

Analysis of Digital Marketing Strategies in Developing Superior Products of Sampang Regency

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Abstract: This research on Digital Marketing Strategy Analysis in Reminding Sampang Regency's Superior Products highlighted the importance of empowering Small and Medium Industries through effective digital marketing strategies. Although the contribution of MSMEs to economic growth and employment in Indonesia is quite significant, there is still a research gap in understanding the challenges MSMEs face in expanding their marketing scale. This study aimed to analyze the application of digital marketing in small and medium industries in Sampang Regency and its challenges. This study used a qualitative descriptive approach to present informants from the Head of the Cooperatives, Industry, and Trade Service and superior product business actors and consumers. The main findings revealed the value of digital marketing strategies in increasing exposure and sales of Sampang Regency's exceptional products, with the need for more technology. Implications of this study included the need for ongoing training, education, and collaboration to support local products and increase the effectiveness of digital marketing in developing superior products.

Keywords: Digital Marketing Strategies, Superior Products, Sampang Regency.

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A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are activities that increase economic growth, movement, and development. The business groups included in MSMEs are small to medium-sized business groups, whereas, in Indonesia, this group occupies a reasonably dominant position due to its large number. According to data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), Indonesia's total number of MSMEs will reach 8.71 million business units by 2022. According to data from the Ministry of Cooperatives, Small and Medium Enterprises (KUKM), in 2018, the number of MSMEs was 64.2 million, or 99.9% of all business units in Indonesia. MSME labour absorption is 117 million workers or 97% of the labour absorption of the business world. This data proves that MSMEs significantly contribute to creating the pace of economic growth as a source of income for the community and a provider of employment for many workers. Therefore, empowering MSMEs is essential to increasing productivity and encouraging their progress. This will lead to a more resilient sector that supports sustainable economic development (Amri, 2020).

Several efforts to empower MSMEs and increase production also need to be carried out by expanding product marketing because, generally, MSMEs in Indonesia are still difficult to develop. One cause is that the marketing scale is still too narrow. The development of information technology has changed the entire world of marketing in recent years.

Marketing communication methods that were previously traditional have now been integrated into the digital world (Afrilia, 2018). Marketing activities that utilize the sophistication of digital technology are often called digital marketing. Digital marketing involves interactive and integrated marketing that facilitates interaction between producers, market intermediaries, and potential consumers (Purwana et al., 2017). Digital marketing, defined as promoting products or services using digital channels, enables producers, market intermediaries, and consumers to interact more efficiently and in real time (Kotler et al., 2017). Through digital marketing, MSMEs can access more dynamic markets and increase the visibility of their products. Although the potential of digital marketing is increasingly recognized, its adoption among Indonesian MSMEs still needs to grow. The data presentation can be seen in Figure 1.

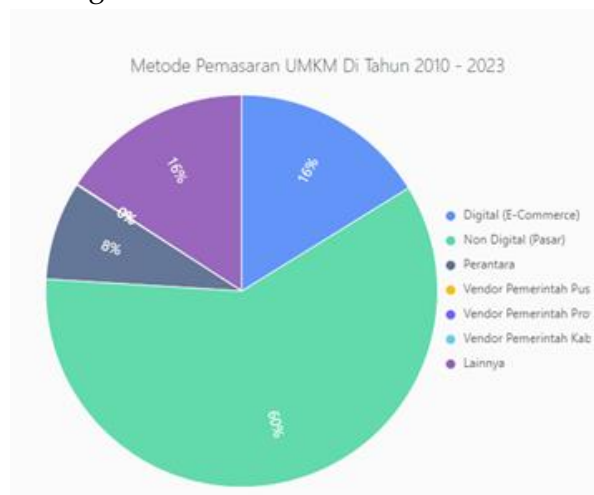


Figure 1. Marketing Methods of MSMEs in 2010-2023

Figure 1 shows the survey data of the community satisfaction index (IKM) of the Cooperatives and UMKM Office of East Java Province. It shows that UMKMs' marketing methods in 2010-2023 still used many non-digital methods, namely 60%. Meanwhile, UMKMs using digital marketing methods still need to be higher than non-digital methods, namely 16%. This shows that currently, there are few MSMEs in Indonesia that use digital marketing as a marketing medium. The low use of digital marketing by MSMEs highlights the need for greater awareness and capacity-building efforts to help these businesses fully leverage the benefits of digital channels (Sasmoko et al., 2019). In fact, in today's digital era, e-commerce and digital marketing platforms offer consumers the ability to compare prices and products across multiple sellers while giving sellers access to a broader and more diverse market (Wang et al., 2016).

