



## The Effect of Marketplace and Social Media as a Marketing Strategy on the Expansion of Creative Industry Market Segments

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### ABSTRACT

This study aims to determine: (1) The effect of the marketplace on market segment expansion, (2) The effect of social media on market segment expansion (3) The effect of marketplace and social media on market segment expansion. This research is a quantitative type with data analysis techniques using multiple linear regression. The sample in this study will be selected using a purposive sampling technique. The sample in this study was 50 respondents who were MSME actors in the Pottery Creative Industry in Paseban Village, Klaten Regency. From the simultaneous test (Test F) which shows that there is a significant influence between Marketplace and Social Media on Market Segment Expansion. Based on the test of the coefficient of determination ( $R^2$ ), the Adjusted R Square value shows a result of 0.841. This means that the Market Segment Expansion variable is influenced by Marketplace and Social Media variables by 84.1% while the remaining 15% market segment expansion is influenced by other variables not included in this study

## INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are one of the important pillars in the Indonesian economy. MSMEs have a significant role in creating jobs and improving people's welfare, especially when the monetary crisis occurred in 1998. After that, another monetary crisis occurred 10 years after 1998, namely in 2008. However, due to the growth of MSMEs which continues to increase every year, Indonesia become one of the countries that continues to experience positive economic growth. (Widodo, Purwaningrum, et al., 2022)

Therefore, empowering MSMEs in the midst of high market competition is currently expected to be able to provide opportunities for MSMEs to develop their businesses. However, MSMEs often experience difficulties in developing their business because they are constrained by ineffective capital, promotion and marketing. In this case, an appropriate marketing strategy is needed to help MSMEs expand their market and increase sales. (Kecil & Menengah, n.d.) Therefore, MSMEs must be able to face challenges and must be responsive in adapting to changes that are currently developing, one of which is the very rapid development of technology (Hermoyo et al., 2023). Along with the rapid advancement of technology, the economy also contributes to the welfare of society. This can be seen by the increasing number of people using digital media as buying and selling transactions. (Widodo et al., 2014). The rapid development of technology and information currently has a significant impact on consumer behavior in determining and deciding in conducting market transactions (Arum Sunarta, n.d.).

In this digital era the use of information and communication technology has penetrated into various aspects of life, including in the economic field. (Adiyani et al., 2021). As can be seen today, many business actors are now taking advantage of technological sophistication in order to be able to compete with other business actors, one of which is in terms of marketing (Gunawati et al., 2022). One form of marketing that uses digital technology is digital marketing. Digital marketing is a marketing strategy that uses digital media to promote products or services online to potential consumers (Susanti et al., 2023). In the context of MSME marketing, digital marketing can be an effective strategy to increase sales, expand market segments, increase brand awareness, and reach potential customers at a lower cost compared to conventional marketing methods. This happens because the internet network is very wide and there is no area or time coverage, so everyone can access it anytime and anywhere (Santoso et al., 2021).

Paseban Village is a tourist village located in Bayat District, Klaten Regency. This village is famous for various kinds of MSMEs, one of which is the most famous is pottery products. Pottery MSMEs in Paseban Village, Klaten Regency are one example of MSMEs that can utilize digital marketing as a marketing strategy. Pottery is a handicraft product that has long been known in Indonesian society. In Paseban Village, Klaten Regency, there are many earthenware craftsmen who produce high-quality products. In addition to high-quality products, the pottery in Paseban Village has its own uniqueness, namely its distinctive brown pottery color. This is because the land for making this craft

is special and is taken in the mountains in Alas Bayat. Another uniqueness is that there are still a number of pottery craftsmen in Paseban Village who still use the traditional method, namely "gepuk" or do not use a pottery rotating machine. With the quality and uniqueness of pottery in Paseban Village, however, it still has several obstacles, especially in the field of marketing, it still has a less extensive market reach. Their market reach only relies on immigrants or tourists who visit tourist sites, which incidentally in Paseban Village also has a tourist location called the Tomb of Sunan Pandanaran. In addition to the small market reach, most of the people of Paseban Village do not understand the use and benefits of technology that are increasingly developing for their businesses. In today's digital era, the use of information and communication technology can be a solution to expand the market reach of pottery products from Paseban Village, Klaten Regency. In this case, digital marketing can be an effective strategy for promoting pottery products to potential consumers at home and abroad. Moreover, the pottery produced has very good product quality and the price itself is also varied and very affordable.

