

STRATEGY FOR IMPROVING MSMES THROUGH THE USE OF DIGITAL MARKETING DURING SOCIETY 5.0 AND THE INDUSTRIAL REVOLUTION 4.0 ERA

¹Mokhamad Eldon

²Gautama Sastra Waskita
Universitas Tulungagung

Keywords:

Marketing strategy, Digital
Marketing, Industrial
Revolution, Improving
MSME Performance

***Correspondence Address:**

mokhamadeldon@unita.ac.id
sastrawaskita@unita.ac.id

Abstract : The development of information technology & digitalization at all levels which is increasingly rapid day by day is a stimulus for MSME players to have strategies to survive during Society 5.0 and the Industrial Revolution 4.0 period. In order for Micro, Small, and Medium Sized Enterprises (MSMEs) to survive economic activities during Society 5.0 and the Industrial Revolution 4.0 period, this research takes seriously the use of marketing digitalization as a strategy. The goal of this research is to determine how MSMEs are using digital marketing in the context of the fourth industrial revolution and how digital marketing is one strategy that can affect MSMEs' performance in this period. The research findings must be useful both theoretically and practically. The method used is the systematic review method. The stages according to a qualitative systematic review are formulating research questions, searching for systematic review literature, sorting articles, reviewing data, and preparing a final report. Several journal articles based on research output and earlier scientific articles pertaining to research questions specifically, Society 5.0, the Industrial Revolution 4.0, marketing digitalization, economic digitalization, and their connection to the expansion of Indonesia's MSME sector constitutes the secondary data utilized. Accordingly, documentation procedures are used in this study's data collecting. According to the study's findings, digital marketing is gradually but significantly enhancing MSMEs' performance, making it a significant step for MSME participants.

INTRODUCTION

In people's daily lives, the development of information technology also affects their culture. This can be seen in human activities in the current era which cannot be separated from the use of gadgets such as smartphones, tablets, portable computers or laptops, and other communication tools. Changes in consumer behavior during shopping transactions have also been brought about by the advancement of information technology. Digital technology enables a multitude of connections between data, information, and machines in the contemporary industrial period 4.0 and society 5.0. The fact that so many

individuals use technology for a variety of purposes, including business, serves as evidence of this.

The opportunities that exist due to digital technology in the world of business and business encourage the importance of business actors to switch to business models that adapt to technological developments. Every business activity is supported by information and telecommunications technology, thus leading to digitalization for the perpetrators (Idah & Pinilih, 2019). One of the business activities that is currently supported using digital technology is the marketing stage or process. Marketing is defined as a vital activity in a company that has direct relationships with customers aimed at maintaining business continuity (Rambe & Aslami, 2021). Meanwhile, Sudarsono (2020) explains that marketing is a managerial process of offering, creating and other activities to deliver products to customers to achieve business desires. Digital marketing has become a highly popular sort of media in marketing. Digital marketing is the activity of searching for markets and marketing by using digitalization as a medium to reach consumers (Purwana et al, 2017). According to Susanto, (2021), marketing media using digital marketing currently has many enthusiasts as supporters of various community activities Using digital marketing expands the market to support communication and transaction activities (Pradiani, 2017). As stated in Febriyantoro and Arisandi (2018), Chaffey, Chadwick, Mayer, and Johnston digital marketing also plays an important role in utilizing technological developments to develop plans to build relationships with customers through electronic and conventional communication media.

MSMEs, or micro, small, and medium-sized businesses are a sector operating in the business sector that is starting to utilize digital marketing in its marketing activities. In research by Febriyanto & Arisandi (2018), it was found that by utilizing digital marketing, MSMEs provide assistance to interact with customers directly, expand market share, increase customer awareness, and through various marketplaces also make it easier for customers in their transaction activities. Furthermore, Hadi's (2021) research shows that MSME business actors have not optimally utilized digital marketing as a strategy to optimize income. MSME players still need to understand the importance of digital marketing in helping businesses survive and grow at a time when consumer behavior has changed based on developments in information technology. Digital Marketing is one of the marketing strategies that is currently in great demand by the public to support various

activities carried out. Little by little they are starting to abandon traditional marketing models and switch to modern marketing, namely digital marketing. Digital Marketing allows communication and transactions to occur at any time, in real time, and globally. As the number of chatbased social media users increases, opportunities are created for small and medium businesses to enter markets within reach of smartphones. (Eldon et al., 2024)

The increase in performance provided by digital marketing in various aspects of MSME business during Society 5.0 and the Industrial Revolution 4.0 period, various situations that are currently occurring are the reasons for conducting research. This research examines in more depth the role of digital marketing in improving the performance of MSMEs during Society 5.0 and the Industrial Revolution 4.0 period. The problem that will be addressed in this study is formulated as (1) How MSMEs Implement Digital Marketing in their business processes, (2) How digital marketing can influence the performance of MSMEs during Society 5.0 and the Industrial Revolution 4.0 period. Meanwhile, the aim of this research is that it is hoped that it will provide benefits both theoretically and practically. The theoretical benefit of this research is that it is hoped that through research it can provide academic insight for researchers, students and business people regarding the application of digital marketing to MSMEs. Furthermore, the expected practical benefit is that through this research, MSME business actors can improve their business performance through the application of digital marketing.