Digital marketing can be generally defined as using digital technology to communicate marketing messages, with the Internet as the primary medium (Kotler, 2017). Businesses globally increasingly accept this strategy due to its cost-effectiveness and efficiency. Digital marketing allows businesses to reach consumers anywhere, anytime, through any internet-connected device. Digital marketing also allows businesses to gather real-time information

about market trends, consumer preferences, and competitive dynamics, enhancing their ability to respond quickly and effectively (Bala & Verma, 2018). Digital marketing offers speed, reach, and cost advantages compared to traditional methods, making it a desirable option for MSMEs looking to expand their market share (Kingsnorth, 2019).

Business people must pursue the strategy to achieve digital marketing results properly. Previous research stated that marketers must have a business strategy to support national economic stability (Gibson, 2018; Yasmin et al., 2015). *Digital marketing often involves trial and error, learning from mistakes, and refining strategies based on consumer feedback and market conditions* (Tiago & Verissimo, 2014). *Through this iterative process, MSMEs can improve their marketing efforts and, in turn, increase their sales and customer engagement* (Yasmin et al., 2015). *Additionally, access to digital tools, social media, and e-commerce platforms significantly enhances MSMEs' ability to compete in the modern marketplace by offering diverse revenue streams, encouraging innovation, and increasing employment opportunities* (Alford & Page, 2015). However, many MSMEs still need to implement information technology, especially using digital media, and understand how much benefit and role digital media play (Wardhana, 2015).

Madura, an area synonymous with regional arts and culture, is interesting to study. Art and culture have been known to give birth to many new MSME actors to continue encouraging the development of the local economy. Madura is one of the regions in East Java Province whose economy is supported by the MSME sector (Purnomo, 2019). Based on data from the 2016 Economic Census and 2018 SUTAS, among the four districts in Madura, Sampang has the least number of MSMEs among the other four districts, amounting to 229,644 MSMEs. Bangkalan followed them with 248,664, Pamekasan with 247,269, and Sumenep with 401,210 MSMEs. Given the economic significance of MSMEs in this area, it is essential to explore strategies that can enhance their market reach, particularly through digital marketing channels.

Referring to the potential and contribution of MSMEs to the region as well as several problems that cause MSMEs not to be able to develop, one of which is the problem of a narrow marketing scale, the authors are interested in analyzing the Digital Marketing Strategy in developing superior products of Sampang Regency. This study aimed to analyze the implementation of digital marketing strategies by small and medium industries (SMEs) in Sampang Regency and identify their challenges. The desired results are an increased understanding and effectiveness of digital SME marketing and recommendations for strategies to support the development of superior products in the area.

B. METHOD

This research was conducted in Sampang Regency. The approach used in this study was qualitative, a case study with techniques using targeted samples. This study used several informants, including four business actors, four consumers of superior products in Sampang Regency, and an official from the Cooperatives, Industry, and Trade Service (Diskoprindag). Researchers used targeted sampling when selecting samples based on criteria to ensure

informants can answer questions correctly (Cooper, D.R. and Schindler, 2014). One of the criteria set for informants was a minimum age of 17 years. In addition, this study set several criteria, which are explained in Table 1.

