

THE INFLUENCE OF DIGITAL MARKETING STRATEGY ON INCREASING SALES IN SMALL AND MEDIUM ENTERPRISES IN INDONESIA

Jacsy Tubalawony

Universitas Pattimura, Indonesia
E-mail: jacsy.tubalawony@lecturer.unpatti.ac.id

Abstract

This literature research aims to examine the influence of digital marketing strategies on increasing sales in Small and Medium Enterprises (SMEs) in Indonesia. With the rapid growth of technology and the internet, digital marketing has become an essential tool for SMEs to compete and survive in the competitive global market. This research collects and analyzes data from various relevant studies, journals and articles, with a focus on strategies such as social media, email marketing, SEO and content marketing. The analysis results show that digital marketing has a significant impact on increasing SME sales. Effective use of social media, such as Facebook, Instagram, and Twitter, is proven to increase brand visibility and attract new consumers. SEO helps SMEs reach a wider target customer base through increasing search engine visibility, while email marketing is effective for retaining customers and building brand loyalty. Furthermore, quality content marketing also plays an important role in forming positive perceptions and increasing customer engagement. This study concludes that the integration of a comprehensive digital marketing strategy tailored to the specific characteristics of SMEs can optimize sales results and business growth. Thus, developing digital capacity is an important investment for SMEs in Indonesia to exploit the full potential of digital marketing.

Keywords: Digital Marketing Strategy. Increased Sales, Small and Medium Enterprises

INTRODUCTION

Small and Medium Enterprises (SMEs) have an important role in the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs, in 2020, the number of SMEs in Indonesia reached 64.2 million units, which contributed 61.07% to the national Gross Domestic Product (GDP). However, SMEs often face various challenges, including limited access to markets, capital and technology, which can hinder their growth and development (Alwahab & Belgiawan, 2023).

In today's digital era, digital marketing strategies are becoming increasingly important for SMEs to increase visibility, reach potential customers and increase sales. Digital marketing refers to the use of digital technology, such as the internet, social media, email, and mobile devices, to promote products or services. Compared to traditional marketing methods, digital marketing is often more cost-effective, easier to measure, and allows SME owners to reach a wider audience (Fathulah & Belgiawan, 2023).

Although many SMEs in Indonesia have started to adopt digital marketing strategies, the level of adoption and effectiveness still varies. Some SMEs may not have the knowledge or skills necessary to implement digital marketing strategies effectively, while others may face budget or technology infrastructure constraints (Sehani et al., 2023). Therefore, it is important to understand the factors that influence the adoption and effectiveness of digital marketing strategies among SMEs in Indonesia.

Understanding the influence of SME characteristics, such as company size, length of operation, and location, on the effectiveness of digital marketing strategies is also an interesting area for research. Larger, established SMEs may have more resources and expertise to implement digital marketing strategies effectively, compared to smaller, newly established SMEs (Prince et al., 2024). Likewise, SMEs located in urban areas with better digital infrastructure may be better able to utilize digital marketing compared to their counterparts in rural areas.

Supporting and inhibiting factors in implementing digital marketing strategies for SMEs in Indonesia also need to be explored. Supporting factors may include the availability of digital infrastructure, government support, and SME owners' awareness of the benefits of digital marketing. On the other hand, inhibiting factors may include lack of digital skills, budget constraints, and reluctance to adopt new technology (Kristanti et al., 2024).

The perception of SMEs in Indonesia regarding the role of digital marketing strategies in increasing sales is also an important aspect that needs to be considered. If SME owners are unaware of the potential benefits of digital marketing or consider it unimportant, they may be reluctant to invest time and resources in pursuing such strategies (Hamluddin & Wibowo, 2023). Therefore, it is important to understand how SMEs perceive digital marketing and what factors shape this perception.

The skills and knowledge of SMEs in Indonesia in implementing digital marketing strategies also need to be studied. Lack of skills and knowledge can be a significant barrier to the adoption and implementation of effective digital

marketing strategies (Rialti & Zollo, 2023). Therefore, it is important to assess the current level of skills and knowledge among SMEs and identify gaps that need to be addressed through training and support.

The role of the marketing budget in the effectiveness of digital marketing strategies for SMEs in Indonesia also needs to be explored. Although digital marketing is often more cost-effective than traditional marketing methods, it still requires an investment in time, human resources, and technological tools. SMEs with larger marketing budgets may be able to achieve better results from their digital marketing strategies compared to SMEs with limited budgets (Castro et al., 2024).