So it is very unfortunate if these pottery product business actors cannot take advantage of technology that has developed rapidly to expand their market reach. To maintain and improve business continuity, pottery business actors in Paseban Village must be more sensitive in facing market conditions in today's competitive business environment. Especially in the current era, the majority of business people have used digital marketing to promote their products. If pottery business actors in Paseban Village cannot keep up with current technological developments, they will be threatened with being left behind and losing competition to business actors who have used technology to promote their products.

Therefore, the need to understand the benefits of technology for business actors is very important so that they can help pottery business actors in Paseban Village to expand their market reach. Apart from that, it is also expected to be able to elevate their products so that they can be marketed more broadly, especially since their products have their own uniqueness and characteristics that other pottery craftsmen may not have.

#### 1. Problem Formulation

Based on the background of the problems in the research above, the above problems are formulated into the following questions:

- A. Does the use of the marketplace affect the expansion of the MSME pottery product market segment in Paseban Village, Klaten Regency?
- B. Does the use of social media affect the expansion of the MSME pottery product market segment in Paseban Village, Klaten Regency?
- C. Does the use of marketplaces and social media affect the expansion of the MSME pottery product market segment in Paseban Village, Klaten Regency?

#### 2. Research Objectives

Based on the formulation of the problem that has been described, the objectives of this study are as follows:

- A. To determine the influence of the marketplace on the expansion of the MSME pottery market segment in Paseban Village, Klaten Regency

B. To determine the effect of social media on the expansion of the MSME pottery market segment in Paseban Village, Klaten Regency

C. To determine the effect of marketplace and social media on the expansion of the MSME pottery market segment in Paseban Village, Klaten Regency

### 3. Research Benefits

The results of this study are expected to provide the following benefits:

a. For Researchers

This research can be used as a means to apply the knowledge that has been learned during lectures

b. For Other Parties

It is hoped that this research can be used as reference material for future researchers when conducting research in the same field.

c. For Paseban Village MSME Business Actors

Contributing to pottery MSME entrepreneurs in Paseban Village, Klaten Regency to expand product market reach through digital marketing.

d. For the Community

Providing information to the public about the influence of digital marketing as a marketing strategy for expanding the market segment of pottery MSMEs in Paseban Village, Klaten Regency.

e. For Local Government

Provide input to local governments in order to develop the marketing of MSME products in Klaten Regency.

## LITERATURE REVIEW

### 1. Marketing

In general, marketing is a managerial and process that makes individuals or groups get what they need and want by creating, offering and exchanging products of value to other parties or all activities related to the delivery of products or services starting from producers or consumers. (Imron et al., 2023).

### 2. Marketplace and Social Media as a Creative Industry Marketing Strategy

Today's marketing activities indeed have differences and shifts compared to a few years ago, because at this time all forms of trading, marketing and sales and distribution, information and its dissemination to consumers can easily be assisted through the existence of marketplaces, besides that there is an increasingly consumer phenomenon. high interest in online shopping. Of course, this moment is very good if small businesses take advantage of the marketplace as a media liaison with consumers in offering various types of goods. (Widodo, Wijastuti, et al., 2022)

### 3. MSMEs Pottery

Pottery Micro, Small and Medium Enterprises (MSMEs) are one type of handicraft business in Indonesia. Pottery MSMEs are generally located in rural areas and employ a large number of local workers. Pottery products produced by pottery SMEs generally take the form of vases, jars, plates, and various other products (Khotimah & Fiati, 2013). Pottery MSMEs have great potential to develop and expand their market, but often experience problems in marketing their products (Pamungkas & Hidayatulloh, 2019)