Table 1. Criteria Informant

Informant	Criteria Informant
Employees of the Cooperatives, Industry, and Trade Service of Sampang Regency	Policy Makers and Support Programs for the development of superior products of Sampang Regency through digital marketing
Business Actors of Superior Products of Sampang Regency	It has been implementing digital marketing to run a business that is a superior product of Sampang Regency for at least one year.
Consumers of Superior Products of Sampang Regency	Have you ever purchased superior products from Sampang Regency

The validity of this study was measured using source triangulation and theory triangulation. Source triangulation, namely, comparing information from different information sources (Bachri, 2010). For example, interview results can be compared from various informant angles. In addition, this study also used theory triangulation, which was carried out by comparing the theory used with the data obtained.

C. RESULTS AND DISCUSSION

1. Description of Research Results

Interviews with several informants were conducted for approximately one week. The description of the research results related to digital marketing strategies can be seen in Table 2.

Table 2. Description of the informant's answer

Question	Informant	Answer
What are the superior products of Sampang Regency	Functional Extension Officer of Diskoprindag	Agriculture: Cashew, water apple, chilli jamu Creative Industry: batik, tile/pottery industry, bamboo and pandan woven crafts
What strategies have been implemented by Diskoprindag to utilize digital marketing to develop superior products of Sampang Regency?	Functional Extension Officer of Diskoprindag	<ul style="list-style-type: none"> Facilitating Small and Medium Industries to participate in the Ministry of Industry's program, namely E-Smart IKM, a program for digitalizing small and medium industry products. Create a catalogue on a unique website for superior products of Sampang Regency so that it is easier for consumers to find exceptional products of Sampang Regency and help promote superior products of Sampang Regency digitally.

Question	Informant	Answer
What obstacles does Sampang Regency face in developing superior products through digital marketing?	Functional Extension Officer of Diskoprindag	<ul style="list-style-type: none"> • Providing training to small and medium industries related to digital marketing, such as sales through e-commerce, managing social media as a promotional medium, product photos, and creating promotional content on social media. • Accommodating the Festipang (Sampang Festival) community, which comprises lovers of local Sampang products and whose goal is to develop small and medium industries in Sampang Regency.
What obstacles does Sampang Regency face in developing superior products through digital marketing?	Functional Extension Officer of Diskoprindag	<ul style="list-style-type: none"> • Many were absent when training related to digital marketing was held. • Many business actors have good products but do not want to develop their market through digital marketing because they think it is difficult. • The majority of business actors in Sampang are technologically illiterate • Not all business actors want to implement various trainings that have been attended by business actors properly.
Do you implement digital marketing in your business?	Business Actors of Sampang Regency's Leading Products	<ul style="list-style-type: none"> • Yes • Yes • Yes • Yes
What prompted you to use a digital marketing strategy in your business?	Leading Product Business Actors in Sampang Regency	<ul style="list-style-type: none"> • Following the development of current technological advances, in addition to being advised by a junior in the engineering department to try marketing through social media • Initially, it was just because I was uploading it to my story. It turned out that someone asked, even sold it, and finally continued to use it. • To follow developments • To be known to the broader community and get more turnover, initially, the suggestion from Diskoprindag after attending training on using social media to market products
What type of digital platform is used for marketing media?	Sampang Regency's Leading Product	<ul style="list-style-type: none"> • Whatsapp, Facebook, Instagram and TikTok • Whatsapp and Facebook • Facebook and WhatsApp

Question	Informant	Answer
	Business Actors	<ul style="list-style-type: none"> • Whatsapp, Facebook, TikTok
How do you ensure that the coordination of information from all the advantages of your product is conveyed through the digital media you use?	Leading Product Business Actors in Sampang Regency	<ul style="list-style-type: none"> • seen from those who like and comment, it is a consideration and assessment of consumer responsiveness to this Sultan cashew product • There are questions after posting the product on the social media used. Not only that, but the likes and comments also prove that the information about all the product's advantages is coordinated. Uploadingg photos to social media accompanied by data (quality, size, and others), and IKM gets responses from social media users in the form of comments. From here, we can see that information about all the product's advantages is conveyed. • There are questions about price issues, which are then answered via private chat by explaining the quality. In addition, consumers request information about the products to be purchased.
Do you use e-commerce to sell products?	Leading Product Business Actors of Sampang Regency	<ul style="list-style-type: none"> • Yes, I also sell through Shopee • I do not sell through e-commerce • No e-commerce is used for sales • Do not use e-commerce to sell products
Do you have an online community with people interested in your product, how do they interact, and does the community contribute positively to the development of your business?	Leading Product Business Actors in Sampang Regency	<ul style="list-style-type: none"> • None • No community • No community • No community with customers

