

Marketing Strategy for MSMEs in The Digital Era

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Abstract

The purpose of this research is to find out how to increase income through social media such as social media, influencers and live streaming to increase sales to MSMEs. This study uses a quantitative approach that tests numbers and analyzes statistical tests, collects data, uses a sample of 100 respondents to get valid answers. The results of this study indicate that digital marketing or social media has a significant effect on increasing income at MSMEs, influencers have a significant effect on increasing income on MSMEs, and the last variable, namely live streaming, has a positive and significant effect on increasing income at MSMEs. The development of technology is currently very rapid and very influential for people in the business world. MSMEs must be able to compete and carry out business strategies in order to win the competition. By taking advantage of advances in digital technology, MSME actors can spread their product promotions on online shopping sites such as social media and so on, by creating useful and interesting video content and also using models as promotional tools for their products in an effort to attract customers to buy a product.

Keywords: Social Media; Influencer; Live Streaming; Increased Revenue.

1. Introduction

A result obtained from a company is a general definition of a company. Income itself is a blood term for a company. Income itself is often referred to as an increase in profit and basically income is said to be in money (monetary) which is explained according to (Garg & Singh, 2018). Often talking about income, income can also be said to be income or an income that takes advantage of an increase in the economy in the form of inflows which will make an increase in equity that is not related to capital is the opinion of (Limbong et al., 2021). In a company, it is certain that they have the principle of increasing income from the business they are running. to increase the company they must have an adequate strategy so that the business or business they are establishing or currently running is running well and includes the targeted profit. Especially in this day and age, business people or business people must be able to compete in any field and business people or business people must also be able to take risks with new steps to create opportunities for business people and entrepreneurs.

In this day and age, technology is running very rapidly so that it is possible that humans can very quickly complete their activities using digital technology. With very rapid technological developments, it has changed human behavior from face to face to screen to face because this has resulted in increased interest in shop online according to (Oliveira et al., 2016). In this era of the digital era, the internet is a very practical way when activities are busy. To increase income in this digital era, people use digital marketing to develop marketing strategies to promote a business that they are doing to determine success in sales (Setyani, 2021). MSME business actors must be able to use digital marketing and must be able to use opportunities to increase their closing selling, because MSMEs have an important role in the economy to create job opportunities (Rachma & Hufon, 2020).

To increase revenue by influencer users, influencers usually promote brands and products (Aunia et al., 2022). By using influencers to be able to provide high ROI, it is very possible for influencers to increase revenue. Because with influencers being able to promote products or brands of goods in the form of tutorials for use, promoting discounts on goods and so on, thereby creating opportunities to increase income more efficiently and effectively. There are many ways to increase sales using digital marketing, one of which is live streaming, many competitors make their own challenges for their own business in order to achieve the turnover or target they want.

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To increase revenue for businessmen, they must have an adequate strategy for their business. One of these strategies is live streaming (Ho et al., 2022). Live streaming is live video that is promoting a product to increase revenue. With live streaming, it becomes easier for customers to choose without having to come to the store. For now, many people like live streaming because they can provide more detailed information that is quite interesting about what they offer. Usually live streaming has a lot of discounted prices, that's why many customers shop using live streaming. Not only that, with live streaming the content that has been created will appear on other people's homepages thereby increasing brand awareness of the goods offered. using social media or digital marketing, because all Indonesian people use digital marketing and use creative ideas, MSMEs in Indonesia will improve their economy.

2. Literature Review

2.1. Increasing MSMEs Income

Income can be interpreted as a flow such as the flow of money that is channeled from one party to another on an ongoing basis, usually in the form of salary, interest, rent and profit. Usually the income generated by the individual consists of salaries, rent and interest. These are all thoughts from (Tulusan, 2014). Income that arises due to activities carried out which are usually often referred to as selling (selling) interest, dividends and royalties as well as reciprocity is a devinis of income according to (Anisykurlilah and Rezqika, 2019). There are many ways for the community to increase their income through empowerment programs such as doing economic business skills training, with this training many people practice and feel their way of thinking thus new talents emerge that they have and in the end they open a business that gives rise to jobs for the community. To increase the income made by MSME actors, MSME actors must have sufficient potential, creative ideas so that the community or donors are interested in the business that is being carried out.