#### 4. Marketplaces

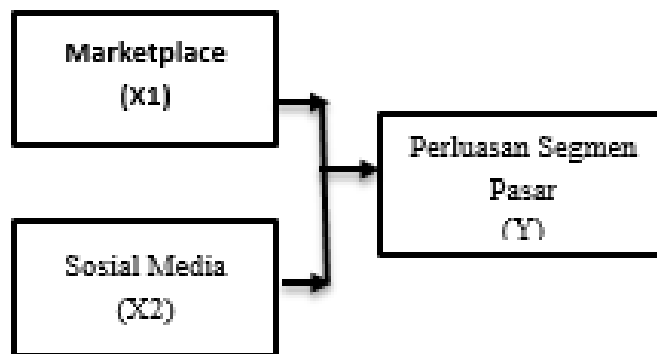
Marketplace is a place or digital means for sellers to advertise and sell their products by sharing photos and descriptions of the products they sell online. According to (Vasileiou et al., 2009) a marketplace is a website or online application that facilitates the process of buying and selling from various stores. The marketplace concept is almost the same as traditional markets but online-based.

#### 5. Social Media

Social media is a digital platform where users can share, participate, and create extensive social networks. There are many advantages to using social media to market products and services such as saving time and costs because we can market products and services anytime and anywhere and it doesn't cost much, we only need to pay for internet quota to do this. (Kaplan & Mazurek, 2018)

#### 6. The Effect of Marketplace and Social Media on the Expansion of the Pottery MSME Market Segment

MSME (Micro, Small and Medium Enterprises) is a form of productive economic business owned by individuals or individual business entities that meet the criteria of MSME. Marketplaces and social media can also be an effective strategy to expand the pottery MSME market segment in Paseban Village, Klaten Regency.



Picture 1. Framework

#### Hypothesis

##### 1. Marketplaces (X1)

Ho: Marketplace (X1) as a marketing strategy has no effect on the Expansion of the MSME Pottery Market Segment in Paseban Village, Klaten Regency (Y).

Ha: Marketplace (X1) as a marketing strategy influences the Expansion of the MSME Pottery Market Segment in Paseban Village, Klaten Regency (Y).

##### 2. Social Media (X2)

Ho: Social Media (X1) as a marketing strategy has no effect on the Expansion of the Pottery MSME Market Segment in Paseban Village, Klaten Regency (Y)

Ha: Social Media (X1) as a marketing strategy influences the Expansion of the Pottery MSME Market Segment in Paseban Village, Klaten Regency (Y)

3. Marketplaces (X1), Social Media (X2)

Ho: Marketplace (X1), Social Media (X2) as a marketing strategy has no effect on the Expansion of the Pottery MSME Market Segment in Paseban Village, Klaten Regency (Y)

Ha: Marketplace (X1), Social Media (X2) as a marketing strategy has an influence on the Expansion of the Pottery MSME Market Segment in Paseban Village, Klaten Regency (Y)

## METHODOLOGY

### 1. Validity Test

The validity test is the similarity of the data reported by the researcher with the data obtained directly that happened to the research subjects. This validity test is used to measure whether a questionnaire is valid or not. The validity test was carried out using the product moment correlation formula proposed by Pearson which was stated as follows (Sugiyono, 2014: 173):

- a. If  $r \geq 0.30$  then the question items from the questionnaire are valid.
- b. If  $r \leq 0.30$  then the question items from the questionnaire are invalid.

### 2. Reliability Test

To measure the reliability of measuring instruments used Alpha Crobach technique. Reliability is achieved when the alpha coefficient is more than 0.6 (V, Wiratna Sujarweni 2014:193)

### 3. Normality Test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. As it is known that the t and F tests assume that the residual values follow a normal distribution. If this assumption is violated, the statistical test becomes invalid for a small sample size.

