

DIGITAL MARKETING IN DEVELOPING BRAND AWARENESS OF MSMEs

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Abstract: This large-scale social restriction by the government has a major impact on all activities. This has a big impact on MSMEs. In the MSMEs aspect, the COVID-19 pandemic has caused a decline in performance from the demand side (consumption and purchasing power of the people) which ultimately has an impact on the supply side, namely termination of employment and the threat of credit financing jams, even some MSMEs are not operating. The purpose of this research is to analyze digital marketing in building brand awareness used by MSMEs during the pandemic. Research method this is qualitative research with use studies case. Data study get through observation and interview, as well as supported by documentation researcher. Results study showing that digital marketing in build brand awareness done through Facebook social media management with do activity in the form of advertisement as well as operate technique mix marketing as personal selling, sales promotion and public relations as effort build brand awareness MSMEs products in particular street vendors around Unisba.

Keywords: brand awareness, digital marketing, MSMEs, Unisba row stalls

Abstrak: Pembatasan social berskala besar (PSBB) oleh pemerintah ini berdampak besar pada seluruh kegiatan. hal ini otomatis berpengaruh besar terhadap UMKM. Pada aspek UMKM, adanya pandemic covid-19 ini menyebabkan turunnya kinerja dari sisi permintaan (konsumsi dan daya beli masyarakat) yang akhirnya berdampak pada sisi suplai yakni pemutusan hubungan kerja dan ancaman macetnya pembiayaan kredit, bahkan sebagian UMKM tidak beroperasi lagi. Tujuan dalam penelitian ini adalah menganalisis digital marketing dalam membangun brand awareness yang digunakan UMKM dimasa pandemic. Metode yang digunakan penelitian kualitatif dengan menggunakan studi kasus. Data yang di dapat melalui observasi dan wawancara, serta didukung oleh dokumentasi peneliti. Hasil penelitian menunjukkan bahwa digital marketing dalam membangun brand awareness dilakukan dengan mengelola media sosial Facebook dengan melakukan aktivitas berupa iklan serta menjalankan teknik bauran pemasaran seperti personal selling, sales promotion dan public relations sebagai upaya membangun brand awareness tentang produk UMKM khususnya pedagang kaki lima warung deret Unisba.

Kata kunci: brand awareness; digital marketing, UMKM, warung deret Unisba

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INTRODUCTION

Covid -19 pandemic moment this impact on various sectors. At the level of global economy, the Covid-19 pandemic gives impact significant to the country's domestic economy and the existence of MSMEs. Indonesia is dominated by the existence of Micro, Small and Medium Enterprises (MSMEs) as back bone economy national also has an impact by seriously, isn't it only total aspect of production and value trade, but also the worker have to lost their job because this pandemic (Pakpahan, 2020).

This pandemic situation, according to Kemenkop UKM exists around 37,000 MSMEs provide report that they affected very serious, marked with about 56 percent report occur drop sales, 22 percent reporting problems aspect financing, 15 percent report problem distribution goods, and 4 percent report difficulty got raw materials (Rahman, 2020). Problems the more worse, if linked with existence policy Scalable Social Restrictions Large which is applied to several regions in Indonesia. Referring to the Regulation of the Minister of Health No. 9/2020 about PSBB guidelines in skeleton Acceleration Handling COVID-19, PSBB includes restrictions on activity certain. Population in a suspected area infected with COVID-19 including restrictions on movement of people and/ or goods for one province or district / city certain to prevent the spread of COVID-19 (PP Menteri, 2020). Restrictions that's the least dismiss school and place work, restrictions activity religion, and/ or restrictions activity facility general.

Enforcement restrictions social scale big by the government, has an impact big to activity around campus Bandung Islamic University. Whole civitas academic at home with term Work from Home (WFH), automatic take effect big towards MSMEs Unisba. In the MSMEs aspect, there are this Covid-19 pandemic causing performance from side request decreased (consumption and power buy society), finally impact on the side supply that is disconnection relationship work and threats the traffic jam financing, even some street vendors don't share again.