In this modern era, MSME actors don't need to bother marketing the products they run because of digital marketing that helps MSME players to market their products without having to get hot, not only that, MSME actors can also market their products socially. media marketing, influencers, and also live streaming. With the progress of the times, the income they receive is increasing. With the increase in income they receive, they will definitely have income received every month, and school fees and also family burdens will be met. The indicators of increased income according to Tjahjadi et al., (2020) are 1. Income received per month 2. Jobs 3. Budget school fees 4. Family burden borne.

2.2. Social Media Marketing

Talking about media marketing, in the current era, many MSMEs are using social media marketing to make it easier for them to trade. Social media marketing itself is a sales process that is carried out through social media, for example, such as Facebook, Instagram, Twitter or TikTok. However, social media also has a broad meaning which is described according to (Endarwati & Ekawarti, 2021), namely the creation of an action or content whose purpose is to attract the attention of the public. Social media that aims to attract or attract attention so that other people are captivated by what has been created or exhibited and if the content they choose is bound, then the content will become widespread is the notion of social media marketing according to (Patel, 2015).

With content made by MSME actors, it usually happens when content created by MSME actors is very creative, customers will share that content and the content will spread widely by itself. Thus, over time, a connecting relationship between buyers and sellers is created. With content that is claimed by MSME actors or business people, it will increase the brand they have and get feedback from a product and its marketing methods. As a result of social media marketing, activities such as building a presence on social networks and attracting customers with the content they have created will result in increased ROI. To grow the business they have created, they must have very strong social media marketing data such as reach engagement and reach as well as target marketing. The indicators of social media marketing according to Kimura et al., (2016), namely: 1. Content creation 2. Content sharing 3. Connecting 4. Community building.

2.3. Influencer

Social media that has a person or figure with a very large number of followers and what they convey influences their followers is the notion of an influencer (Aunia et al. 2022). A third person who indirectly participates in purchasing decisions for customers and is also responsible for this is the notion of an influencer (Larasati 2021). Influencer itself is a form of marketing that uses social media which is influenced by the number of people who make the position of the product increase. The task of an influencer is to showcase products or as an endorsement. Endorsement is an advertisement done by a public figure. The advantage of influencers from a business is that they can increase the brand

they have, and achieve sales turnover that is in accordance with the companies they work with. In running this business, using influencers requires the role of someone who has the talent for self-confidence. There are various types of influencers, one of which is an Instagram celebrity or often called a public celebrity, this figure uses Instagram social media to showcase a product. These celebrities use their fame or popularity to carry out a promotion as the work they carry out. As for other influencers such as YouTubers who post short videos conveying information on products or promoting products. The task of an influencer is to promote the product independently.

2.4. Live Streaming

Live streaming is a live broadcast recorded by the media simultaneously in real time via the internet. Streaming itself is a technology that has delivery in the form of video in a compressed form through the network and broadcast live in real time. Live streaming for now is a lot of people who like it because it can provide more detailed information that is quite interesting with what they offer (Kim et al., 2018). Usually live streaming has a lot of discounted prices, that's why many customers shop using live streaming. Not only that, with live streaming the content that has been created will appear on other people's homepages thereby increasing brand awareness of the goods offered. using social media or digital marketing, because all Indonesian people use digital marketing and use creative ideas, MSMEs in Indonesia will improve their economy. The purpose of live streaming itself is to offer a product because sales and marketing must have an advantage to create interest in customers. In this way, there is a lot of connection between brand owners and internet users so they can reach even more consumers. The indicators of live streaming according to Shareef et al., (2019) are 1. Discounted prices 2. Content 3. Quality of goods 4. Sales or marketing (Song & Lee, 2020).

3. Methods

This research method uses a quantitative approach which has a type of approach, namely the quantitative description analysis approach and explanatory research. This data collection uses purposive sampling which has the meaning of using the community as respondents. The characteristics of these respondents are people who often buy goods or clothing by using social media and selling using social media marketing for the sake of efficient sales to increase revenue. By using social media marketing and utilizing an influencer and using live streaming as a way of promoting a product, a business person does not need to come to the store to promote the business they are running. Not only that, in this study criteria were also set such as age and education because in This research wants respondents to provide answers to questionnaires that are truly appropriate.

