

Theme: MSME Digital Communication in Klambir 5 Kebon
Village, North Sumatra

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ABSTRACT

Digital communication has a role in shaping brands to increase sales. The tight situation of business competition, technological developments, and changes in consumer behavior make business actors have to implement promotions. Promotion is one of the strategies in marketing communication. This strategy is considered more effective than other advertising communication strategies. The concept of promotion strategy has been around for a long time and continues to develop along with the development of human civilization. By studying, understanding and implementing these strategies, companies can maximize the resources they have to achieve digital communication goals effectively and efficiently.

Keywords: Digital Communication, MSMEs, Klambir Lima Village

1. Introduction

In this competitive world with innumerable marketing and advertising mediums and powerful marketing campaigns, you communicate consistent marketing messages using a 360-degree approach to strengthen your position in the market and impact your potential customers as well as existing ones. Digital communication carried out by companies in communicating various kinds of products, generally using media. This condition is in accordance with the conditions of Indonesian society where the vast territory of Indonesia and the spread of target audiences on various islands. Changes in the characteristics of consumer behavior where consumers currently do not like to be "forced" to see advertisements and the ineffectiveness of using advertising media or creating the concept of *Integrated Marketing Communication* (IMC) or known as in Indonesian is Integrated digital communication. The concept of IMC emerged since 1980 where Theodore Levitt (1982) in his book "*Innovation in Marketing*" introduced the word coordination and integration in various promotional activities. Business actors see the importance of coordination and integration of various promotional elements and other marketing activities to communicate with their customers.

Entrepreneurship is needed in people's lives to encourage people to be able to utilize the potential that exists within them, because the essence of entrepreneurship is basically trying to create added value by managing existing resources through new and different ways. In addition, entrepreneurship also forms the character of independence because entrepreneurship teaches to be able to maximize every potential that exists without waiting for encouragement or help from other parties. Entrepreneurship is an attitude, soul and ability to create something new that is very valuable and useful for himself and others. Entrepreneurs are people who are skilled in taking advantage of opportunities in developing their business with the aim of improving their lives. In essence, everyone

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is an entrepreneur in the sense of being able to stand alone in running their business and work in order to achieve their personal goals, family, society, nation and country. However, many of us do not work and initiative to achieve better achievements for their future, and they become dependent on other people, other groups and even other nations and countries.

Indonesia is a country that is developing towards an industrial country, in general the role of MSMEs in this is as the most important component in the economy of a nation has a strategic value that can provide in the form of large alms, if we look at the economic structure of our nation, namely this developing Indonesian nation which is experiencing a transition period to an industrialized economy. Therefore, the Indonesian nation will be enough to help reduce the problems that are being faced by Indonesia itself. North Sumatra is known to have various types of MSMEs which are a fairly high attraction, so this is very influential on the development of MSMEs.

MSME development is a process of analytical preparation of potential growth opportunities by utilizing expertise, technology, intellectual property and outside direction to improve quality as an effort aimed at expanding the business. MSME business activities can be started from starting a *start-up* business, building cooperation or by buying other people's businesses. But what needs to be considered is where the business will be taken. Therefore, a development is needed in maintaining the business so that it can run well. To carry out MSME business development, support from various aspects is needed, one of which is products, prices, locations and promotions.

There are various ways that marketers can use to implement IMC. One surefire way that today is starting to be often used by marketers is to use a brand placement strategy or *brand placement*. *Brand placement* strategy is the activity of placing certain brand names, products, product packaging, emblems or logos in a film, television show or other mobile media to increase audience memory of the brand and to stimulate the creation of purchases. *Brand placement strategy* is a unique digital communication strategy. When viewed from the definition of the concept, this strategy can be implemented in the field with a *brand placement* strategy that can reach a wide target audience.

Desa klambir 5North Sumatra is an area known for its amazing natural tourism potential, such as beautiful mountains, stunning waterfalls, and fresh air. In addition, this area is also famous for its delicious culinary specialties and is an attraction for local and foreign tourists. In this area, there are many Micro, Small and Medium Enterprises (MSMEs) engaged in tourism and culinary. However, along with the development of technology and the rapid use of the internet, many MSMEs in Laugumba are still not utilizing digital communication as part of their marketing strategy.

This condition is a problem because by not utilizing digital communication as part of integrated digital communication, MSMEs in Laugumba may miss opportunities to expand their market reach and increase sales turnover. In addition, in the face of competition with other MSMEs in the area, MSMEs that do not utilize digital communication as part of their marketing strategy can lag behind in terms of innovation and competitiveness. Therefore, analysis of promotion strategies through digital communication as part of integrated digital communication for MSMEs in Desaklambir 5North Sumatra needs to be carried out to increase the effectiveness of promotion of their products and services, and reach all target markets.

