

Empowerment Digital Marketing Strategy One Time Entrepreneur Micro Application Social Media in the Village Mekar Jaya, District Sukmajaya, Depok City

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ABSTRACT

In the era of globalization, business competition is increasing rapidly and people's economic problems are also increasingly complex, so the right steps can be taken by a digital marketing strategy by empowering micro-scale businesses based on digitizing the creative economy in society to overcome post-pandemic economic problems. This research is an effort to empower micro-scale business actors. The research objective of this community service is one of the government's programs to accelerate the economy by conducting training and outreach as a whole to the wider community to all corners of the village or sub-district regarding the ease of macro-scale business for MSME actors, always active in government and private programs and universities to support increase in micro-scale income, for MSME business actors to consistently switch business patterns from analog to digital systems both through social media application platforms and websites to optimize facilities in the times.

INTRODUCTION

Business world based economy creative is one field life people whose changes are very fast and dynamic. If in the past activities business conducted from door to door, people selling in the market, opened stalls on the overhang shop, and way other conventional (analog) . or offer in a manner stare face. and perpetrators effort small and medium in place around Ward Mekarjaya, District Sukmajaya, Depok City. Although ways the still used by society in general but times have changed along existence digitization of the industrial era 4.0 and the era of society 5.0 then all aspect life should to follow it without except in the business world. Business and people no can released from nature man because man is creature social need income for his life.

Steps Government in increase convenience trying (easy of doing business) in Indonesia it seems experience obstacles. it because in the first semester in 2020, Indonesia and the world were hit disaster The Covid-19 pandemic and the omicron impact three field life that is health, education, and the economy. Many perpetrators rolling business mat, no meet its business targets, and resources buy Public drop and place shop shops, malls for visitors are limited or closed _ while. At the start in 2022 Indonesia started economy running normally again for various activity especially economy Public slow gradually soar increase and the Government to continue develop economy good once micro nor macro. Government make an effort for develop and empower effort micro Secrete Constitution number 20 of 2008 article 1 paragraph 1 business micro is effort owned by individuals and/ or business entities compliant individuals _ criteria effort micro as in this law . _

Now , a lot companies and businesses micro small and medium enterprises (MSMEs), which experienced Retail roll mat because no can follow development of the times. Companies _ the including : Giant outlets , Matahari Dept.store , Golden Truly, Toys, Nokia, Disc Tarra, Payless, Myspace, Pebble and more . his fall company in competition business one of them caused no expand marketing products in cyberspace. this _ same match as message popular by Jack Ma, one of the richest people in the world from China ordered ; _ “ Only Businesses to follow developments in time and technology endure until whenever ”.

In the world of internet technology is need staple in the era of digital business as now this . Not there is one no job _ need internet. The internet makes it easy all aspect life start from education entertainment , information , service public , knowledge , advertising , investment , interaction or communication , marketing (digital marketing) as well business and sales product . Internet also available enjoyed all circles though must sacrifice pulse , install wifi or quota and so on . There is the internet here expected Becomes instrument supporters and reinforcers _ _ MSME business on digital marketing strategy efforts trick Public for develop business and marketing product selling based digitalization economy creative .

With the more many effort small and medium enterprises involved in digital economy through social media . broadband, e-commerce , cloud , and mobile marketplaces platforms , then SMEs can grow more easy and fast from

facet need income and supply field work , as well Becomes more digitization no only related matters _ with economy or business just . However digitization must protected with instrument others for implementation the perpetrators ' business corresponding hope with get profit maximize and minimize exists risk that is loss good material or immaterial . Digitization this is means that have facilitated by the State through endorsement a number of Regulation Legislation . Constitution Year 2014 about Ward / Village has arrange that development and empowerment Public through effort accompaniment network partners one business _ step urgent for acceleration independence and well-being society . this _ could achieved through enhancement knowledge , attitude , behavior , skill , ability , awareness as well as utilise source power suitable human _ with essence problems and priorities need society .

For resolve problems encountered _ effort scale micro in the Kelurahan Mekarjaya , District Sukmajaya , Depok City via Creative Economy framework (next called Creative Economy) and Micro Small and Medium Enterprises (next called UMKM) based Digitization economy creative industry own frame this because the concept of a digital marketing strategy is very simple and easy conducted specifically for Public medium to down . Although so do the perpetrators Creative Economy and MSMEs also have to follow development of the times so as not to lost with company big and capable compete on the market in a manner tight and competitive . For that's perpetrator effort must adapt with existence digital marketing using social media, marketplaces and websites. Empowerment on development economy for perpetrator business through science and technology digitalization of MSMEs in the Kelurahan Mekarjaya , Sukmajaya , City of Depok and the community Karangtaruna be the basis for development source power humans do _ in the technological era information now this .

Perpetrator business start use technology information and telecommunication for operate nor support activity business them . Movement and change method increasingly doing business fast and easy to direction digitization this compel perpetrator business for adapt follow change the . For businessman once micro , a business strategy that leads to the digitalization process this no too experience obstacles because with characteristics effort scale micro that has source enough power _ easy . However , for SMEs the digitalization process this will need many preparation (Idah & Pinilih , 2020). From background the above , necessary there is comprehensive research _ about how marketing strategy once micro based digitization of MSME actors to resolve problems encountered _ effort scale micro . Steps that can conducted optimally empowering MSMEs in development effort wide increase potential of UMKM based on Digital Creative Economy this in realize growth economy , create field work , relieve poverty , increase income community in the Village Mekarjaya , District Sukmajaya , Depok City.

THEORETICAL REVIEW

Formulation of the Problem

Based on description background behind so formulated problem as following : how is social media as a marketing medium for empowering and increasing the competitiveness of small and medium enterprises (SMEs) that utilize online business based on digital marketing for the creative economy as a micro-scale marketing strategy in the Mekarjaya Village Area, Sukmajaya, Depok City.

Special Purpose

The specific objective of this research activity is to find out how social media is a marketing medium for empowering and increasing the competitiveness of small, micro and medium enterprises which produces a model for developing micro and medium enterprises based on digital creative economy in the region. Mekarjaya Village, Sukmajaya, Depok City. Through empowering MSMEs, they are able to attract a number of business actors to develop their business with the support and cooperation between MSME business actors, the government and academics in the Mekarjaya Village. With the availability of facilities and infrastructure, it is expected to be able to improve the number of UMKM business hammers that are already running their business so that the essence of the economy can develop .