The way consumers shop has become more modern, from traditional shopping to online shopping. Starting from the emergence of online shopping applications and social media as places for buying and selling that offer various easy transactions. Online shopping applications have a large market share, most people are familiar with online shopping applications. Online shopping platforms on marketplaces and other social media platforms make it simple for customers to get what they need. Because buyers can readily acquire the product information they desire and do not need to physically visit the seller's location, marketplaces are seen to be more efficient and cost-effective.

RESEARCH METHODS

This paper presents a conceptual analysis of the function of digital marketing in a plan to enhance MSME performance via digital marketing. The information used in this

article is secondary data, specifically prior scientific publications that are pertinent to the study issue and are indexed both domestically and internationally by Google Scholar. A systematic review approach is used in this article's analysis. One way to find, assess, and understand all particular studies is through systematic reviews, which are a type of secondary study (Kitchenham, 2004). A qualitative systematic review involves the following steps: developing research questions, searching the literature for a systematic review, screening and choosing articles, evaluating the results, and creating a final report (Francis & Baldesari, 2006). The use of a systematic review is highly helpful in conducting a synthesis of numerous important research results, ensuring that the information presented are thorough and balanced (Siswanto, 2010).

In this research, the author used article sources from Google Scholar in the 2020-2024 period for the reason that research data from that year was deemed more relevant because starting in 2020 many MSME players began to utilize digital marketing and reflected the latest MSME conditions in the last seven years. After the Covid-19 pandemic, this is what makes MSMEs expected to take a digital marketing approach, in order to expand market reach so they can survive and increase the profits they get. The problem formulation that we created is: (1) How to apply digital marketing to MSMEs (2) How digital marketing can influence the performance of MSMEs in the era of industrial revolution 4.0. So the criteria for the articles we choose are articles that are relevant to answering the problem formulation with the keywords The influence of marketing digitalization strategies on the performance of MSMEs. The research was carried out by documenting all the articles obtained in table form in this research report. The relevant articles that have been selected are then analyzed and summarized into a complete discussion in this article.

RESULTS AND DISCUSSION

The research articles included in this literature review are analyzes and summaries of articles related to the Influence of Digital Marketing, MSME Strategy, and the Influence of Digital Marketing in the era of the industrial revolution 4.0, which are presented in the following table.

Tabel Hasil Penelitian

Title	Year	Research result
Application of Digital Marketing as a Marketing Strategy for MSMEs	2020	<p>This activity's Community Service Partner is Rapi Sari Furniture, a company that manufactures and purchases furniture. Having been in business for over 30 years, Rapi Sari Meubel is one of the SMEs in Banjarmasin.</p> <p>The marketing efforts are still somewhat traditional and quite limited, though. Therefore, it is necessary to provide training on the significance of digital marketing in order to improve the marketing system, broaden the range of its business objectives, and facilitate more effective sales efforts. Partners also receive help in setting up profiles on digital platforms (such as Google Business and Google) and in managing digital media in the best possible way to promote MSME business needs.</p> <p>The final products include activity reports, scholarly articles published in national journals, and Google business and Google accounts. The approach employed in this activity include instruction through lectures and direct tutorials and practice in setting up digital media accounts for the MSME.</p>
Utilization of Digital Marketing for MSMEs	2021	<p><i>To adapt to the 5.0 era, the marketing system was switched from traditional to digital, and MSMEs were not given the opportunity to use social media to make these adjustments. This indicates that a large number of MSME actors continue to lack a basic understanding of digital marketing. Because of this, the goal of this Abdimas activity is to educate and train MSMEs in digital marketing so they may use social media for marketing. The method of abdimas activities are lectures, discussions and direct training to MSME actors. The abdimas participants are MSME actors in Teluk Pucung Village, North Bekasi as many as 20 people with the criteria that they do not know the digital marketing system for marketing. As a result of the abdimas, participants gain more knowledge about digital marketing, beginning with the types, applications, and comprehension of digital marketing for MSME products. They can also produce information and content to support the</i></p>