In this study, a sample of 100 respondents was used. In this study, linear regression was used with validity and reliability tests, classical assumptions. This data collection used a questionnaire via Google form which was distributed to respondents who met the criteria. Testing the hypothesis in the following way: the real effect of the independent variable (X) on the dependent variable (Y) using the T-test and testing it together using the F-test at the 5% level ($\alpha = 0.05$) This variable consists of 3 independent variables, namely social media marketing (X1), influencers (X2) and live streaming (X3) and dependent variables, namely increased income (Y).

4. Result and Discussions

Validity test is a test that is used to show the extent to which the measuring instrument is used to measure a research . The validity test is used to measure the legitimacy or validity of a questionnaire (Ghazali 2016) . The validity test of this study took a sample of 100 respondents from MSME actors in Rantauaprat. With the provision that the total correlation > Criterion measurement value (0.05). The results of this validity test research can be seen in the following table.

Table 1. Validity Test

Items	Significance	Information
SOCIAL MEDIA 1	0.00	valid
SOCIAL MEDIA 2	0.00	Valid
SOCIAL MEDIA 3	0.00	Valid
SOCIAL MEDIA 4	0.00	Valid
SOCIAL MEDIA 5	0.00	Valid
SOCIAL MEDIA 6	0.00	Valid
SOCIAL MEDIA 7	0.00	Valid

Items	Significance	Information
SOCIAL MEDIA 8	0.00	Valid
INFLUENCERS 1	0.00	Valid
INFLUENCERS 2	0.00	Valid
INFLUENCERS 3	0.00	Valid
INFLUENCERS 4	0.00	Valid
INFLUENCERS 5	0.00	Valid
INFLUENCERS 6	0.00	Valid
INFLUENCERS 7	0.00	Valid
INFLUENCERS 8	0.00	Valid
LIVE STREAMING 1	0.00	Valid
LIVE STREAMING 2	0.00	Valid
LIVE STREAMING 3	0.00	Valid
LIVE STREAMING 4	0.00	Valid
LIVE STREAMING 5	0.00	Valid
LIVE STREAMING 6	0.00	Valid
LIVE STREAMING 7	0.00	Valid
LIVE STREAMING 8	0.00	Valid
INCREASING INCOME 1	0.00	Valid
INCREASING INCOME 2	0.00	Valid
INCREASING INCOME 3	0.00	Valid
INCREASING INCOME 4	0.00	Valid
INCREASING INCOME 5	0.00	Valid
INCREASING INCOME 6	0.00	Valid
INCREASING INCOME 7	0.00	Valid
INCREASING INCOME 8	0.00	Valid

Source: Research results, 2023

Reliability shows the consistency of a measuring device with the same symptoms. Based on the statement Rosyidi and Suherman, (2006) the reliability test is the extent to which a measurement tool using the same object will produce the same data. An indicator is said to be reliable if the Cronbach Alpha value > the value measurement criterion (0.6). The results of the reliability test of this study can be seen in the following table:

Table 2. Reliability Test

Variable	Cronbach's Alpha	Information
Social media	0.947	Reliability Fulfilled
Influencers	0.948	Reliability Fulfilled
Live streaming	0.946	Reliability Fulfilled
Revenue increase	0.947	Reliability Fulfilled

In this study the reliability test was carried out by evaluating the value of Cronbach's alpha. The research was conducted to determine the level of validity and reliability of the questionnaire before data collection. From the results of the research in the table above, all questionnaire items are reliable.

Table 3. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	tolerance	VIF
		B	std. Error	Betas					
1	(Constant)	16,832	2,367			7,110	,000		
	SOCIAL MEDIA	,291	,090	,426		3,227	,002	,422	2,371
	INFLUENCERS	,099	,096	,162		1,040	,302	,304	3,293
	LIVESTERAMING	,111	,082	,185		1.353	,180	,394	2,537

a. Dependent Variable: INCREASING INCOME

Description: total correlation > value measurement criteria (0.5).

