

Development Strategy for Micro Small and Medium Enterprises in the Digital Era

RN Nurvana¹, EP Wijaksana², I Fargani³ and SA Insani⁴

^{1,2,3}Program Studi Manajemen, Universitas Komputer Indonesia, Indonesia

⁴Manajemen Pemasaran, Universitas Komputer Indonesia, Indonesia

Email : rivan.21220131@mahasiswa.unikom.ac.id

Abstrak. This research aims to facilitate human work using technological developments quickly and easily. To support this research, we use qualitative methods to make scientific work more specific. The results of the study show that many MSMEs are experiencing an economic crisis because they do not use technology in their business, therefore MSME actors are encouraged to take part in education about how to use technology properly and correctly. In this Digital era, various world changes have emerged to become more advanced and modern in fields that change the way humans work using machines to become faster. Technological progress is a challenge as well as a great opportunity to innovate and understand strategies for developing business as a source of income and improving the individual and national economy. Based on our data collection efforts from various sources, it can be seen what are the strategies and stages of developing Micro, Small, and Medium Enterprises in the digital era carried out by small entrepreneurs. MSME actors must increase their knowledge of information technology by utilizing social media, applications, and so on so they are not left behind by the times. MSME actors must have a great desire to be able to broaden their horizons, one of its uses is developed to improve the quality of MSMEs by using training strategies to carry out good promotions, being able to open online shops, and being able to understand how to do online transactions.

1. Introduction

Small entrepreneurs or those who have just started must know the development strategy for MSME in the digital era by utilizing information technology as well as possible because, in this digital era, many small entrepreneurs who have become large have utilized information technology in managing their businesses. [1]. The ability to master digital devices and the internet is an absolute thing that must be mastered by MSMEs if they want to survive in the competition. [2]. Digital Marketing is the growth of digital marketing through websites, mobile phones, and game features, offering new access to advertising that is not heralded and is influential. Until now, UMKM still have an essential role in the Indonesian economy both in terms of the number of businesses, employment opportunities, and national economic growth, which is calculated based on the gross domestic product (Ananda & Susilowati, 2017; Amelia et al., 2021; Putro et al., 2021; Rahmah et al., 2021).

The digital era has an important role where businesses can advance and develop very quickly. As a result, many fields are affected by it that affect each other's lives, namely the digital impact, therefore we as entrepreneurs in this digital era must be able to understand, be able to take opportunities, and be able to develop businesses in this digital era to add or advance the quality of the economy. Development is an inseparable part of the economic system in modern society, especially in Indonesia. [3]. Marketing using promotional strategies has developed into a very important communication system for producers of goods and services, but also for their consumers. [4]. The ability and method of promotion in conveying information to consumers make it important and affect the success of marketing and the formation of a product for the company. [5]. Economic development and community movements are growing, resulting in the consumption of goods and services continuing to increase and opening up new opportunities for people to open businesses to meet the needs of demand and to increase the economic development of the community. As is known that the products or services produced by the company are unlikely to be able to find buyers or enthusiasts themselves, therefore development activities are needed that have a very important role for success or continuity to be able to grow in the market.

The research we do is to use a qualitative method of literature study where this method is carried out by collecting data that is a reference for information related to the title we choose. The collection of data or sources is taken from several existing articles or journals. Then read and understood the discussion we chose regarding the development strategy for MSME in the Digital Era. The purpose of making this research is to add knowledge for readers and writers as well as provide insight into the development of UMKM in the digital era with changes that are so fast and rapid.

2. Research Methods

The research method is a strategy to answer a problem that will be studied in a study. Researchers used a descriptive qualitative research methodology to write this paper. This research method was carried out by collecting data which is information about the problems faced and how to overcome them. The collection of sources or data is taken from several journals and articles. When researchers want to study several interrelated research contexts. to maintain the independence of research results, qualitative research plays a very important role here.

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3. Result and Discussion

The increasing advancement of digital and technology has resulted in opportunities to increase economic success by smallholders as a way of profit to develop their businesses. As small entrepreneurs, we are required to be good at developing a business, with us being good at keeping up with technological developments, we can make an innovation that can develop a business, the impact of which may be able to increase a business. Many older MSME owners stutter on average in technology, but not all older ones stutter in technology, while young MSME owners understand technology on average, here is the data we have researched

