



Digital Marketing as an Investment in Micro, Small and Medium Enterprises (MSME) of Fruit Plant Nurseries

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Abstract

Digital marketing through social media can be an effective marketing strategy, because it can reach consumers widely. Digital marketing is also a form of investment to increase sales results and increase the value of business assets. This study aims to determine the type of digital marketing used in Micro, Small and Medium Enterprises (MSME) Naura Flower fruit plant nursery as a form of investment that can make these MSME more advanced and developed. Data collection techniques in this study used triangulation by combining observation, interview and documentation techniques. This research was conducted at the Naura Flower fruit plant nursery Micro, Small and Medium Enterprises (MSME). Based on the results of the study that Micro, Small and Medium Enterprises (MSME) of Naura Flower fruit plant nursery have used Social Media Marketing (SMM) through social media WhatsApp and Facebook as a form of digital marketing investment. Naura Flower only uses one type of digital marketing, namely Social Media Marketing (SMM). Naura Flower also states that digital marketing is one part of a long-term investment for the progress and sustainability of Micro, Small and Medium Enterprises (MSME) in increasing sales results and increasing the value of business assets. This research is expected to provide insight for Micro, Small and Medium Enterprises (MSME) to be able to utilize and use digital marketing as a strategy.

INTRODUCTION

One of the indicators in improving the welfare of Micro, Small and Medium Enterprises (MSME) actors, namely by increasing sales turnover (Rinaldi et al., 2022). This condition can be achieved one of them by utilizing digital marketing, which is designed to market Micro, Small and Medium Enterprises (MSME) products, so that sales turnover can be achieved to the maximum. MSME entrepreneurs need to develop themselves by having a positive mindset, thinking big, making dreams or business plans to develop their business, at least in the next 5 years, and having confidence that the plans made can be achieved well (Krisna & Nuratama, 2021). This statement is important because the acceleration of technology that moves very quickly causes changes in consumer behavior in choosing and making buying and selling transactions.

After the covid-19 pandemic, consumers prefer to buy or make transactions online. According to research Nugraha et al. (2021) that the role of digital marketing is very important to save expenses in entrepreneurship and internet culture which results in people preferring online shopping to shopping at their destination. This condition is a challenge for Micro, Small and Medium Enterprises (MSME) of fruit plant nurseries, especially in the Pekalongan sub-district of East Lampung to implement digital marketing as a form of investment in developing their business. According to the results of research Sukri (2022) that digital marketing has a positive impact on MSME in Makassar city during the co-19 pandemic, especially in the types of food and beverage businesses. Based on data on internet users, the Indonesian population in the 2018-2022 periods has increased. In 2021, the percentage of the population aged 5 years and over who accessed the internet was 62.10% and increased to 66.48% in 2022. This increase in internet usage occurred in both urban and rural areas. In urban areas, the percentage of internet users in 2021 was 71.81% and increased to 74.16% in 2022, while internet users

in rural areas in 2021 were around 49.30% and increased to 55.92% in 2022 (Badan Pusat Statistik, 2022).

This data should be used as a reference by Micro, Small and Medium Enterprises (MSME) to implement digital marketing as an investment in developing their business. There are several media that can be used to support Digital Marketing activities, namely Instant Messaging Marketing, Social Media Marketing (SMM), Content Marketing (Ayesha et al., 2022). Furthermore, according to Safitri (2022) that using good and appropriate social media marketing can increase the marketing of the foundation so that it can be recognized by the wider community. Irfani et al. (2020) also stated that the use of digital marketing in the industrial era 4.0 can be used as an alternative strategy in product marketing to make it easier for business actors to monitor and provide the needs and desires of potential customers.

Using digital marketing will also provide benefits for Micro, Small and Medium Enterprises (MSME), namely increasing sales, getting closer to consumers and increasing revenue (Wati et al., 2020). According to Sirodjudin (2023) that from a consumer perspective, a successful digital marketing strategy is one that provides complete and easily accessible product information, ease of purchase, and responsive service availability. By considering these factors, digital marketing strategies can be more effective and attract attention and win consumer trust.