Digital Communication

Digital communication is a form of communication that uses digital technology to facilitate the exchange of information and messages between individuals or groups. In today's digital age, digital communication has become an essential part of our daily lives, from simple conversations via text messages to information exchange and global collaboration through online platforms. Digital communication offers a number of advantages that traditional forms of communication do not have. One of the main advantages is ease of accessibility, which allows individuals to communicate

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remotely without geographical or time restrictions. In addition, digital communication also allows for faster and efficient exchange of information compared to traditional communication. Digital communication also has some disadvantages and challenges. One of the main challenges is privacy and security risks, where personal information can be easily stolen or misused by unauthorized parties. In addition, due to the very fast speed of information exchange, digital communication can also be a platform for the spread of false information or hoaxes that can have a negative impact on society. To overcome these challenges, it is important to have a good understanding of digital communication and how to utilize it effectively. This includes an understanding of how to use technology wisely, strengthen digital literacy skills, and develop effective and responsible communication strategies.

In addition to those mentioned above, the difficulty of understanding the social and cultural context in digital communication is also one of the challenges that must be faced. Digital communication can be less formal and less polite than face-to-face communication. This can affect interpersonal relationships, especially in business and educational situations. In addition, security and privacy are also important issues in digital communication. Security risks such as online fraud and cyberattacks can cause serious financial loss and reputational damage. Meanwhile, privacy risks such as data collection and privacy violations can threaten individual rights and personal freedoms.

Linguistically, digital communication is the delivery of messages carried out through electronic media. Practically, digital communication is a communication process dominated by written communication, ranging from SMS, email, Whatsapp, Facebook, and others. Digital communication is also called online communication. Digital communication means personal computer-based communication to send and get messages or exchange facts through the platform. Simply put, digital communication involves an organization's online communication efforts. Most organizations today use a variety of online channels from websites to mobile chats to blogs to connect with current and prospective customers, employees, and stakeholders. They need digital marketing professionals who have a keen understanding of how to harness this convergence of technologies and messaging to their advantage.

2. Metode

Understanding is a type of research that examines whether there is a cause-and-effect relationship between two separate events. This will happen when there is a change in one of the independent variables, which causes a change in the dependent variable. The three key components of causal research are as follows: The temporal sequence (Before effect), the cause must occur. If the cause occurs before the appearance of the effect, cause and effect can only be connected. For example, if an increase in profit occurs before an ad is served, it cannot be attributed to an increase in ad spend, the Association is Not Fake The associated fluctuation between two variables is only allowed if there are no other variables related to cause and effect. For example, notebook manufacturers have found a correlation between notebooks and fall. They see that during this season, more people buy notebooks because students buy them for the upcoming semester.

According to Umar (2008), causal design is useful for analyzing how one variable affects other variables, and also useful in experimental research where the independent variable is treated in a controlled manner by researchers to see the impact on the dependent variable directly. The second stage is the data analysis stage through a descriptive, qualitative approach. According to Sugiyono, this method is an analytical method based on the philosophy of positivism, used to examine the natural conditions of objects, where researchers are the key instrument. Qualitative research results emphasize meaning rather than generalization. This research method is often used to examine the

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natural condition of objects, namely objects that develop as they are, are not manipulated by researchers, and the presence of researchers does not affect the dynamics of the object where the researcher is the key instrument. In qualitative research, problem formulation is a focus of research that is still temporary and will develop after researchers enter the field or certain social situations with a view to understanding complex social symptoms.

The third stage is in-depth interviews and observations. The data collection methods used in this study are:

1. Unstructured interviews, namely a method of collecting data by way of direct questions and answers to respondents where researchers do not use interview guidelines that have been compiled to obtain data (Sugiyono). This research was conducted by interviewing directly with business actors in Laugumba village.
2. Observation, which is a way of collecting data by making direct observations of existing objects, is not limited to human behavior (Sugiyono). In this study, direct observations were made on the methods and strategies used by business actors in Laugumba village in marketing their products.
3. Documentation, according to Sugiyono, document studies are complementary to the use of observation and interview methods in qualitative research. Even the credibility of qualitative research results

3. Results And Discussion

MSME Promotion Strategy Planning Stage Business actors in Klambir 5 village in Building Brand Awareness through Social Media