Research Limitations

Research limitations as follows:

1. Knowledge and empowerment of MSME business actors regarding digital marketing on social media in an effort to improve the economy.
2. The ability to sell products on digital platforms by micro-scale business actors regarding easy and fast online business practices .

Benefits of Research

The benefits of the research are as follows:

1. Provide digital marketing knowledge for micro-scale business actors to improve abilities and skills in accessing applications on social media with the digital platform used.
2. Empowering the ability of UKM practitioners in entrepreneurship , especially marketing products through online in developing businesses.

METHODOLOGY

The form of the research method used is quantitative methods and data analysis as well as collecting questionnaire data from the total population and samples and interviews with micro, small and medium enterprises. This research is an effort to empower micro-scale business actors. On the subject matter and object of research to find out how social media as a marketing medium is an effort to empower and increase the competitiveness of small, micro and medium enterprises which produces a model for developing micro and medium enterprises based on digital creative economy.

This research uses quantitative research with a descriptive approach. A quantitative approach is a data management technique using numbers that are classified, compared, and calculated using relevant formulas. Indriyantoro and Supomo (2014; 115) state that quantitative data shows the amount or amount of something. The definition of quantitative research according to Sugiyono (2012) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, collection techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/ statistics with the aim of testing the hypotheses that have been set. Descriptive understanding according to Sugiyono (2012) is a method that functions to describe or provide an overview of the object under study either through data or samples that have been collected as they are, without conducting analysis and generally accepted conclusions.

Type study this is study explanatory or causality . Research locations in the region Ward Mekarjaya , Sukmajaya , Depok City. Reluctantly _ time study started from October 2022 to December 2022. Population taken in study this is SMEs in the village _ Mekarjaya , which has using online based media deep digital marketing applications do marketing to the products it produces. Definition operational Variable Social Media Marketing digital marketing based , measurement variable score customer adapted from research conducted by Badri. Construction and principals used _ in questionnaire , which consists of the 4C namely : Content creation, Content Sharing, Connecting and Community building . Power competitive effort measurement variable power competitive adapted from research conducted by Wardhani and Agustina (2018). Construction and principals used _ in questionnaire , consisting from :

- 1) Superiority product (uniqueness product , quality , price , difference products , and standardization). Innovation (packaging products , tools renewable materials _ standard , strategy, planning innovation).
- 2) Source power human (selection power competent work , selection _ power work that has skills in their respective fields , MSME training , aspects quality and background behind education).
- 3) Marketing with utilization technology information (usage computer , internet, website, Chat Line application , WhatsApp and online shop).
- 4) Method The analysis used is a simple regression analysis method with online- based media marketing application as variable free and upgrade power competitive as variable bound .

Analysis Data

Descriptive analysis is used to analyze respondents, descriptive with interviews. It does not only describe object information but also shows the perceptions expressed by respondents to each question in the questionnaire and will be processed through qualitative methods because data processing with the help of the research model application consists of several literature materials whose validity and reliability need to be seen through evaluating model measurements.

Analysis of the collected data, the next step is to conduct interviews. The first thing to do is to do data entry; secondly, checking the accuracy of data entry or checking for missing data; third, conducting descriptive analysis to find out the description of the characteristics of the respondents and the description of the conditions of the variables studied. Evaluation is done by analyzing secondary data. After the indicators are declared valid and reliable, then proceed with evaluating the structural model. When micro-scale business actors feel that knowledge and skills are very helpful for marketing their products, micro, small and medium enterprises (MSMEs) regarding digital marketing on social media can make them more trust online trading sites.

Data Collection Techniques

The technique used in collecting data in this study was a survey technique by distributing questionnaires. according to Sugiyono (2013) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Researchers' questions and respondents' answers can be put forward in writing through a questionnaire. according to Indriyanto and Supomo (2014; 154) this technique gives responsibility to the respondent to read and answer questions. In this study the questionnaire was given directly to the respondents. Respondents were asked to fill out a list of questions, then the researcher would directly take the questionnaire that had been filled out by the respondent in question within the time determined by the researcher. Questionnaires that have been filled in by respondents are then selected in advance so that incomplete questionnaires are not included in the analysis. Method taking sample used _ is method purposive sampling , with criteria sample is SMEs in the Kelurahan Mekarjaya which has do marketing with using online media such as whatsapp , tiktok , facebook , instagram , twitter and youtube . And amount sample as many as 45 respondents from primary data in study this collected with use questionnaire .

Research Hypothesis

The research hypothesis put forward several research hypotheses that can be formed hypotheses (H1, H2, H3, and H4) are:

H1: Regarding social media used by online applications

H2: Regarding the length of time using social media in buying and selling online

H3: Regarding the type of business used by SMEs in online applications

H4: Regarding the length of business as SMEs based on digital marketing.

RESULTS AND DISCUSSIONS

Micro Scale Business Concept

Micro, Small and Medium Enterprises are productive businesses owned by individuals or business entities that have met the criteria as micro-scale businesses. As stated in Presidential Decree No. 99 of 1998, the definition of Small Business is: "Small-scale people's economic activities with the majority of businesses being small-scale business activities. And it needs to be protected to

prevent unfair business competition. (source: ID understanding). Even though they are small, MSMEs are able to become a pillar of the Indonesian nation's economy, MSMEs are able to become a good forum for creating productive and creative jobs for all levels of society. MSME is a people's business, currently MSME is very much the center of attention of the government to get various privileges according to the mandate stated in the Law of the Republic of Indonesia Number 20 of 2008, by providing assistance such as business credit loans with the lowest interest, business development assistance from the government, convenience assistance granting of permits to establish a business, as well as other conveniences. The MSME fields that are established are very diverse, starting from the fashion business, culinary business, service and service business, craft business, and in various other business fields. Micro, Small and Medium Enterprises (UMKM) is a general term in the realm of economics which refers to creative economic enterprises (Ekraf) owned by individuals or business entities in accordance with the criteria stipulated by Law No. 20 of 2008. are as follows:

Table 1. Criteria and Differences in Types of SMEs

	Micro business	Small business	Medium Business
Definition	Productive businesses owned by individuals or business entities owned by individuals	A productive business that stands alone and is carried out by a person or group, not a subsidiary or branch owned by a medium or large business	Productive business that stands alone and is carried out by a person or group. Not a subsidiary or branch of a company owned or controlled by a small or large business
Labor	1 - 5 people	5 - 19 people	20 - 99 people
Revenue estimation	Rp. 50,000,000 (fifty million) excluding land and buildings for business premises	Rp. 50. million to IDR 500 million. Does not include land and buildings	IDR 500 million to IDR 10 billion excluding land and buildings for business premises
Sales results	Maximum Rp. 300 million.	Rp. 300 million to Rp. 2.5 billion	Rp. 2.5 billion to Rp. 30 billion

Source: Law no. 20 of 2008.

The criteria referred to explaining the differences in MSMEs based on their aspects are still based on Law no. 20 of 2008, with economic development regulated by Presidential Regulation. According to Kotler (1980), orientation in

marketing management is the concept of production, product concept, sales concept, marketing concept, and social marketing concept . The first is the production concept. Kotler (1980) states that consumers will favor a product that is available anywhere and has an affordable price. Through this concept, management within the company must focus on increasing production efficiency and expanding distribution so that consumers find it easier to find products when they need them. Therefore companies must be able to develop and apply production approaches on a large scale to achieve economies of scale, reduce production costs and sell products at relatively low prices.

The second is the product concept, here Kotler (1980) provides a concept where a consumer prefers and prefers products that offer the best quality, innovative features, uniqueness, and performance. So that in this concept the marketing strategy is focused on continuous product improvement to achieve success and achieve company goals. Third , the selling concept, in this concept many companies think of following the selling concept which states that consumers will not buy a product if it is not sold in large quantities and on a large scale promotion. Fourth The marketing concept, goals and achievements of an organization depend on knowing the needs and wants in a better way than competitors. This concept holds that customer value and staying focused on the product will lead to profits and sales. And the fifth is the concept of community marketing. In this concept Kotler (1980) states that marketing strategies must be able to provide positive value for consumers and customers by maintaining and increasing the welfare of consumers and society.

Digital Marketing Strategy

Digital marketing is a strategy or effort to market or promote products through all types of digital media, either via the internet or other interconnected networks. As Micro, Small and Medium Enterprises (UMKM) actors, they certainly want their businesses to develop and be known by the public. Therefore, it is very important to understand digital marketing for MSMEs with the aim of increasing sales. Business actors are currently using digital marketing as their marketing activities. Digital marketing is a promotional activity for a brand using digital media that can reach consumers widely. Digital media used in digital marketing activities are search engines (Google, Bing, Yahoo), social media, websites and email .

The term digital was popularized around 2005 and was used around 1980 (Davis & Shaw, 2011). Digital is the ability to understand information in hypertextual form through reading. Not only understanding and the ability to use digital or media, but the ability to think about the information obtained in various digital media sources effectively. With the concept of digital strategy as the ability to understand and use information from various digital sources, it plays a role in the interests of self-development and organization (Bahwen, 2001).

Thus, Gilser (1997) grouped into four competencies that must be owned by someone so that it can be said to be able to use and have digital literacy skills, including (Internet searching) aspects of searching on the internet, (hypertext navigation) , (content evaluation) aspects of content evaluation. ,

and (knowledge assembly) aspects of the preparation of knowledge. These aspects can be explained as follows: First, internet searching means that the ability to carry out activities in using the internet includes several competencies, namely the ability to search for information on the internet using search engines , and carry out activities. inside it. Both Hypertext navigation. Hypertext navigation is a skill to dynamically read and understand hypertext . So that requires someone to understand and understand the navigation guide of a hypertext in a web browser, which is very different from the text found in text books. Third Evaluation of information content (content evaluation). According to Paul Gilster (1997) competency is described as a person's ability to think critically and logically to provide an assessment of what is found online with the understanding and ability to identify the completeness of information referenced by hypertext links.

This component includes several things, namely the ability to distinguish between display and information content, namely the user's perception in understanding the appearance of the web page visited, the ability to analyze background information on the internet, namely awareness and concern for knowing the source and maker of information. Fourth Aspects of preparation of knowledge (knowledge assembly). This competence is useful for compiling knowledge and building information obtained from various sources online with the ability to evaluate and collect facts and opinions properly without prejudice and mere guesswork. This is done to determine the ability to use various types of media to prove the truth of information, as well as the ability to compile information sources obtained on the internet with real life that are not directly related to the internet network. Through digital literacy, business actors not only understand digital as a whole, but they can also balance it with their daily activities, especially to support their business activities. Activities carried out vary, can be in the form of promotion or marketing through social media in order to provide benefits for their business. Online marketing methods like this have a good influence on the development of businesses that are owned by providing greater profits, Potter (2005).

Digital technology is increasingly being implemented by companies to respond positively to customer needs at the same time, increasing customer trust. In this case it supports the interests of consumers and businesses and, at the same time, helps drive sales and increase efficiency by reducing costs. The quality of information that can be transferred through digital technology as well as in organizations that are very focused on the use of information technology can be transferred through digital technology (Watson, 2006). Organizations are very focused on using digital technology to improve the quality of information provided to their customers (Foroudi et.all, 2016).

Digital marketing leveraging social media channels provides SMEs with new innovative ways to interact with customers, providing alternative, cost-effective and attractive propositions. The competitive environment reflects how businesses compete and function in an environment. Where there is demand for a particular product, there will likely be more sellers with similar products. SMEs have direct and indirect competitors. Direct competitors can be in the

form of types of products that are sold similarly and each competitor competes face to face, for example, such as delicious noodle products and indomie. Meanwhile, indirect competitors are products that are sold that are not the same or different, but have substitute products that can threaten the level of income. They are surrounded by many competitors selling similar products at lower prices. To attract customers they offer various types of benefits to their customers (Foroudi et.al 2016). The following are indicators of digital marketing according to research conducted by Mohamad Trio et.al (2018).