### 4. Multicollinearity Test

According to (Ghozali, 2018) the multicollinearity test aims to test whether the regression model found a correlation between independent (independent) variables. To test multicollinearity by looking at the VIF value of each independent variable, if the VIF value  $<10$ , it can be concluded that the data is free from multicollinearity symptoms.

### 5. Heteroscedasticity

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. Tests in this study used a Graph Plot between the predicted value of the dependent variable, namely  $Z_{pred}$  and the residual  $S_{resid}$ . Heteroscedasticity does not occur if there is no clear pattern, and the dots spread above and below the number 0 on the Y axis (Ghozali, 2018).

6. Autocorrelation Test  
According to Ghozali (2018; 111) the autocorrelation test aims to test that in a linear regression model there is a correlation between the confounding error in period  $t$  and the error in period  $t-1$  (previous). Autocorrelation arises because successive observations over time are related to one another. If there is a correlation, then it is called that all times are related to each other (time series data), whereas in cross-sectional data (cross-time) the problem of autocorrelation rarely occurs.
7. Multiple Linear Regression Test  
Multiple regression analysis is a scientific strategy used to decide whether there is a general impact of the autonomous variable ( $X$ ) on the dependent variable ( $Y$ ). The logical technique used as various models of direct recurrence as shown by Sugiyono (2012: 192) states that investigations of different straight recurrences are planned so that it can be anticipated what the condition of the dependent variable will be if at least the two independent factors become control indicator factors.
8. Partial Test (T Test)  
To find out whether each independent variable is partially (Individually) significant or not in influencing the dependent variable
9. Test F  
The F test is directed to decide whether all the autonomous factors at once (At the same time) can affect the dependent variable. By comparing the values of  $F_{count}$  and  $F_{table}$ , the variable importance test can be seen by focusing on the importance value and  $df = n - k$ .
10. The coefficient of Determination Dependent Variable Variation.  
The value of the coefficient of determination is between zero and one. The small value of  $R^2$  means that the ability of the independent variables to explain the variation in the dependent variable is very limited. Values that are close to one of the independent variables provide almost all the information needed to predict the variation of the dependent variable.

## RESULT

1. Description of Respondents  
This research was conducted in Paseban Village, Bayat District, Klaten Regency, the respondents in this study were pottery MSME creative industry entrepreneurs with a sample of 50 people selected using a purposive sampling technique, namely sampling using certain considerations according to the desired criteria.
2. Validity Test  
Validity test is the accuracy of an instrument in measurement which is done by comparing the value of  $r_{count}$  with  $r_{table}$  for a significant value of 5% of the degree of freedom ( $df = n-2$ ), then ( $df = 50 - 2 = 48$ ) and alpha 0.05 then got  $r_{table} = 0.2787$ . If  $r_{count} > r_{table}$  = it means that the statement is declared valid, and if  $r_{count} < r_{table}$  = it means the statement is invalid.

3. Reliability Test

According to Ghozali (2018) a construct is said to be reliable if it gives a Cronbach Alpha value  $> 0.60$ . From the results of SPSS data processing, it shows that all variables have a fairly large Cronbach Alpha, which is above 0.60 so that it can be said that all measuring concepts for each variable from the questionnaire are reliable so that for the next item on each of these variable concepts it is feasible to use for data collection.

4. Normality Test

The normality test was carried out using the One Sample Kolmogorov - Smirnov Test. This test is said to be normal if the significance level is  $> 0.05$ . The normality test results using SPSS version 25 show that Asym. Sig. (2-tailed) of 0.200. This shows that the significance value is greater than 0.05 so it can be concluded that the data in this study are normally distributed.

5. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent (independent) variables. A good regression model should not have a correlation between variables (Ghozali, 2018). To be able to determine whether there is multicollinearity in the regression model in this study is to look at the VIF (Variance Inflation Factor) and tolerance values and analyze the correlation matrix of the independent variables. Based on the SPSS data processing, the VIF value of each independent variable does not exceed 10, meaning that there are no symptoms of multicollinearity. Thus it can be concluded that in this study there were no symptoms of multicollinearity in each of the independent variables. The VIF value of the Marketplace variable is 3.420  $< 10.00$  and the Tolerance value is 0.292  $> 0.10$ , which means that the Marketplace variable does not have multicollinearity. The VIF value of the Social Media variable is 3.420  $< 10.00$  and the Tolerance value is 0.292  $> 0.10$ , which means that the Social Media variable does not have multicollinearity.