Micro, small and medium enterprises (MSMEs) are one of the important sectors in the Indonesian economy, especially in rural areas such as Laugumba. Along with the development of technology and changes in consumer behavior, promotion through social media is one effective way to build brand awareness for MSMEs. Therefore, it is necessary to carry out the right promotion strategy planning stage so that these goals can be achieved. The first stage in planning a promotional strategy is determining the goals of the promotion. In this case, the goal to be achieved is to build brand awareness for MSMEs in Laugumba village through social media. After the goal is determined, the next step is to determine the target audience or audience you want to target. In this case, the target audience targeted is consumers in Laugumba and surrounding areas who actively use social media. The next stage is to determine the social media that will be used for promotion. Social media that can be used include Instagram, Facebook, Twitter, and others. Once social media is determined, the next stage is to determine the type of content to be uploaded. Suggested content is product photos, short videos, and interesting captions that can increase consumer interest. After direct observation to the research site, the following conclusions can be drawn:

1. Identify the target audience
The first step in determining a promotion strategy is to determine the consumer or audience to be addressed, considering that the audience is one of the important elements. After implementing a series of steps consisting of segmentation, targeting and positioning. Business actors also inform their offline stores through Instagram so that distant consumers get information on social media.
2. Determine Communication Goals
After business actors prepare the target market in accordance with consumer characteristics, they also determine the purpose of digital communication in accordance with the wishes of the audience. In determining communication goals, they use Instagram

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as a tool to target consumers, so they are able to determine communication goals correctly. Most of these business actors are assisted by their children.

3. Designing the Message

In developing communication messages, business actors in Laugumba village design strategies by packaging messages so that they are interesting to see. These messages are packaged in the form of graphic designs, videos and product photos. And most of them still rely on their children to help with these promotional activities.

Promotion Strategy Implementation Stage as part of KLambir 5 MSME digital communication in Building *Brand Awareness* through Social Media

In this stage, researchers observe how businesses implement integrated digital communication strategies developed by Philip Kotler and Kevin Lane Keller. This digital communication aims to convey something to consumers. In practice, Kotler and Keller explain seven elements or integrated digital communication tools which are associated with the results of data and researcher findings, namely:

1. *Direct Marketing and Interaticve Marketing*

Business actors in Laugumba village strive for direct digital communication with consumers, both *offline* and *online stores*. This is evidenced by the word-of-mouth sales carried out.

2. Sales Promotion

In promoting products, business actors use conventional methods such as providing discounts to consumers.

3. *Personal Selling*

Personal communication channels are digital communications carried out individually, and this practice has been carried out by business actors in Laugumba village.

4. Advertising

Business actors in Laugumba village only make simple advertising media, such as brochures, billboards. And online is just a simple advertisement.

Evaluation Stage of MSME Promotion Strategy in Building *Brand Awareness* through Social Media

The use of social media has become a trend in business and product promotion. Especially for micro, small and medium enterprises (MSMEs), social media is a very effective platform to build brand awareness. However, to ensure the success of promotional campaigns on social media, MSMEs need to evaluate promotional strategies. The promotion strategy evaluation stage is a process that aims to evaluate the effectiveness of the promotional campaign that has been carried out and identify areas that need improvement. Evaluation of promotional strategies can help MSMEs to increase the effectiveness of their promotions and increase brand awareness on social media.

The first stage in the evaluation of the promotion strategy is to determine the objectives of the promotional campaign. MSMEs must have clear and specific goals, such as increasing the number of followers on social media or increasing the number of sales. After determining goals, MSMEs need to identify relevant metrics to measure the success of promotional campaigns. The next stage is to collect the necessary data to evaluate the promotional campaign. Data that can be collected includes the number of followers on social media, the level of interaction with users, the number of links clicked, and the number of sales generated from promotional campaigns.

4. Conclusion

Based on data findings from observations, interviews and documentation studies, can be concluded that this study discusses promotional strategies carried out by MSMEs in Klambir 5 village, North Sumatra by using digital communication as part of integrated digital communication.

From the results of this study, it can be concluded that the use of digital communication as part of a promotion strategy can help MSMEs in Desaklambir 5 North Sumatra to increase the effectiveness and efficiency of their promotion. This can be seen from the increase in consumer awareness of MSME products advertised through digital communication, as well as an increase in the number of product sales carried out online. However, the success of this promotional strategy through digital communication also depends on a number of factors such as the selection of the right digital media, the ability of MSMEs to manage digital media, and the suitability between promotional messages and targeted consumer characteristics. Therefore, MSMEs in Klambir Village 5 North Sumatra need to consider these factors in designing and implementing promotional strategies through effective and efficient digital communication, and need more special assistance.

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