This statement is also in line with Arumsari et al. (2022) that switching offline purchases to online (digital) will make it easier for convection and culinary home industry MSME players to expand marketing access and the role of digital technology has a significant influence on MSME. Furthermore, according to the results of research Jasril et al. (2022) that digital marketing has a significant effect on the income of Micro, Small and Medium Enterprises in Makassar city.

This opinion is in line with the results of research conducted by Purwatiningsih (2021) that digital marketing through social media can provide benefits and can influence followers to become productive and active consumers in building startups. Based on this opinion, investment in digital marketing is very important for Micro, Small and Medium Enterprises (MSME) of fruit plant nurseries because digital marketing has a very broad scope to cover consumers in developing a business (Roy, 2014). According to research Permana et al. (2022) Digital investment is one of the instruments for conducting investment activities in the fintech sector that can be felt by the wider community.

So digital marketing is a form of long-term investment through Social Media Marketing, Content Marketing, or Website and Search Engine Optimization (SEO) because digital marketing has the aim of increasing visibility, ease of customer access and products are more quickly recognized by consumers. Meanwhile, in this study to determine the type of digital marketing used in Micro, Small and Medium Enterprises (MSME) Naura Flower fruit plant nurseries as a form of investment that can make these MSME more advanced and developed.

METHODS

This research method uses descriptive qualitative, which describes the type of digital marketing as an investment used in Micro, Small and Medium Enterprises (MSME) of fruit plant nurseries. The subject of this research is a fruit seedling nursery MSME actor, who uses social media as a digital marketing, namely at Naura Flower. There are several data collection techniques that can be used, namely by interview (interview), questionnaire (questionnaire), observation and triangulation (Sugiono., 2020). While in this study using triangulation techniques by combining observation, interview and documentation techniques so that the data is more consistent, complete and certain.

RESULTS AND DISCUSSION

A. Result

Based on the results of research conducted on Micro, Small and Medium Enterprises (MSME) of fruit plant nurseries, namely at Naura Flower, that in marketing Naura Flower products, they have used digital marketing media. The digital marketing media used by Naura Flower is through Social Media Marketing (SMM) by utilizing WhatsApp and Facebook social media. Naura Flower has used social media as a tool to promote fruit plant products since 2020 during the Covid-19 pandemic. The decline in sales

results that occurred at Naura Flower required a stimulus to increase sales results through digital marketing by utilizing social media. The Facebook media used by Naura Flower in the picture as follows.



Figure 1. Facebook media used by Naura Flower

According to Naura Flower, using social media provides many benefits and advantages. With interesting content about the product, consumers will be more interested and consumers can buy products even with a long distance. Furthermore, consumers are easier to compare prices and with social media Naura Flower can reach consumers widely. Naura Flower further stated that the obstacles faced are delays in the delivery of goods resulting in damage to the plant, and this is a risk for Naura Flower. With the damage to the plant Naura Flower replace it with a new plant and the problem has become the risk and responsibility of Naura Flower to maintain consumer confidence.

The use of digital marketing Naura Flower has not utilized the Website and Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing or Influencer Marketing. Naura Flower only uses Social Media Marketing (SMM) because of the limited ability to use it. However, while using social media WhatsApp and Facebook have a positive impact on the sales results at Naura Flower. In addition, many new consumers who come from outside the area who know Naura Flower through social media Facebook. Naura Flower also stated that digital marketing is one part of a long-term investment for the progress and sustainability of Micro, Small and Medium Enterprises (MSME). Because without following the development of technology, the business that is run cannot be reached by consumers widely.

B. Discussion

Digital marketing through social media can be an effective marketing strategy because it can reach consumers with different age backgrounds. The features in digital marketing are widely available on various social media and are an opportunity for Micro, Small and Medium Enterprises (MSME) to develop their business. Furthermore, it makes it easier for consumers to transact and in determining the desired product so that it can increase sales results. The sales results at Naura Florist from before and after using digital marketing can be seen in the following table.