Empowering MSMEs in Digitalization

Entrepreneurial empowerment that needs attention is improving the productivity of MSMEs by applying appropriate digitalization technology while maintaining the criteria of MSMEs that are labor intensive. MSME empowerment is a strategic step in increasing and strengthening the basis of the economic life of the community. This empowerment is intended so that MSME actors who usually carry out business activities only with direct sales and it is hoped that most of their business will be carried out online. In this activity online assistance will be carried out in which MSME actors will be given motivation through videos uploaded on YouTube, online marketing assistance through the WhatsApp media group. MSME actors are expected to be able to sell products on online sales sites which will increase product sales. The online buying and selling sites used in this activity are in the form of Instagram, Facebook, Twitter, LinkedIn and other accounts.

The implementation of community empowerment must be carried out through several activities, first, creating an atmosphere or climate that allows the community's potential to develop (enabling). Second, strengthening the potential or power possessed by the community (empowering). Third, hestanto.web.id empower also means protecting. This is where the starting point lies, namely that the recognition of every human being, every member of society, has an introduction to every human being, and members of society, have a potential that can always be developed. That is, there is no society that is completely powerless, because if it did it would easily become extinct.

Digital Users of Social Media Applications for MSME Actors

Marketing through social media is an ongoing marketing process _ through party third namely social media -based websites. Moment this already many social media can _ used for marketing or promotion a product or services. Social media users in Indonesia have reached 150,000,000 users. social media own a number of type various forms _ among them is blogs, social networking services, social media sharing services, social bookmarking services, social news services, social geolocation and meeting services, and community building services). Frequent social media _ used for marketing or promotion among them WhatsApp, Facebook, Instagram, TikTok, YouTube, Twitter, gofood and grabfood. Through this medium perpetrator effort micro which owns the product brand can do structured and appropriate promotions _ target.

Marketing with social media no always related with buy and sell in a manner direct. In marketing this, can also market content in shape postings on

the web , pictures or videos. Marketed content _ through social media this related with product to be sold . Besides promote content , technique Modern marketing is also used for promote brand . Meaning promote brand here _ is introduce brand in a manner general to Public in a manner thorough or often _ called with brand awareness . With introduce brand and give good impression , then trust _ _ Public will increase and can increase conversion promotion to sales . Besides the social media is also used for effort SEO business website optimization right.

Ali Akbar, an SEO expert who holds a certificate from Search Engine Academy Asia, shares his insights on digital optimization practices. In his presentation at the digital workshop and training event in the Mekarjaya Village hall, on Saturday, October 22, 2022, in collaboration with FMB URINDO and he said that the world of digital technology will continue to grow and will always innovate as a profession. Currently, according to Ali, "The technological era consists of five eras, namely the computer era, the internet era, the digital era, the blockchain era and the quantum era. Blockchain journey, innovations already exist such as money printing machines, web assets, and others. Technology a knowledge or logic into expertise, the application of scientific knowledge for practical purposes in human life or in the change and manipulation of the human environment.

In the global information age, what is currently trending is Crypto Blockchain and there are already Bit Coint, Metaverse, Web3, DeFi, DeGo, DEX, and other applications. This digital knowledge has a methodology, namely DIMA (Digital Marketing), DEKO (Digital Ecosystem) and DEMI (Digital Economy). In his presentation, Ali Akbar explained that if we want to start a business on the internet and digitally, we can try it as an EXECUTOR. PENA means Writing Instrument and KARSA means Power to will. But in this digital era, PENA can be interpreted as Fingers, and we replace KARSA with Platforms. So the meaning of PENAKARSA is that people who own a platform for other people participate in making positive movements on the platform.

Sri Yulianti on the same occasion also said that an entrepreneur today can easily use digital media to market their products on social media platform applications such as; whatsapp, Instagram, Facebook, TikTok, YouTube and others, and can also be marketed in many marketplaces such as; Shopee, Tokopedia, Lazada, and also websites. All of this becomes organic marketing as a digital asset and becomes a digital marketing strategy to reach the market with paid marketing in the form of Ads as digital advertising. Trading business managed by a business entity or individual refers to the business economy productive corresponding with criteria stipulated by law _ Number 20 of 2008. The development of MSMEs is classified into 4 criteria namely :

1. **Livelihood Activities** : SMEs used as chance work for look for subsistence . Generally known as informal sector .
2. **Micro Enterprise** : MSMEs that have characteristic craftsmen , however not characteristic entrepreneurship .
3. **Small Dynamic Enterprise** : MSMEs that have own soul entrepreneurship as well as capable accept profession subcontracting and exporting .

4. **Fast Moving Enterprise** : MSMEs that have own soul entrepreneurship and will do transformation Becomes effort big .

Theoretical Framework

Researchers create research theoretical framework diagram to facilitate understanding of the flow research, follows below this:

