing engineering study program, currently lecturing occupational safety and health, occupational safety and health management, process safety management. I am actively participate in seminar, workshop and training.
Author 3	
	Yogi Nurfauzi , born in Brebes, July 12, 1986, earned a Bachelor of Science degree at Jenderal Soedirman University (Unsoed) in 2010, red a Master of Education degree at Kuningan University (UNIKU) in 2014 and earned a Doctor of Education degree at Yogyakarta State University (UNY) in 2022, currently active as a Lecturer in the Economic Education Study Program, STKIP Majenang.
Author 4	
	Rainier Hendrik Sitaniapessy . Currently working as a permanent lecturer at the Faculty of Economics and Business, Pattimura University, Ambon since 1994. His undergraduate education was taken at the Faculty of Economics, Pattimura University, Ambon, in the field of Management (S.E.) (1992). S2 education at the Postgraduate Faculty of Gadjah Mada University, Jogjakarta (2001) in the field of Marketing Management (M.Si) and S-3 at the Doctoral Program in Economics in Strategic Marketing (Dr) at Diponegoro University, Semarang (2013). His area of expertise is Strategic Marketing Management.

Author 5	
	<p>Hadenan Towpek is an Associate Professor at Universiti Teknologi Mara, Malaysia. He is also active in writing in various journals, books that have been published in various accredited national journals (Sinta) and international journals.</p>