Digital Marketing is the effective solution to problem marketing MSMEs products. Through digital marketing, you can upgrade request consumers for the MSMEs market in Bandung. Digital marketing is using media,

such as television, mobile devices, to the Internet. The media will give information about various products marketed by the company, especially emphasis about brand a product or service (Leni Marlina et al. 2020). Digital marketing makes it easy promotion sales, such as heavy use of social media used by marketers another. Likewise MSMEs marketing through digital marketing so that their reach area and cost cheaper. Social media presence Becomes means for consumers to spread information in the form of text, images, audio and video with many party goods between company to consumers or consumers in the company (Kotler & Keller, 2012) . Brand awareness is ability buyers in remember return (recognize) a brand is something part from product certain. Through awareness decide do purchase (Oktaviani & D Rustandi, 2018). Study (LF Jara & Putra, 2021) state that digital marketing can help all circles Public or consumer for look for information product textiles and ordering ingredient textiles online in build brand awareness, where in booking ingredient textile still used manual way, consumer come direct to shop for order product textiles. So that method, not yet effective from aspect time nor cost.

Based on study before, researcher will do approach for development of MSMEs in the future pandemic with method build brand awareness. So that purpose in study this is analyze digital marketing in build brand awareness that used by MSMEs in Century pandemic.

METHODS

The research method used in this research is qualitative with case studies as a research approach. Base Qualitative research is to form a detailed view of the informants, described in words as a whole. The purpose of this research is to understand the occur in field on moment doing research by researcher as behavior, perceptions, motivations, actions and so on, thoroughly and complexly, then explained through words that are easy to understand for something natural and using several natural methods (Moleong, 2013). On This study describes a problem related to understanding individual experiences when faced with certain events. In addition, it can add new insights that can be known through this method because it can open up in detail and complexity about digital marketing in building brand awareness.

A case study is a research approach that focuses on one particular case that can be observed and analyzed carefully to completion. Through case studies, researchers can examine more deeply an event in the reality of life. Broadly speaking, case studies are a more appropriate way of using how or why questions, if the researcher only has limited opportunities to monitor the events being studied, and if the research focus is on contemporary phenomena in real-life situations (Oaks et al. 2013). The single case study in this study highlights the behavior of individuals/groups/events with important issues and Researchers themselves are instruments in research to obtain comprehensive detailed information about digital marketing in building brand awareness.

The object in this research is digital marketing in building brand awareness, while the research subject is MSMEs street vendors around Unisba. Data obtained through observation, interviews, documentation, and studies References. In this study, to obtain the validity of research data using data triangulation, namely combining various data sources such as, collecting data from different locations/settings, or times, as well as several references from other informants or pictures, interviews, and notes on the site. field.

Interviews were conducted after observations were made so that the data obtained were in accordance with the results of observations about the research subject. Interview done to MSMEs determined purposively sampling. Interviews were conducted with 40 MSMEs, specifically foot traders around the Unsiba campus, Bandung City. The study was conducted from March to August 2020.

RESULTS

Digital Marketing and Brand Awareness

The important role of marketing communication in a company is to trigger the sale of a product produced by the company, so that consumers know about the product. Marketing is always trying for Upgrade quality the relationship between the company and its consumers, so that consumer awareness of the products or services offered by the company is known through the planning process in promotions, as well as MSMEs street vendors in building brand awareness.

The development of technology makes the media that can be used for promotion become diverse, including through the internet network. With this network, the company's expenses are minimal to market the products it produces, but its reach is very broad. Coviello et al. (2001) explained that digital marketing is the use of the Internet network accompanied by the use of technology is interactive and can connect two-way communication between companies and consumers.

Digital marketing facilitates sales promotion, so that many companies use it for marketing their products, one of which is the use of social media (Marlina et al. 2020). Likewise with MSMEs, marketing through digital marketing is carried out so that their reach is wider and costs are cheaper. According to (Kotler & Keller, 2012), social media is a means for consumers to disseminate information in the form of text, images, audio, and video that occurs between companies and their consumers. The use of digital marketing can make companies more efficient, especially in terms of costs to market or promote product company, in addition to its very wide range. (Maimunah et al. 2007) states, social media is a social network, namely a web-based service that can be used by individuals to create limited public or semi-public profiles, lists of other users, as well as anyone who is connected to the company, and can also view and browse the list of their connections that made by person other with something system. According to (Brogan, 2010) social media is a new set of communication and collaboration tools that enable many types of interaction that were previously not available to the common person . Based on the two definitions, can concluded that social media is means exchange of information or messages between individual as well as a medium for promote something product by something company. Digital marketing in marketing mix as a reference in developing new marketing (Faizurrohman et al. 2021). Internet Utilization could changing marketing mix elements traditional. Marketing by using the Internet Becomes key to success because of its interactive nature, the Internet as a something different approaches to international marketing. Internet can be understood as something the fundamentals of marketing bulk into personal marketing. mix marketing according to (Srisusilawati, 2017) by making use of media, consist from 5Ps, including: product, price, personalization, promotions, as well as place. Activity through Internet marketing can provide opportunities for create new activities in marketing traditional from non- electronic