Overall, this research seeks to provide a deeper understanding of the influence of digital marketing strategies on increasing sales in SMEs in Indonesia. By exploring various aspects, such as adoption rates, types of effective strategies, factors influencing effectiveness, SME actors' perceptions, skills and knowledge, and the role of marketing budgets, this research aims to provide valuable insights for policy makers, practitioners and researchers who interested in supporting the growth and development of SMEs in Indonesia through the use of digital marketing strategies (Khusen & Hariyanto, 2024).

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Types of Digital Marketing Strategies that are Effective in Increasing Sales to SMEs in Indonesia

Digital marketing is one of the most effective strategies for Small and Medium Enterprises (SMEs) in Indonesia to increase sales. One of the most popular digital marketing strategies is social media marketing. By utilizing social media platforms such as Facebook, Instagram and Twitter, SMEs can reach a wider audience at a relatively affordable cost. Through interesting and interactive content, SMEs can build engagement with customers, increase brand awareness, and ultimately drive sales (Khaerani & Sudarmiatin, 2022).

Another effective digital marketing strategy for SMEs in Indonesia is email marketing. By collecting a customer database and sending relevant and useful emails, SMBs can build strong relationships with customers. Email marketing can also be used to promote new products, provide special offers, or provide valuable information to customers (Silva et al., 2022). With proper personalization and segmentation, email marketing can be a powerful tool for increasing sales.

Apart from that, a digital marketing strategy that is also effective for SMEs in Indonesia is content marketing. By creating content that is informative, useful and relevant to the target audience, SMEs can attract the attention of potential customers and build trust. Content can be in the form of blog articles, videos, infographics, or other forms that suit the audience's preferences (Reken, 2023). By consistently creating quality content, SMEs can increase online visibility, position themselves as experts in their field, and ultimately drive sales.

Another digital marketing strategy that can be utilized by SMEs in Indonesia is influencer marketing. Working with influencers who have an audience that matches the SME target market can help increase a brand's reach and credibility. Influencers can create authentic and relatable content, which can attract audience attention and interest in SME products or services. With the right selection of influencers and strategic collaboration, influencer marketing can be an effective way to increase sales (Utami et al., 2023).

Search engine marketing (SEM) is also an important digital marketing strategy for SMEs in Indonesia. By optimizing websites for search engines (Search Engine Optimization/SEO) and utilizing paid advertising (Pay-Per-Click/PPC), SMEs can increase online visibility and attract quality traffic to their websites. With the right SEM strategy, SMEs can appear on the top search results pages for relevant keywords, thereby increasing their chances of getting new customers and increasing sales (Rialti & Zollo, 2023).

SMEs in Indonesia can also take advantage of affiliate marketing as a digital marketing strategy. By partnering with affiliates who have the right audience, SMEs can expand their reach and gain new customers. Affiliates will promote SME products or services through their own channels, such as websites, blogs, or social media, and earn a commission for each sale generated. Affiliate marketing can be a cost-effective way to increase sales, as SMEs only pay commission when actual sales occur (Gabelaia & Tchelidze, 2022).

In implementing digital marketing strategies, it is important for SMEs in Indonesia to choose the strategy that best suits their target market, budget and business goals. With a combination of the right strategy and consistent execution, SMEs can harness the power of digital marketing to increase sales and grow their business in today's digital era (Djubair, 2022).

Level of Adoption of Digital Marketing Strategies by SMEs in Indonesia

The adoption of digital marketing strategies by SMEs in Indonesia continues to increase along with the growth of internet penetration and use of mobile devices in the country. More and more SMEs are realizing the importance of an online presence and are utilizing various digital marketing platforms and tools to reach and interact with their customers. However, the level of adoption of digital marketing strategies among SMEs in Indonesia still varies, with some SMEs already very proficient in digital marketing while others are still in the early stages of adoption (Kurniawan et al., 2023).

According to a study by Google and Temasek, around 60% of SMEs in Indonesia already had an online presence in 2020, up from just 37% in 2015. The study also found that SMEs that are active online can increase their revenue by up to 80% compared to SMEs that are not online. Although this adoption figure is quite encouraging, there is still room for growth, because there are still around 40% of SMEs in Indonesia that have not utilized digital marketing optimally (Munawaroh et al., 2024).

Some of the factors that contribute to different levels of digital marketing strategy adoption among SMEs in Indonesia include a lack of digital knowledge and skills, limited budget and resources, and a lack of understanding of the benefits of digital marketing. To overcome these barriers and encourage more SMEs to adopt digital marketing strategies, collaborative efforts from the government, private sector, and educational institutions are needed to provide the necessary training, support, and resources (Basoeki & Agus, 2023). With the right support and commitment to digitalization, SMEs in Indonesia can harness the power of digital marketing to grow their businesses and contribute to the country's overall economic growth.