Table 1. Sales Results Before and After Using Digital Marketing Naura Flower

Plant Type	Sales Results	
	2019	2020-2023
Avocado Seedlings	200 Seedlings/Month	2.000 Seedlings/Month
Mango Seedlings	150 Seedlings/Month	1.200 Seedlings/Month
Durian Seedlings	175 Seedlings/Month	1.500 Seedlings/Month
Orange Seedlings	125 Seedlings/Month	2.000 Seedlings/Month
Coconut Seedlings	100 Seedlings/Month	400 Seedlings/Month
Wood Seedlings	1.500 Seedlings/Month	3.000 Seedlings/Month

Based on the Naura Flower sales results table above, there is an increase in sales after using digital marketing. These results can be a reference for other fruit plant nursery Micro, Small and Medium Enterprises (MSME) to be able to use digital marketing in marketing products, so as to provide survival

for Micro, Small and Medium Enterprises (MSME). Technology is developing faster and faster, shifting consumer behavior from traditional to modern digital era. And this is a challenge for Micro, Small and Medium Enterprises (MSME) to train skills in utilizing technology as a marketing medium.

The use of digital marketing must also pay attention to the characteristics of social media because it will produce a sustainable marketing plan that can expand market share and can attract more consumers. Based on the results of the study that digital marketing used by Naura Flower as an investment is through Social Media Marketing (SMM) by utilizing social media WhatsApp and Facebook. These results are in line with the results of research conducted by (Asyhari et al., 2022) that marketing using social media has a positive correlation with consumer buying interest. By using social media, it is hoped that it can increase the sales results of Micro, Small and Medium Enterprises (MSME). These results are in line with research conducted by (Yulianti et al., 2023) that the importance of using social media has a synergistic relationship and has an effect on open innovation in improving the performance of MSME. This means that the use of digital marketing through social media can increase the value of sales, profits, increase savings and increase the value of business assets. These results are in line with the results of research conducted by (Gumilang, 2019) that digital marketing is considered the best media as an effective and efficient means of promotion and is able to significantly increase sales volume in home industry MSME. To increase sales or the value of business assets, investment in the form of technology is needed with Social Media Marketing (SMM).

Based on the results above, it can be concluded that investments are not only made in tangible assets such as land, buildings and product development. Investments can also be made through the use of technology by implementing digital marketing in Micro, Small and Medium Enterprises (MSME) as Naura Flower does using Social Media Marketing (SMM) as an investment in increasing sales results and increasing the value of business assets. These results are in line with research (Mubarak et al., 2022) that digital marketing can be a very beneficial investment for business success. Furthermore, according to the results of research (Nur et al., 2023) that the use of social media WhatsApp, Facebook, Instagram has a significant influence on increasing brand awareness so that products can be widely recognized by consumers. So digital marketing is one of the long-term investments because it is a strategy in marketing products. The higher the level of use of a type of social media, the wider the scope of marketing messages conveyed so that Micro, Small and Medium Enterprises (MSME) can survive and develop and can compete through existing technological developments.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

The results of the above research can be concluded that the Naura Flower fruit plant nursery Micro, Small and Medium Enterprises (MSME) have used Social Media Marketing (SMM) through WhatsApp and Facebook social media as a form of digital marketing investment. Naura Flower only uses one type of digital marketing, namely Social Media Marketing (SMM) due to limited constraints in using other digital marketing media. However, while using WhatsApp and Facebook social media, it has a positive impact on the sales results at Naura Flower. In addition, many new consumers who come from outside the area who know Naura Flower through social media Facebook. Naura Flower also stated that digital marketing is one part of a long-term investment for the progress and sustainability of Micro, Small and Medium Enterprises (MSME) in increasing sales results and increasing the value of business assets. In addition, the higher the level of use of a type of social media, the wider the scope of marketing messages delivered so that Micro, Small and Medium Enterprises (MSME) can survive and develop and can compete through technological developments

B. Suggestion

Micro, Small and Medium Enterprises (MSME) have a very important role for economic growth in a region. The more advanced Micro, Small and Medium Enterprises (MSME) are, the better the level of economic growth in a region. Therefore, Micro, Small and Medium Enterprises (MSME) to be able to learn and use technology as a marketing strategy to increase sales results, business asset value and competitiveness of Micro, Small and Medium Enterprises (MSME), namely by utilizing the Website and

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing (SMM) and Influencer Marketing.

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