6. Heteroscedasticity Test.

The heteroscedasticity test aims to test whether in the regression there is an inequality of variance and residual from one observation to another. In this study the method used to detect the presence or absence of heteroscedasticity is by looking at the plot graph between the predicted value of the dependent variable, namely ZPRED, and the residual SRESID. Based on SPSS data processing, the results of the heteroscedasticity test display of the scatterplot graph show that the dots spread above and below the number 0 on the Y axis. In this case, it means that there is no heteroscedasticity in the regression model, so the regression model is feasible to use for prediction.

7. Multiple Linear Regression Analysis

The constant or the magnitude of the market segment expansion rate is 0.087 if there is no influence variable (in this case the marketplace and social media). B1 of 0.301 with a positive relationship direction indicates that if the marketplace experiences an increase, it will be followed by an



increase in market segment expansion of 30.1% assuming the other independent variables are held constant. B2 of 0.705 with a positive relationship direction indicates that if social media increases, it will be followed by an increase in market segment expansion of 70.5% assuming the other independent variables are held constant.

8. Partial Test (T Test)

The t test is useful for testing the significance of the relationship between the independent variables, namely marketplace and social media, on the dependent variable, namely market segment expansion. In this study, researchers used SPSS version 25. For testing criteria, the level of significance ( $\alpha$ ) = 5% or 0.05 was used.

a. Marketplace Influence on Expansion of Market Segments

In accordance with Table V.10, namely the partial test (t test) shows that the significance value of the marketplace (X1) to market segment expansion (Y) is  $0.008 < 0.05$  and the tcount value is  $2.765 > t_{table} 2.012$  then  $H_01$  is rejected and  $H_{a1}$  is accepted. This means that there is a marketplace influence on a significant market segment expansion.

b. The Effect of Social Media on Expansion of Market Segments

In accordance with Table V.10, namely the partial test (t test) shows that the significance value of social media (X2) to the expansion of market segments (Y) is  $0.000 < 0.05$  and the tcount value is  $6.070 > t_{table} 2.012$  then  $H_02$  is rejected and  $H_{a2}$  is accepted. This means that there is social media influence on the expansion of market segments significantly.

9. Test F

The F (Fisher) test is used to show whether a group of independent variables together have an influence on the dependent variable.

Based on the significant variable test, it can be seen by paying attention to the significant value and  $df = (n - k) - 1$ , also the Fcount value. So if the Fcount value and sig value  $< 0.05$ , it can be concluded that the independent variable or Marketplace and Social Media have an effect on Market Segment Expansion. From table V.11 it can be seen that the significance value for the influence of the marketplace (X1) and social media (X2) on the expansion of the market segment (Y) is  $0.000 < 0.05$  and Fcount 124.371  $> F_{table}$  value 3.195. This proves that  $H_0$  is rejected and  $H_a$  is accepted. This means that there is influence from the marketplace (X1) and social media (X2) on the market segment expansion (Y) significantly.

10. Test the Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination test is used to measure the model's ability to explain variations in the dependent variable. Based on the results, it is influenced by the coefficient value of R Square (R<sup>2</sup>) of 0.841 or 84.1%. So it can be concluded that the Market Segment Expansion variable (Y) is influenced by the Marketplace (X1) and Social Media (X2) variables of 84.1% and the remaining 15.9% is caused by other variables not included in this study.