Question	Informant	Answer
How do you keep your marketing content relevant and exciting to customers?	Leading Product Business Actors in Sampang Regency	<ul style="list-style-type: none"> • By following existing trends, which are in demand, then trying to have innovations, and also following content creation training from programs held by the province • There is no particular strategy; only photos and videos are uploaded • There is no particular strategy applied to keep content relevant and interesting • What is uploaded on social media is in the form of entertainment so that people who see it are happy; the content created, for example, when I use a woven pandan hat product or when the craftsman is producing, then is photographed/videoed and given music so that the content is interesting
How do you facilitate communication between customers and the marketing team?	Leading Product Business Actors in Sampang Regency	<ul style="list-style-type: none"> • Using the message feature on Facebook, Instagram, TikTok, and WhatsApp to communicate with customers • Communication by phone and WhatsApp only • Using WhatsApp or the chat feature on Facebook to communicate • Communication by phone, WhatsApp or Facebook
What are your main obstacles in implementing digital marketing strategies, and how do you overcome them?	Leading Product Business Actors in Sampang Regency	<ul style="list-style-type: none"> • Difficulty in creating content, so continue to try to update knowledge related to creating marketing content • Lack of understanding of technology and social media; even WhatsApp can only be used. Finally, I asked my wife to help promote • Lack of understanding of social media and content creation, and I hope there is space to learn about that. • No difficulties related to digital marketing; the obstacle is that until now, they have not found a permanent market that guarantees the continuity of pandan weaving craftsmen. If there is a place for distributors or storage for craft products, it might be a solution so that there is no production loss.

Question	Informant	Answer
Is it true that the small and medium industries whose products you buy have implemented digital marketing?	Consumers of superior products in Sampang Regency	<ul style="list-style-type: none"> • True • True • True • True
What type of digital platform is used for promotional media?	Consumers of superior products in Sampang Regency	<ul style="list-style-type: none"> • Facebook, WhatsApp, Tik Tok, Instagram • What I know is that only WhatsApp • Facebook and WhatsApp • WhatsApp and Facebook
Does the website/social media information regarding product advantages match the products offered?	Consumers of superior products in Sampang Regency	<ul style="list-style-type: none"> • Yes, according to • Yes, according to reality • Yes, according to • according to
Does the small and medium industry whose products you buy sell its products through e-commerce?	Consumers of superior products in Sampang Regency	<ul style="list-style-type: none"> • Yes, to my knowledge, they sell through Shopee • No, most buyers come directly • To my knowledge, there is no e-commerce used • Do not use e-commerce
Does the small and medium industry whose products you buy sell its products? Does it have an online community with people interested in its products?	Consumers of superior products in Sampang Regency	<ul style="list-style-type: none"> • No online community with people who are interested in the product • Do not have • Do not know • No online community
Is the digital marketing content of the small and medium industries whose products you buy relevant and exciting?	Consumers of superior products in Sampang Regency	<ul style="list-style-type: none"> • Interesting • Not interesting • It is not interesting because it is just a picture of a roof tile • Very interesting

Question	Informant	Answer
What media can you use to communicate with the small and medium industries whose products you buy when you need or want to ask about the product?	Consumers of superior products in Sampang Regency	<ul style="list-style-type: none"> • Most often, using WhatsApp • WhatsApp • WhatsApp • Direct communication, because the distance is not far, sometimes also via WhatsApp