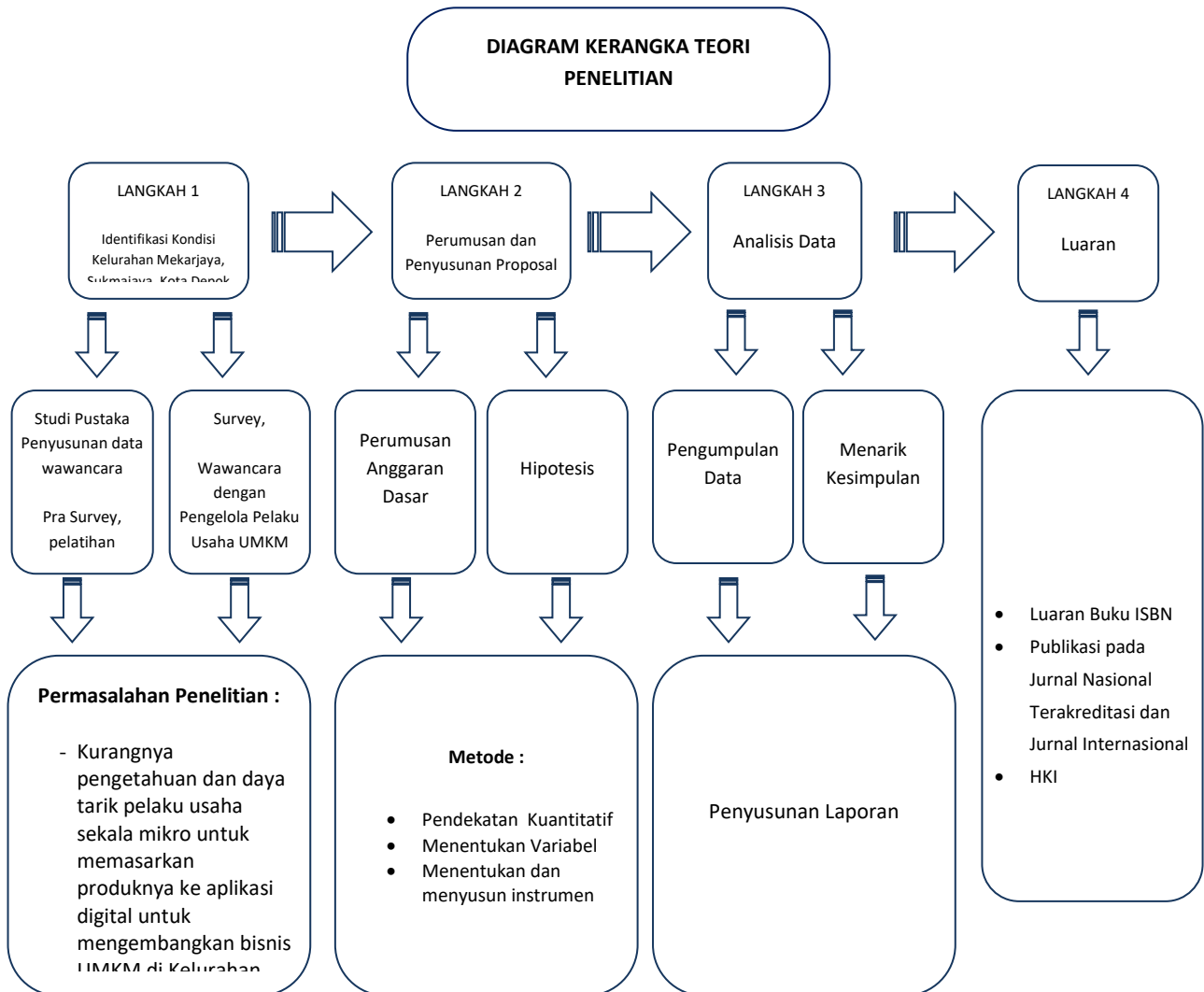


Figure 1 . Theoretical Framework Diagram Study

The research theoretical framework in the diagram above starts with identifying problems and conditions in Mekarjaya Village, Sukmajaya in Depok City. After conducting literature studies, initial surveys, and later observations next formulation problem. Step second that is formulation and drafting proposals with involve whole team member study. Step third that is data collection in the field through, libraries, training, data sourced from website , or local government as well as interviewing MSME business actors. After data analysis is done, step next that is drafting report.

Research Hypothesis

In this quantitative method research hypothesis, there are 6 hypotheses that will be built. Quantitative hypothesis is a statement, question or proposition from an indicator that will be proven (Malhotra, 2010). Social media is one's knowledge of product search, online buying and selling sites, and qualitative methods of purchases made online (Rong Li, Jae Jon Kim, Jae Sung Park, 2007). digital media knowledge is considered a skill in using online buying and selling sites (Novak et al., 2000). When micro-scale business actors feel that knowledge and skills are very helpful for marketing their products, micro, small and medium enterprises (MSMEs) regarding digital marketing on social media can make them more trust online trading sites. Therefore the quantitative hypothesis with questionnaire statements and interview questions that can be formed is:

H1: Regarding social media used by online buying and selling sites

H2: Regarding the length of time using social media in buying and selling online

H3: Regarding the type of business used by SMEs on online buying and selling sites

H4: Regarding the length of business as a digital marketing-based MSME actor.

Research Journey Map

Research activities in the next 3 (three) months are illustrated in the research road map at lower this. The research roadmap has three important components that must be interrelated with one another.

1. Research activities that have been carried out,
2. Research activities in this period will be carried out, and
3. Research activities in the next period that will lead a researcher to achieve his final goal



Figure 2. Research Road Map

A roadmap is a map or guide that can be used as a guide in directing the way in implementing a program of research activities within a certain period of time. In the business world, a road map is a document containing clear and detailed instructions or a big picture in implementing a program of activities. The guide will help the team carry out a plan or strategy to achieve something. Figure 2.4 Road Map of this research activity that has been carried out in the

next drafting process period which will determine the results of the research to reach the final research goal with a predetermined schedule.

Validity Test

Validity is a state in which a measurement actually measures what it is supposed to measure. The validity test shows the extent to which a measuring instrument measures what is being measured. The type of validity used is construct validity, according to Kerlinger (1973) construct is a special abstraction and generalization and is a concept created specifically for scientific needs and has a limited meaning. This validity is used if a variable is measured through several questions, then the question must be tested for its validity. One technique to predict construct validity is to use factor analysis calculation techniques. The use of this factor analysis technique can reduce a number of variables into simpler variables or the underlying variables. In other words, to show what characteristics each factor has and the variation within the data set can be described.

Reliability Test

Reliability indicates the extent to which a measurement result is relatively consistent when measuring the same aspects on the same measuring instrument is called Consistency Reliability . This reliability test uses the Cronbach alpha measurement tool , if the Cronbach alpha value is close to 1 then this indicates that the measurements carried out are reliable or the respondents' answers tend to be the same even though they are given to different people and forms of questions.