One of the digital marketing platforms most widely adopted by SMEs in Indonesia is social media. With more than 170 million active social media users in Indonesia, platforms such as Facebook, Instagram and Twitter have become very effective channels for SMEs to reach and interact with their customers. Many SMEs use social media to promote their products and services, share

interesting content, and engage customers through quizzes, giveaways, and other interactive campaigns (Lautania et al., 2024). Apart from social media, SMEs in Indonesia are also starting to adopt other digital marketing strategies such as email marketing, paid advertising, and search engine optimization (SEO) to increase their online visibility.

The COVID-19 pandemic has accelerated the adoption of digital marketing strategies by SMEs in Indonesia. With physical restrictions and a shift in consumer behavior towards online shopping, many SMEs have been forced to adapt and turn to digital platforms to maintain their business. In the process, many SMBs are discovering the benefits of digital marketing, such as wider customer reach, lower marketing costs, and the ability to track and measure the performance of their campaigns. It is estimated that the trend of digital marketing adoption by SMEs in Indonesia will continue post-pandemic, because many consumers have become accustomed to the convenience and ease of shopping online (Zimmermann et al., 2024).

Even though the adoption of digital marketing strategies by SMEs in Indonesia continues to increase, there are still several challenges that need to be overcome. One of the main challenges is the digital skills gap between SME owners and employees. Many SMEs still lack the knowledge and expertise needed to implement effective digital marketing strategies (Islam et al., 2024). Therefore, it is important for SMEs to invest in training and digital skills development for their teams. Apart from that, SMEs also need to overcome challenges such as budget constraints, intense competition in the digital space, and the need to create interesting and relevant content consistently. By overcoming these challenges and continuing to innovate in their digital marketing approach, SMEs in Indonesia can harness the full potential of digital marketing strategies to grow and develop their businesses in today's digital era.

Supporting and Inhibiting Factors in Implementing Digital Marketing Strategies in SMEs in Indonesia

Several supporting factors in implementing digital marketing strategies for SMEs in Indonesia include:

1. Rapid growth of internet and social media users. With more than 170 million internet and social media users in Indonesia, SMEs have access to a broad and growing market to promote their products and services.
2. Lower marketing costs. Compared to traditional marketing methods, digital marketing tends to be more cost-effective and accessible to SMEs on a

limited budget. Social media platforms, for example, allow SMEs to reach customers without significant costs.

3. Support from the government and related institutions. The Indonesian government and related institutions, such as the Ministry of Cooperatives and SMEs, have launched various programs and initiatives to support the adoption of digital marketing by SMEs. This includes training, funding, and facilitating access to e-commerce platforms (Cahyono, 2022).

However, there are also several inhibiting factors that need to be considered:

1. Lack of digital skills and knowledge. Many SME owners and employees still lack the skills and knowledge necessary to implement effective digital marketing strategies. This can hinder the adoption and success of their digital marketing efforts.
2. Limited infrastructure and internet access. Even though internet penetration in Indonesia continues to increase, there is still a significant digital gap between urban and rural areas. SMEs located in areas with poor internet connectivity may face challenges in implementing digital marketing strategies.
3. Intense competition in the digital space. As more and more SMEs turn to digital marketing, competition for customer attention and engagement has become fiercer. SMEs need to find innovative and creative ways to stand out among their competitors (Divrik, 2024).

To overcome these inhibiting factors, SMEs in Indonesia need to proactively seek opportunities to improve their digital skills and knowledge, both through internal training and by taking advantage of available external support programs. They also have to be creative in adapting their digital marketing strategies to the limitations of existing resources and infrastructure. By overcoming these challenges and leveraging existing enabling factors, SMEs in Indonesia can effectively adopt and utilize digital marketing to grow their businesses.

The Influence of Digital Marketing Strategy on Increasing Sales in Small and Medium Enterprises (SMEs) in Indonesia

Digital marketing strategies have become a key factor in increasing sales for Small and Medium Enterprises (SMEs) in Indonesia. By adopting an innovative marketing approach and leveraging digital platforms, SMEs can reach a wider market, increase brand visibility and ultimately drive sales growth. Research shows that SMEs that effectively implement digital

marketing strategies, such as social media marketing, email marketing, and search engine optimization (SEO), experience significant increases in online traffic, customer engagement, and sales conversions (Kuspriyadi et al., 2023).