Based on the table 3, if the tolerance value for each variable is greater than > 0.10, then multicollinearity does not occur, and the VIF value is less than 5.00 according to the provisions set, these results can be stated that the variables in this study do not experience a correlation between variables.

Table 4. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	16,832	2,367		7,110	,000		
	SOCIAL MEDIA	,291	,090	,426	3,227	,002	,422	2,371
	INFLUENCERS	,099	,096	,162	1,040	,302	,304	3,293
	LIVESTERAMING	,111	,082	,185	1.353	,180	,394	2,537

a. Dependent Variable: INCREASING INCOME

Description: total correlation > Criteria for measuring value (0.5).

The dependent variable in this regression is increased income (Y) while the independent variables are social media (X1), influencers (X2), live streaming (X3). Regression Model Based on the results of the analysis:

$$Y = 16.83 + 0.291X_1 + 0.099X_2 + 0.111X_3 + e$$

Table 5. Simulative Significant Test Results (Test F)

ANOVA ^b						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	91,501	3	30,500	22,433	,000 ^a
	residual	93,814	69	1,360		
	Total	185,315	72			

a. Predictors: (Constant), LIVESTERAMING, SOCIALMEDIA, INFLUENCERS

b. Dependent Variable: INCREASING INCOME

Source: Research Results, 2023

Based on the results of tests carried out using SPSS in the table 5, the calculated F value is 22.43 > from the F table 1.69 and a significant value is 0.000 < 0.05. This shows that the independent variables consisting of social media (X1), influencers (X2), live streaming (X3) have a significant effect simultaneously on the increase in income variable (Y).

Table 6. Test Results t

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	16,832	2,367		7,110	,000		
	SOCIAL MEDIA	,291	,090	,426	3,227	,162	,422	2,371
	INFLUENCERS	,099	,096	,162	1,040	,302	,304	3,293
	LIVESTERAMING	,111	,082	,185	1.353	,180	,394	2,537

a. Dependent Variable: INCREASING INCOME

Criteria for testing t test: If the sig. < 0.05 concludes that there is a significant effect, and if the sig. Right at 0.05, to find out whether or not there is an influence of the independent variable on the dependent variable, you can use a comparison of t count with T table

From the results of the T test in the table 6, it can be seen that: sig. value Variable X1 is 0.162 (> 0.05) so it concludes that variable X1 has no significant effect on variable Y, sig. value Variable X2 is 0.302 (> 0.05) so it is concluded that variable X2 has no significant effect on variable Y, sig value. Variable X3 is 0.180 (< 0.05) so it concludes that variable X3 has a significant effect on variable Y.

Based on the table 7, it can be seen that the R square value is 0.494 which means that the independent variables used in this study can affect the dependent variable by 49%, the remaining 51% are influenced by other variables not used in

this study.

Table 7. Test Results for the Coefficient of Determination (R^2)

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,703 ^a	,494	,472	1.16603

a. Predictors: (Constant), LIVESTERAMING, SOCIALMEDIA, INFLUENCERS

5. Conclusions

Based on the research results tested by researchers by testing the validity and reliability of each indicator has a valid value and high reliability. Each variable indicator has a cronbach,s alpha value of 0.948, the value of its reliability is strong. The F test has a calculated F value of 22.43> from F Table 1.69 and a significant value of 0.000> 0.05, so each indicator of the social media variable (X1), Influencers (X2), and Live streaming (X3) has an effect significant simultaneously on shopping interest (Y)). And the results of the t test, namely, Variables (X1) and (X2) conclude that they have no significant effect on the variable (Y) because it has a value of more than 0.05 while the variable (X3) has a significant effect on the variable (Y).

This study examines the factors that influence a consumer's shopping interest in SMEs, the results of this study such as influencers can be used as a reference for SMEs to be able to increase a buyer's shopping interest. SMEs must be able to compete and carry out business strategies in order to compete with there are many MSME actors. MSME actors can apply social media as the main factor of income by creating interesting video content for a product being sold so that it can attract a consumer to buy the item and spread the promotion of a product.

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