T Test

Research data processing for several SPSS applications from hypothesis testing was carried out on one sample, namely one of the digital marketing strategies from the success of MSME businesses in social media applications based on the creative economy. Hypothesis testing on parametric and nonparametric statistics. The T test can be used to test the mean significance of one sample, this test is a form of parametric statistics, used when the variance in the population taken is unknown. In order to be able to perform a one-sample T-test, the steps are as follows: H_1 is accepted $\alpha = 0.05 < 0$ and H_0 is rejected $\alpha = 0.05 > 0$ (5% or 0.05 significance level). The digital marketing strategy in empowering entrepreneurship that needs attention is improving the productivity of MSMEs by applying appropriate digitalization technology while maintaining the criteria of MSMEs that are labor-intensive. MSME empowerment is a strategic step in increasing and strengthening the basis of the economic life of the community. This empowerment is intended so that MSME actors who usually carry out business activities only with direct sales and it is hoped that most of their business will be carried out online. In this activity online assistance will be carried out in which MSME actors will be given motivation through videos uploaded on YouTube, online marketing assistance through the WhatsApp media group . MSME actors are expected to be able to sell products on online sales sites which will increase product sales. The online

buying and selling sites used in this activity are in the form of Instagram, Facebook, Twitter, LinkedIn and other accounts.

SMEs do _ content marketing is approach Involved marketing _ manufacture , appraisal , distribution and strengthening interesting , relevant and useful content _ for existing market segments determined with their agar could discuss content with clear , based on narrative that MSMEs need to pay attention to. **Marketing through social media** is an ongoing marketing process _ through party third namely social media -based websites . Moment this already many social media can _ used for marketing or promotion a product or services . Social media users in Indonesia have reached 150,000,000 users . social media own a number of type various forms _ among them are blogs , social networking services, social media sharing services, social bookmarking services, social news services, social geolocation and meeting services, and community building services). Frequent social media _ used for marketing or promotion among them WhatsApp, Facebook, Instagram, TikTok, LinkedIn and Twitter . Through this medium perpetrator effort owned micro _ brands the product can do structured and appropriate promotions _ target .

General Image Subject Study

Ward Mekarjaya is a village in the district Sukmajaya , at Jalan Waru Jaya No.9, RT.005/RW.21, Mekar Jaya, Kec . Sukmajaya , City of Depok, West Java 1641 , Indonesia. quoted from Wikipedia.com, Kelurahan Mekarjaya Region Code 32.76.05.1004 which is one of the District areas Sukmajaya from 6 wards . The Mekarjaya area is the most numerous number of RT 176 Rukun Neighbors and 22 Pillars Residents (RW) and citizens Mekarjaya already many become _ perpetrator effort micro as well as craftsman knit from ingredients wool for made hats , masks, bags , wallets , and more . Activity performance Knitting and batik UMKM Mekarjaya held at the Pesona Square mall , Depok. Workshop and Training Activities entrepreneurship (entrepreneurship) on MSME -based actors economy creative cooperate with URINDO in Kelurahan Mekarjaya and activities other .

Data Collection

Data collection process , results statistics descriptive obtained _ from questionnaires , and research data processing use multiple linear regression . Researcher do data collection , researcher especially formerly search for appropriate MSME data with criteria in research . MSME data got from various source , that is from workshop activities and digital marketing training for MSME actors , activities exhibition performance Knitting and Batik Depok at Pesona Square Mall, Depok and recommendations from MSME actors in the Kelurahan _ Mekarjaya , District Sukmajaya Depok. Process down roomy conducted start September 1 2020 to October 31 2022. The process of obtaining primary data was obtained with use distributed questionnaires _ via offline. Spread offline questionnaire was conducted Researchers also with method come over come over ever SME exhibitions held on several place in the District Sukmajaya . Offline data collection is carried out with deployment questionnaire to SMEs that comply criteria , as many as 45 questionnaires has

distributed and there were 40 questionnaires returned so that sample in research this a total of 40 samples were obtained through questionnaire offline _

Research Data Processing Results

The data was collected, processed using the T test. However, before carrying out the reliability test and correlation test, descriptive statistical analysis, confirmatory factor analysis, independent sample t-test, and validity test were carried out. This research activity takes the theme; " Digital Marketing Strategy for Empowering Micro-Scale Business Actors Based on Creative Economy Social Media Applications in Mekarjaya Village, Sukmajaya District, Depok City." Communities in the Mekarjaya region have batik craftsmen (Craft) and also embroidery/knitting crafts from wool yarn, and knitted products made by artisans and culinary eats as well as MSME products that have been marketed through various online media.

Analysis Statistics Descriptive

Descriptive statistical analysis aims to determine the overall profile picture hypothesis which includes the gender of the MSME owner, the age of the MSME owner, the length of time the business has been running, the last education of the MSME owner, the amount of digital marketing training experience, type of business, business scale, business activities, frequency of accessing media applications social services, and the amount of questionnaire data received and explained in the following graphs.

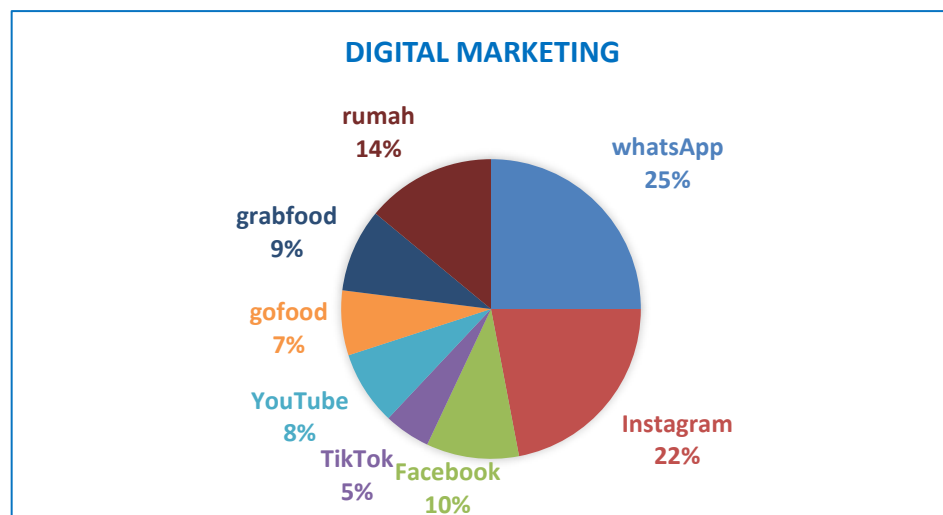


Figure 3. Pie Chart Graph : Digital Marketing Users in Applications on Social Media for do Business

In study this , 100% of respondents is MSME owners . this _ means that MSME social media users _ application whatsapp for marketing (digital marketing) sales because related with easy booking product offered _ through message in the whatsapp group or per person for offer , promote and upload brand product business to be sold . _ Based on Figure 3. of a total of 40 respondents as much as 25% of users application frequent whatsapp _ used by

MSME actors , users (users) of the Instagram application 22%, application Facebook as much as 10%, YouTube 8%, TikTok 5%, Gofood 7%, Grabfood 9% and those who sell at their homes as much as 14% in Kelurahan Mekar Jaya .