shift Becomes electronic platform (Sutejo, 2016). In running digital marketing, MSMEs do marketing activities using mix marketing namely product, price, place and promotions.

Digital marketing is significant for brand awareness, all of this is motivated by the relationship between brand awareness and the frequency of how often an information is given. something products are accepted and reviewed by consumers from a company (Azaria & Hajidimitriou, 2014).

Promotion is the most important element in marketing, namely the company's efforts to inform, persuade, remind, add value and influence consumers or society. Thus consumers can find out the products and services of the company, so that with good promotional activities it is expected that the public or consumers will be loyal to the products and services of a company. Promotional activities carried out by MSMEs are to promote through social media. Promotion is something efforts of the company to inform, persuade, remind, add value, and influence consumers to buy a company's product. Thus, promotion plays a very important role in conveying information from the company to its consumers about a product or service, so that the goal of the company is to influence the public or consumers about a product, recognize and be loyal to the company's products and services to be successful.

Digital marketing as a marketing activity so that products or services are better known by potential consumers, as well as influencing potential buyers to buy and consume company products and services through the Internet. On MSMEs digital marketing is made for brand awareness in the community. Through digital marketing, MSMEs choose Facebook as a promotional medium. Activities carried out are: advertisement. Advertisement become very important in marketing communications because individuals can communicate directly with the company and there can be dissemination of information about the products and services of a company. In this case, MSMEs using Facebook social media advertisements are considered effective because they are cost efficient and reach unlimited.

The function and role of Instagram social media can also change a person in carrying out communication that is initially one to two-way, can be Becomes many directions. Media social become the main channel for MSMEs to interact with consumers and how to

persuade the wider community to find solutions about MSME products so that people are aware of the brand the. Besides, the reach of consumers is wider because it is not limited by distance. Digital marketing is a two-way communication method that can lead to public awareness and engagement with certain products and brands (Purwana et al. 2017) . Indirectly, promotion through Instagram social media has its own advantages, when marketing products through Instagram social media, people are certain to be technology literate. However, in addition to digital marketing, MSMEs also carry out personal selling to build brand awareness, although these activities are not carried out optimally due to limited human resources owned by MSMEs to promote directly to consumers. Personal selling is a promotional activity through direct interaction with potential customers. The purpose of promotion through personal selling is an effort to achieve sales goals to realize two-way communication to consumers. Personal selling by MSMEs is the availability of kiosks displaying various products so that consumers can directly interact with street vendors.

Use social media as a means to establish a home industry. The social media that are widely used are Facebook, WhatsApp, Instagram, .The perceived benefit is that communication with customers and suppliers is more intensive and effective and efficient, because it can communicate directly 24 hours / real time (T Pradiani, 2017) . In doing digital marketing, MSMEs hold sales promotion activities as an effort to attract consumers to buy MSMEs products. Promotional activities are always carried out by business people as a way to directly connect products with their segmentation. In this activity, various incentives are given to potential consumers so that potential consumers can experience the products offered.