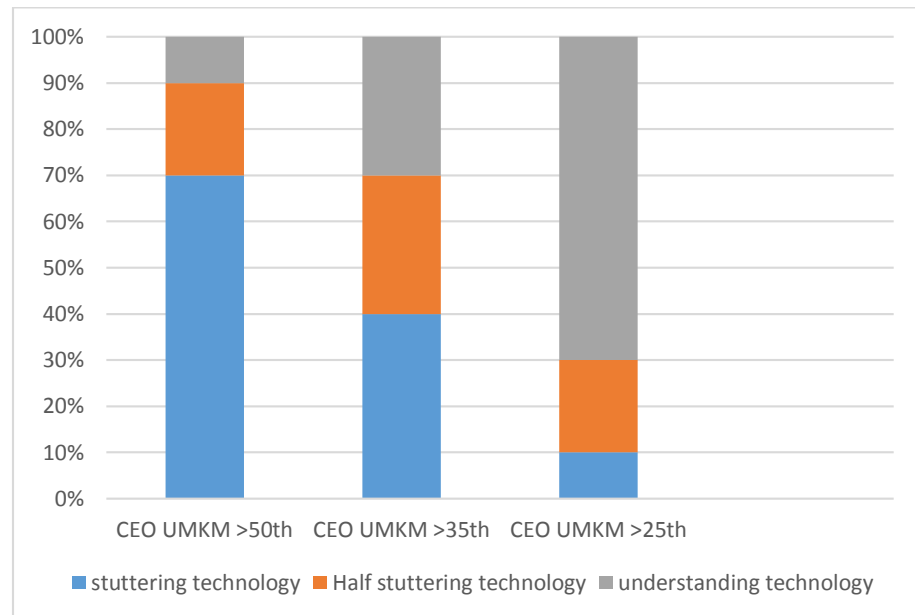


Figure 1. Technology Proficiency Diagram
Source: ResearchGate

A Micro, Small and Medium Enterprise needs to know how to develop how to keep the business growing, there are several ways that we have reviewed to develop Micro, Small, and Medium Enterprises. Including. Entrepreneurs must take training on creating good promotional content that is easy for customers to remember, To create interesting content, there is one thing that entrepreneurs need to know what is currently crowded on social media. To be able to find out what is currently crowded, entrepreneurs can find out through Google Trends, after accessing trends.google.com, entrepreneurs can see what is currently being discussed. After knowing what topics are being discussed, the next step is to adjust and determine the trends that match the business being run. After the content has been created, the next step is to distribute it. Distributing content can be through websites, social media, channels, blogs, and others. Make sure when distributing a piece of content must be created regularly so that it can attract many customers. How do distribute a piece of content so that it captures the hearts of many customers and is easy to remember, we as entrepreneurs must know distribution patterns to make us able to increase sales and turnover up to several times.

Furthermore, to increase sales and turnover, the next step is that we can do online marketing. [6] Many online marketing tools can be utilized by entrepreneurs and social media provides several facilities such as Youtube Twitter, Instagram, Skype, WhatsApp, and Facebook. The social media that is often used for online marketing is Instagram, many large entrepreneurs market their businesses or products on Instagram, because Instagram has many users almost all people in the world have Instagram, because this is a suitable place for Instagram to market a business. Even public figures can be used as a place for business marketing, it's just that we have to pay public figures a little more expensive because there are a lot of followers frothier Instagram. There are still many ways to market a business on Instagram such as promoting a post of ours and we pay to an influencer or the others.



Figure 2. Social Media

Furthermore, the way to develop Micro, Small, and Medium Enterprises is to develop a business in an online business application, if it is a small entrepreneur who is just starting out. [7] This method is indeed very mandatory to try, opening an online store or E-Commerce in an online business application is very profitable, there are various kinds of online business applications including Bukalapak, Zalora, Blibli, Tokopedia, Lazada, and so on. Opening an online store in the application that has been mentioned earlier does have certain conditions that must be met, it is not too difficult to open an online store in the present because there are many tutorials that we can know how, so for Micro, Small and Medium Enterprises by opening an online store, it is likely to be able to develop their business. To shorten the time and also develop productivity, in terms of transactions must also be considered by Micro, Small and Medium Enterprises, Transactions can now be done instantly and online, can be through Mobile Banking, with Mobile Banking we can shorten the time to pay without having to leave the house even though.



Figure 3 E-Commerce Website

Source: Selular.ID

4. Conclusion

The MSMEs Development Strategy in the digital era is not as easy as imagined and is also not as difficult as thought, but for now, it is not very developed, although there are already many online store applications that are ready to be accessed. Undeveloped does not mean that it will not develop. [8] This is because it is influenced by people who lack interest

because this habit has often been done by selling it offline and to regular customers. However, as the times develop, MSME needs the right strategy so that MSME today can develop and be productive, [9] now what MSME needs to do is to enter the online world, the strategy needed by MSME is to take part in training on making good promotional content and easy to remember by customers, and also know what is being discussed, entrepreneurs can find out through Google Trends. [10] The next strategy after that we can promote our business and products through social media, one example is Instagram, there are many features available on Instagram that we can use, some promotions are paid and some are not according to our choice. The next strategy for MSME can open an online store in applications that are already available, for example, such as Shopee, Tokopedia, Lazada and so on that we can access right now, creating an online store is not difficult and it is also not too easy there are events and conditions that we must meet and agree to. After that, msme must also pay attention in terms of paying or transactions, the security of online transactions is indeed maintained as long as we are also smart and understand how it works, online transactions can also shorten the time, and also when transactions in large enough amounts of money can be a short process and also do not need to bring a lot of money at the time of the transaction by therefore online transactions are safe.

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