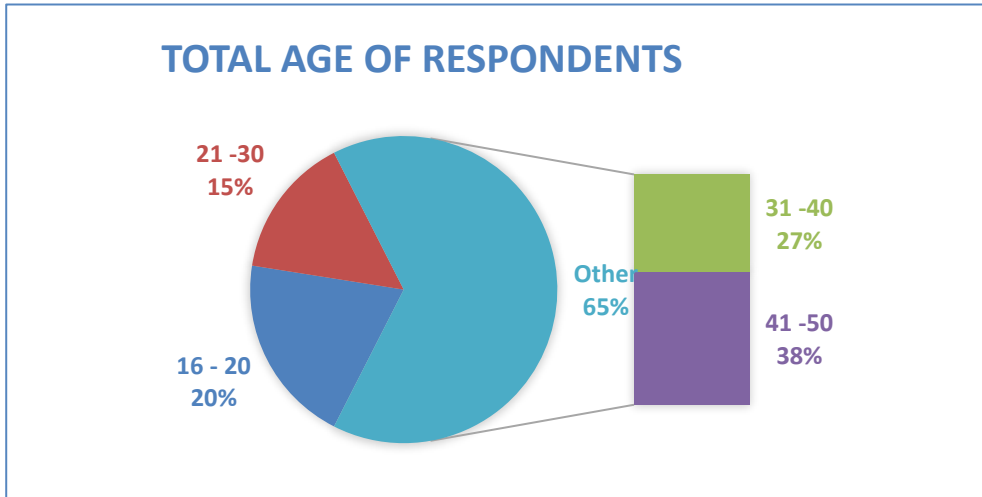


Figure 4. Graph Age Respondents

Based on Figure 4. from the data of 40 respondents as much are 8 males and 32 females . Age productive age 16 – 50 years from those data is known that majority respondent is women 65% and more age young from man male and female as much as 35%, then age productive for development effort micro have potency change pattern economy creative digital marketing based .

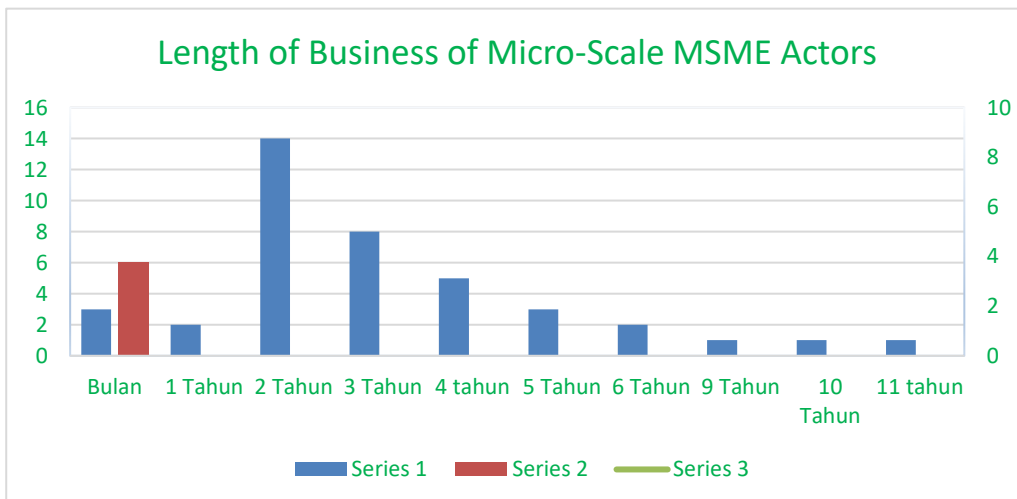


Figure 5. Graph of Business Period

Regarding the length of business as a digital marketing-based MSME actor, it can be seen from Figure 5. It can be seen that the most dominant level of business duration is at 2 (two) years as many as 14 UKM business actors and those who have just started doing business at 3 months As many as 3 respondents of UKM business actors in the Kelurahan Mekar Jaya, Depok.

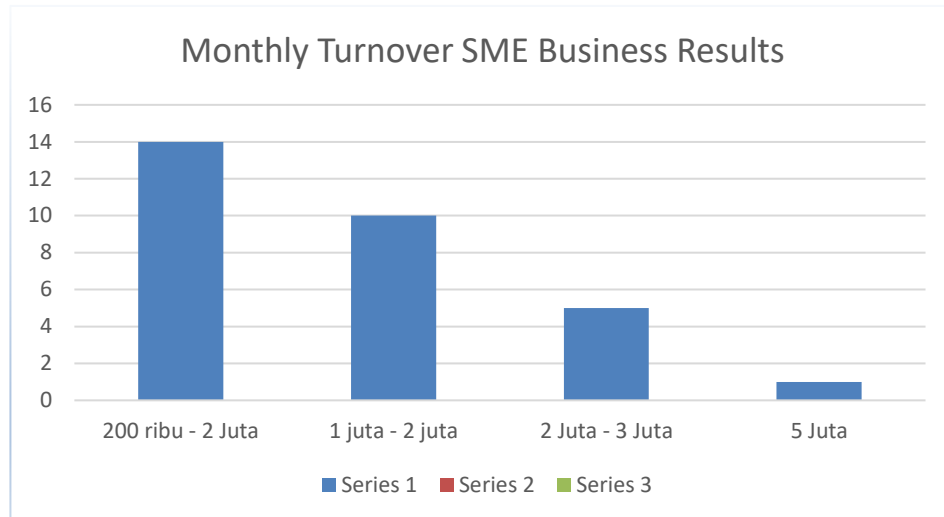


Figure 6. Graph Turnover Micro Scale Business Income

Regarding business turnover as a digital marketing-based MSME actor, it can be seen from Figure 6. It can be seen that the most dominant level of business turnover is from 200 thousand per month to 2 million per month as many as 14 SME business actors and those with a small turnover of business results with an income of 5 million per month are as much as 1 respondents from SMEs in Mekarjaya Village, Depok.