Source: Interview

2. Discussion

The current digital era requires people to adapt to information technology, primarily through social media platforms and the internet. This digital transformation applies to business actors who want to expand their market and increase productivity and competitiveness through digital strategies (Kaplan & Haenlein, 2010). Digital marketing is one effective strategy to achieve this because it allows business actors to increase visibility, engage customers, and drive sales (Chaffey, 2012). Therefore, considering how business actors implement digital marketing strategies is crucial to success. This study revealed that leading product business actors in Sampang Regency have started to utilize digital marketing platforms such as WhatsApp, Facebook, Instagram, and TikTok to promote their products. The 5C framework (Coordination, Commerce, Community, Content, and Communication) offers a valuable lens for analyzing their digital marketing efforts. Based on an interview with Mr. Irwan, Functional Officer of Extension of Diskoprindag, the superior products of Sampang Regency include various agricultural products (cashew apples, water apples, herbal chillies) and creative industries (batik, roof tiles, bamboo weaving, pandan weaving). He noted that although many MSMEs utilize platforms such as Shopee and Tokopedia, challenges remain, especially for old business actors who find it difficult to adopt new technologies. This highlights the importance of mentoring and training programs such as the E-Smart IKM initiative to support the digital transition.

Although the use of e-commerce platforms is still relatively low, with many business actors expressing difficulty in understanding the tools, engagement on social media is much more developed. For example, Mr. Abd. Rahim, owner of IKM Jambu Mete Sultan, uses Shopee to sell his products. In contrast, others, such as Mr. Alimudin, Mr. Holip, and Mr. Supandi, have not adopted e-commerce platforms, citing that they are not yet familiar with the tools. This highlights the gap in the digital marketing trade element in the region. Likewise, the digital marketing community element is still underdeveloped. None of the business owners interviewed reported having an active online community that engages with their products, which is critical to building brand loyalty and customer engagement (Hajli, 2014). Without a robust online community, businesses may struggle to foster ongoing engagement that drives long-term success. Regarding content creation, business owners are taking steps in the right direction. Many regularly upload photos and videos to promote

their products, a key element of digital marketing (Robert Rose, 2011). Creative content produced and shared on platforms such as Instagram and TikTok is significant in capturing consumer attention, especially in a visually driven market.

Communication between business owners and customers is also well-implemented. Most communication occurs through direct WhatsApp, Facebook, and Instagram messages, allowing for real-time customer interaction. According to the interviews, consumers confirmed that the communication channels were effective, validating the importance of seamless and accessible communication in digital marketing (Lon Safko, 2012). However, the study also identified challenges that hinder the implementation of optimal digital marketing strategies. Key constraints include limited technological literacy and a lack of creative content-creation skills among MSME owners. As digital devices and consumer behaviour evolve, businesses must adapt quickly to remain competitive (Tsimonis & Dimitriadis, 2014). Providing ongoing training and support for MSME owners will be critical in overcoming these constraints and maximizing the potential of digital marketing strategies. Although leading product business actors in Sampang Regency have made progress in adopting digital marketing, significant gaps remain, especially in e-commerce use and community building. To fully exploit the opportunities of the digital era, targeted support in training, mentoring, and infrastructure development is essential (Afandi et al., 2023).

D. CONCLUSIONS

This discussion concludes that implementing digital marketing in leading product business actors in Sampang Regency has been carried out, but it still needs to be fully optimal. Although some business actors have utilized social media such as WhatsApp, Facebook, Instagram, and TikTok in their digital marketing activities, most have yet to operate e-commerce platforms such as Shopee and Tokopedia. The main obstacle faced is the need for more understanding and skills in using digital tools, especially among older business actors. In addition, information coordination and marketing content creation have also been carried out well, but the commerce and community elements still need improvement. This shows that although digital marketing has begun to be implemented, capacity building is still required through training, mentoring, and further understanding of the use of digital platforms and the development of online communities to support their business growth more effectively. Support from related agencies, such as Diskoprintdag, is also critical in strengthening the ability of business actors to face the challenges of digitalization. Future research should use a quantitative approach to precisely measure the impact of digital marketing strategies on SME sales and growth. This approach will produce more accurate and objective data on the effectiveness of digital marketing, which can be used as a guide for SMEs in developing more effective marketing strategies and improving their business performance. This research is also expected to provide a deeper understanding of optimally utilizing digital marketing while overcoming existing obstacles to strengthen superior products' competitiveness.

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