One concrete example of the positive influence of digital marketing on SME sales can be seen in the rapid growth of e-commerce platforms in Indonesia. By joining marketplaces such as Tokopedia, Bukalapak, and Shopee, SMEs can sell their products to a wide customer base without having to invest in expensive physical infrastructure. Features such as product reviews, personal recommendations, and special promotions help increase consumer trust and encourage impulse purchases (Yulianto et al., 2024). As a result, many SMEs participating in e-commerce platforms have reported significant spikes in sales and revenue.

Apart from that, social media marketing has also proven to be an effective tool for Indonesian SMEs to increase sales. By creating engaging and interactive content on platforms like Instagram, Facebook, and TikTok, SMBs can build strong relationships with customers, increase brand loyalty, and drive repeat sales. Features like Instagram Stories, Facebook Live, and TikTok Shop allow SMBs to engage with customers in real-time, promote new products, and even process transactions directly through social media platforms. The ability to specifically target audiences based on demographics, interests, and behavior also allows SMEs to optimize their marketing budgets and maximize ROI (Zaidi et al., 2022).

Anecdotal evidence and case studies show that SMEs in various sectors, from fashion and beauty to food and crafts, have succeeded in significantly increasing sales through the implementation of effective digital marketing strategies. However, it is important to note that this success often depends on the ability of SMEs to consistently produce high-quality content, engage with their audiences, and adapt to changing consumer trends and preferences (Ranaweera, 2024). Going forward, as the digital landscape continues to evolve, Indonesian SMEs that can embrace and master digital marketing will likely be in the best position to grow their businesses and increase profitability.

Although digital marketing offers many opportunities for SMEs in Indonesia to increase sales, there are still several challenges that need to be overcome. One of the main challenges is the lack of digital literacy among some SME owners, especially those in rural areas or those from the older generation. Limitations in technology understanding and skills may hinder their ability to fully utilize digital marketing tools and platforms. To address

these challenges, training and education initiatives from governments, non-profit organizations, and the private sector can play an important role in increasing digital literacy and equipping SME owners with the skills they need to succeed in the digital world (Meyer & Peter, 2024).

Another challenge faced by SMEs in adopting digital marketing is limited resources, both in terms of finance and human resources. Implementing an effective digital marketing strategy often requires investment in technology, paid advertising, and creative talent, which may be difficult for SMEs on a limited budget (Mollyk, 2023). However, the emergence of cost-effective digital marketing tools and freelancing platforms has helped reduce these barriers. SMBs can now leverage marketing automation tools, leverage micro-influencers, and outsource certain tasks to freelancers to optimize their resources and maximize their marketing results.

Despite these challenges, it cannot be denied that digital marketing will continue to play an increasingly important role in the growth and success of SMEs in Indonesia. With internet penetration and smartphone usage continuing to increase, Indonesian consumers are increasingly turning to online channels to discover products, engage with brands, and make purchases. SMEs that can adapt to the changing digital landscape and effectively integrate digital marketing into their business strategy will be well positioned to take advantage of these growth opportunities. Going forward, close collaboration between SMEs, government and industry players will be key to fostering a supportive ecosystem, where SMEs can thrive and use the power of digital marketing to drive innovation, create jobs and contribute to the Indonesian economy as a whole (Xu , 2023).

CONCLUSION

Digital marketing has emerged as a powerful tool for Small and Medium Enterprises (SMEs) in Indonesia to increase sales and grow their businesses. By adopting digital marketing strategies, SMBs can reach a wider audience, target potential customers more effectively, and build stronger relationships with their customer base. Leveraging social media platforms, email marketing, content marketing and other digital tools allows SMBs to creatively promote their products and services, increase brand visibility and ultimately drive sales. However, to fully exploit the potential of digital marketing, SMEs must overcome challenges such as lack of digital literacy and limited resources. Equipping SME owners with the necessary skills and

knowledge through training initiatives, as well as providing cost-effective tools and platforms, will be key to overcoming these barriers.

Overall, digital marketing has proven to be a powerful lever for sales growth and success for SMEs in Indonesia. As the digital landscape continues to evolve, SMEs that can adapt and effectively integrate digital marketing strategies will be well positioned to take advantage of the opportunities offered by the digital economy. Close collaboration between SMEs, government and industry players will be critical to fostering a supportive ecosystem where SMEs can thrive and harness the power of digital marketing to drive innovation, create jobs and contribute to the Indonesian economy as a whole.

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