## DISCUSSION

1. Effect of Marketplace (X1) on Market Segment Expansion (Y) in Paseban Village, Klaten Regency

Based on the results of multiple linear regression analysis, it shows that the Marketplace has a significant effect on the Expansion of the Market Segment in the MSME Pottery Creative Industry in Paseban Village, Klaten Regency. This can be seen from the partial test (t test) which shows that there is a significant influence between the Marketplace variable (X1) on Market Segment Expansion (Y) of  $t_{count} > t_{table}$  ( $2.765 > 2.012$ ) and a significance value of  $0.008 < 0.05$ , so  $H_{a1}$  accepted.

2. The Influence of Social Media (X2) on Market Segment Expansion (Y) in Paseban Village, Klaten Regency

Based on the results of multiple linear regression analysis, it shows that Social Media has a significant effect on Market Segment Expansion in the MSME Pottery Creative Industry in Paseban Village, Klaten Regency. This can be seen from the partial test (t test) which shows that there is a significant influence between the Social Media variable (X2) on Market Segment Expansion (Y) of  $t_{count} > t_{table}$  ( $6.070 > 2.012$ ) and a significance value of  $0.000 < 0.05$ , so  $H_{a2}$  accepted.

3. Influence of Marketplace and Social Media on Expansion of Market Segments

Based on the results of multiple linear regression analysis, it shows that the results of marketplace and social media have a significant effect on market segment expansion. This can be seen from the simultaneous test (Test F) which shows that there is a significant influence between Marketplace (X1) and Social Media (X2) on Market Segment Expansion (Y) of  $F_{count} > F_{table}$  ( $124.371 > 3.195$ ) and a significance value of  $0.000 < 0.005$ .

From the results of the data analysis above, it shows that the marketplace and social media have a significant joint effect on the expansion of the market segment in the MSME Pottery Creative Industry in Paseban Village, Klaten Regency. Based on the test of the coefficient of determination ( $R^2$ ), the Adjusted R Square value shows a result of 0.841. This means that the Market Segment Expansion variable (Y) is influenced by Marketplace (X1) and Social Media (X2) variables of 84.1% while the remaining 15% market segment expansion is influenced by other variables not included in this study.

Based on the description above, the expansion of the market segment in the MSME Pottery Creative Industry in Paseban Village, Klaten Regency can be influenced by several factors such as the marketplace and social media.

## CONCLUSION AND RECOMMENDATION

### 1. Conclusion

- a. Marketplace (X1) has a significant effect on Market Segment Expansion (Y) in the MSME Pottery Creative Industry in Paseban Village, Klaten Regency. This can be seen from the partial test (t test) which shows that there is a significant influence between the Marketplace variable (X1) on Market Segment Expansion (Y) of  $t_{count} > t_{table}$  ( $2.765 > 2.012$ ) and a significance value of  $0.008 < 0.05$ , so  $H_{a1}$  accepted.
- b. Social media (X2) has a significant effect on Market Segment Expansion (Y) in the Pottery MSME Creative Industry in Paseban Village, Klaten Regency. This can be seen from the partial test (t test) which shows that there is a significant influence between the Social Media variable (X2) on Market Segment Expansion (Y) of  $t_{count} > t_{table}$  ( $6.070 > 2.012$ ) and a significance value of  $0.000 < 0.05$ , so  $H_{a2}$  accepted.
- c. The test results for the coefficient of determination ( $R^2$ ) for the Adjusted R Square value show that the MSME Market Segment Expansion variable (Y) is influenced by Marketplace Variables (X1) and Social Media (X2) of 84.1% while the remaining 15.9% Market Segment Expansion influenced by other variables that are not included in this study

### 2. Recommendations

- a. For pottery MSME Creative Industry players in Paseban Village, Klaten Regency.  
Based on the results of this study, it is expected that the Pottery MSME Creative Industry players will be able to adapt to the times so that they are able to compete with other competitors in terms of marketing, especially in expanding market segments so that they can get new consumers and increase product sales
- b. For further researchers  
Further research is expected to be able to develop and perfect this research, and is expected to add other independent variables besides Marketplace and Social Media. In addition, further researchers can expand the object of research and criteria for respondents in order to see the effect of each variable used in research in different scopes and fields.

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