Digital Marketing in Build Brand MSMEs Awareness

MSMEs build brand awareness in the community, MSMEs seek public relations activities. Where public relations play a role in building the image and reputation of the company in the eyes of consumers or the public. The existence of a good image in the eyes of consumers or the public can make MSMEs products the target of potential consumers. Public relations is one of the other efforts in the context of realizing and maintaining good and valuable relationships between companies and the public. The use of social media is used as a means

to interact directly with consumers. Utilizing digital marketing can have a positive impact on companies, one of which is creating two-way communication, so that feedback can be directly known, so that MSMEs can establish good relations with consumer. In conducting direct marketing, MSMEs use catalogs on the Internet and Instagram social media which are becoming a trend among the world community, especially in Indonesia because they are considered capable of informing effectively, easily, and cheaply. Social media has several characteristics including; 1) range broader 2) accessibility, can be used easily by the community at a low cost low 3) easy to use by anyone 4) actuality, generates a quick response from the community 5) permanent, makes it easier to edit suggestions or input from various parties. This is in accordance with his research (Mufiddah , 2019; Nadya, 2016; Purwana et al. 2017; T Pradiani, 2017) that digital marketing is very take effect to MSMEs sustainability.

Doing digital marketing that must be considered is the message, communicator and audience. A communicator is expected to be able to choose the type of channel used in communication activities so that the communication process is effective. Delivering a message so that the purpose of the message to be conveyed can be accepted and understood by the audience. In building brand awareness, MSMEs are starting to use the Internet to introduce and encourage sales online, so that which beginning only through offline stores, gradually after using the Internet to get more consumers.

One of the BUMN programs to advance the economy is to hold a 'digital village' program which engages in the information technology sector is expected to spur MSMEs in sales. Role digital marketing The existence of a business can be realized properly if it is supported through an understanding of consumer behavior in accordance with the latest technological developments (Nadya, 2016).

Utilizing digital marketing for MSMEs provides many advantages including; 1) can reach various levels of society, especially the people of Bandung and generally the Indonesian people about MSMEs. Now, few people use classified ads to find information about the need for a product because many people have used the Internet to find the product information they need. The emergence of various channels in digital marketing, companies can get consumers quickly because network Internet so

quickly and easily accessible to consumers. In Case this, MSMEs take advantage of digital marketing through social media to be known by the public. 2) digital marketing makes funds more economical and efficient. The limited funds owned by MSMEs to promote products can be overcome by choosing this strategy. The high use of the Internet creates opportunities new to marketing.

Theory What supports researchers when conducting this research is the theory of social reality construction regarding digital marketing in building brand awareness. According to Berger and Luckman, the occurrence of dialectics between individual could create society, and vice versa society can create individuals. Dialectics occurs with the process of externalization and objectivity and internalization. Provide an overview of a social process with actions and interactions, besides that individuals can also realize the reality of what is happening according to reality and subjectively (Henderson, 2013).

Through digital marketing , MSMEs in building brand awareness have been unconsciously affected, so that they recognize and feel a product offered by individuals within the institution . Every event or activity as an objective social reality and as a real fact. The social reality in building digital marketing starts from the selection of social media, forms of promotion, and message planning in an effort to build brand awareness society towards MSMEs. This is in accordance with research conducted by (L. Jara et al. 2021; Politics & 2021, 2020; Yolandita, 2021) that digital marketing plays an important role in building brand awareness.

Digital marketing can be applied in the sustainability of MSMEs, especially street vendors around Unisba during the pandemic, MSMEs can implement promotions through social media by building brand awareness for the surrounding community and even for the general public.

Managerial Implications

The managerial implication of this finding is that digital marketing can be applied to every micro, small and medium business, with brand awareness this will further expand the market coverage of the business through social media including Facebook, Instagram and TikTok. By implementing digital marketing,

micro, small and medium enterprises can survive in any situation, be it the covid 19 pandemic or post-covid, so that their business can achieve long-term competitive advantage.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Digital marketing in product marketing, it becomes a reference for MSMEs in marketing the products produced by a company so that they are more widely known by the public. In addition, digital marketing will be more optimal if it is supported by positive word of mouth marketing in order to have a positive impact on MSMEs brand awareness in the community. Furthermore, it is recommended for MSMEs to carry out additional activities for business progress such as participating in training on digital marketing, recruiting expert HR in the field of marketing communications in particular, establishing cooperation which each other profitable between party, as well as repair Source Human resources , so that the public can know and be interested in products, improve quality and facilities so that consumers will increasingly trust products and be loyal to MSMEs products.

Recommendations

Further research could include improving Islamic financial resources and literacy. Limitations of the study include the diversity of respondents' characteristics, the number of samples is still limited.

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