Data Processing Test Results

For count validity instrument item reliability of each variable in the research conducted using the SPSS 20 for windows program. Validity test used for measure legitimate or valid or not something questionnaire . Questionnaire is said to be valid if questions on the questionnaire capable for reveal something that will measured by a questionnaire the . General limits something questionnaire could fulfil condition validity if r (coefficient correlations) is greater of 0.300 (Sudarmanto, 2005)

Validity Test

Table 2. Validity Test Results

No	Indicator	Items	r	Probability	Information
1	Believe self (x1)	x1	0.719	0.000	valid
		x2	0.826	0.000	valid
		x3	0.869	0.000	valid
		x4	0.767	0.000	valid
2	Challenge Running a Business (x2)	x1	0.846	0.000	valid
		x2	0.864	0.000	valid
3	Oriented Development Product (x3)	x1	0.719	0.000	valid
		x2	0.786	0.000	valid
		x3	0.826	0.000	valid
4	Own Network Digital Marketing (x4)	x1	0.745	0.000	valid
		x2	0.892	0.000	valid
		x3	0.720	0.000	valid
5	Success (y)	y1	0.433	0.000	valid
		y2	0.501	0.000	valid
		y3	0.568	0.000	valid
		y4	0.514	0.000	valid
		y5	0.481	0.000	valid
		y6	0.449	0.000	valid

Source : secondary data processing 2022

From table 4. above , it is known that each item on the variable believe self (x1), Challenge Running a Business (x2). Oriented Development Product (x3), Own Network Digital Marketing (x4), MSME actors and Business Success (y) have Pearson Correlation value more of 0.300 and value significance not enough than 5%

Reliability Test

Definition reliability is tool for measure something questionnaire which is indicator from variable or construct . Question proof said reliable if answer someone on the question is consistent . Something variable said reliable if give score Cronbach's alpha > 0.60 (Sunyoto , 2013:81)

Table 3. Reliability Test Results

No	Indicator	Alpha	Information
1	Believe self (x1)	0.806	reliable
2	Challenge Running a Business (x2)	0.632	reliable
3	Oriented Development Product (x3)	0.667	reliable
4	Own Network Digital Marketing (x4)	0.681	reliable
5	Success (y)	0.367	reliable

Source : secondary data processing 2022

From table 3. above , get is known that results calculation of each variable believe self (x1), Challenge Running a Business (x2). Oriented

Development Product (x3), Own Network Digital Marketing (x4), and Business Success (y) have Alpha value is more big of 0.60 ($\alpha > 0.06$), so could said that from whole variables that exist in the instrument in study is reliable .

T Test

Table 4. Statistics One Sample

	N	Means	std. Deviation	std. Error Means
data y	40	19.50	2,207	.349

Table 5. One Sample Test

	TestValue = 40					
	t	df	Sig. (2-tailed)	Mean Differences	95% Confidence Interval of the Difference	
					Lower	Upper
data y	-58,741	39	.000	-20,500	-21.21	-19.79

Source : secondary data processing 2022

Description from Respondents in Table 4 and Table 5 obtained success data effort scale micro MSMEs based on digital marketing that the sample average is $y = 19.5$ and $y = 2.207$. For could perform a single T test sample as following arrangement hypothesis ; $H_0 : \mu = 40$ and $H_1 : \mu > 40$ and level significant $\alpha = 5\% = 0.05$. Data processing in column t and df Table 4.10 obtained $t = -58.741$ and $df = 39$ from the t distribution table (appendix 4) obtained $t_{\alpha, n-1} = t_{0.05, 39} = 1.95$ because $t = -58.741 < t_{0.05, 39}$ then H_1 _ accepted . Take note column Sig. (2-tailed) in Table 4.10. Sig . (2-tailed) = 0 used test one side ($H_1 : \mu > 40$), then $Sig.=0/2 = 0$, because $\alpha = 0.05 > 0$ then H_1 accepted on the level 5% significance and level success 95% effort on MSME actors for development and improvement economy community in the village area Mekarjaya , District Sukmajaya , Depok City.

CONCLUSIONS AND RECOMMENDATIONS

Based on research activities that have been carried out by the Team in Mekarjaya Village, Sukmajaya District, Depok City, it can be concluded that firstly this research activity regarding the introduction of digital marketing as a marketing strategy in the business activities of MSME actors has also achieved the output target. Participants who were originally only familiar with traditional or conventional product marketing, after researching the MSME actors in the Mekarjaya Village community that digital marketing media can become the basis of the creative economy and as an attraction for consumers to market and purchase goods/services using digital media.

The Digital marketing strategy has a positive impact on the development of MSMEs and the business success rate reaches 95% in Mekarjaya Village, Sukmajaya District, Depok City. The type of food and beverage business is the MSME business that is most involved in by MSME actors and is useful for reducing the unemployment rate in Depok City even though it originates from the informal sector which is still not registered at the Central Statistics Agency. MSME actors collaborate digital-based promotional media and distribution media to get the maximum profit. The most widely used promotional media are WhatsApp and Instagram , while the most widely used distribution media are Gofood Gojek and Grabfood. The reason for using social media and distribution media is because in the current era of digitalization these two media have become popular among consumers, making it easy for MSME actors to promote and distribute their products. Even though it is still in an undemic or new normal condition, the MSME sector continues to try to survive by carrying out various methods, both increasing promotions and providing purchase discounts.

FURTHER STUDY

Now, in the era of globalization, business competition is increasing rapidly and people's economic problems are also increasingly complex, so the right steps can be taken by a digital marketing strategy by empowering micro-scale business actors based on digitizing the creative economy in society to overcome post-pandemic economic problems . Seeing this problem the researcher was called upon to examine it with the method used is quantitative method and data analysis as well as collecting questionnaire data from the total population and sample and interviews with micro, small and medium enterprises. This research is an effort to empower micro-scale business actors.

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