		<i>posting of persuasive product images, videos, and photos on Instagram accounts.</i>
Epic Model: Effectiveness of Marketing Systems Through Social Media for MSMEs for Processed Fish Products	2022	<i>Persuasion, Impact, and Communication). The research results confirm that from the empathy dimension, MSME managers have run effectively, based on the opinions and perceptions of consumers and customers. The persuasion dimension is where the promotions carried out by MSMEs have been able to attract the hearts and convince respondents to order the advertised products. The impact dimension (Impact) means that the promotional media used by Processing MSMEs has displayed creative, innovative advertising content according to the theme and looks different so that it can attract consumers. And the communication dimension means that fish processing MSMEs have captured the hearts of consumers through promotional advertisements delivered via Instagram, Tiktok and Facebook. The EPIC rate value is 3.26, this shows that promotional media is carried out via Instagram, Tiktok and Facebook. by MSMEs in South Sulawesi is very effective, because it is in the range of 3.26 – 4.00.</i>
Implementation of Digital Marketing Strategy to Increase Sales of MSME Products in Blitar Subdistrict	2023	Regional MSME actors, particularly those in Blitar Village Its business has not yet expanded significantly. Still, a large number of MSME participants have prevented themselves from growing. Only customers in the vicinity of their market and the Blitar area purchase their goods. The goal of the financial optimization and digital marketing socializing was to help MSME participants comprehend the importance of innovation and global orientation, since these two elements are crucial for success in the global marketplace. The capacity of entrepreneurs, particularly MSMEs, to foresee globalization is a major factor in determining their competitive advantage. This socialization covers the primary subject, which is the significance of digital marketing for business growth and maximizing MSME funding to boost
The Implementattion of Digital	2024	From the results of the study in the form of bibliometric analysis of research publication data and related ibliographic data, it was concluded that

Marketing in Indonesia's MSMEs by Using Bibliometric Methods and Systematic Literature Review		research related to digital marketing for MSMEs is still relatively small, with only 109 published documents produced worldwide for various types of published documents until 2024, and there is a downward trend in 2022 and will increase again in 2023. Indonesia is in the highest position in Asia in the number of publications but is second in Asia in the number of citations behind India. This shows that Indonesian journals are still less interesting to cite even though the number of publications is greater. From the aspect of research topics, the dominant aspect is digital marketing, then related to trade, marketing and MSMEs. This shows that it is very open for further research to be carried out on topics other than digital marketing for MSMEs, such as digital marketing strategies using social media marketing, technology adoption and innovation for MSMEs in all regions of the country, especially in Asian countries including Indonesia. Furthermore, related to the results of the analysis from the Systematic Literature Review, it was found that MSME players still need to improve the quality of their digital marketing management.
---	--	---

The discussion material primarily presents the reasoning and investigates whether or not the data produced are consistent with the hypothesis. When citing sources in a conversation, keep it brief (if at all possible). Research findings or other people's perspectives should be abstracted and written in separate sentences rather than using exact repetitions. In groups, collections of related studies can be referred to.

Quotations come from online journals using quotations from the American Psychological Association (APA) Fifth Edition, quotations come from online news, internet adaptations must include the name of the author/editor of the news, the news link, and the time of access.

CONCLUSIONS AND RECOMMENDATIONS

Digital marketing is currently being used by MSMEs to boost product sales through e-commerce sites or marketplaces like Shoope, Tokopedia, Bukalapak, Lazada, and others. Moreover, MSME companies use social media platforms like Facebook, Instagram, and WhatsApp to attract a lot of clients and traffic, which in turn boosts conversions and impacts product sales.

The digitalization of marketing helps significant growth in product sales performance. Apart from that, MSME players are given convenience in informing or interacting with their customers. On the other hand, digital marketing also helps MSMEs reduce operational costs so that this can be an alternative approach. Based on this study, it can be said that digital marketing is gradually but significantly enhancing MSMEs' performance, making it a definitive step for MSME participants.

In this research there are still many limitations that need to be corrected, in terms of secondary data in the form of previous scientific articles that need to be added and there is still a lack of theoretical exploration so that in the future it needs to be enriched in order to get more detailed results. Apart from that, this research is still lacking in review due to limited research time, so in the future it is necessary to review it more deeply so that it can be more detailed.

REFERENCES

- Arianto, B. (2020). Pengembangan UMKM Digital di Masa Pandemi Covid-19. *ATRABIS: Jurnal Administrasi Bisnis*, 6 (2), 233-247.
- Arifqi, M.M., & Junaedi, D. (2021). Pemulihan Perekonomian Indonesia Melalui Digitalisasi UMKM Berbasis Syariah di Masa Pandemi Covid-19. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 3(2), 195-205.
- Barus, D. H. N. (2015). Peran Internet dalam Saluran Distribusi Pemasaran Produk UMKM. *Research Report-Humanities and Social Science*, 2.
- Darnis, F. and Azdy, R.A., 2019. Pemanfaatan Media Informasi Website Promosi (e- Commerce) sebagai Upaya Peningkatan Pendapatan UMKM Desa Pedado. *SINDIMAS*, 1(1), pp.275-278.
- Eldon, M., Adnan, A., & Sarita, J. (2024). The Implementation of Digital Marketing in Indonesia's MSMEs by Using Bibliometric Methods and Systematic Literature Review. *DiE: Jurnal Ilmu Ekonomi Dan Manajemen*, 15(1), 102–113.
<https://doi.org/10.30996/die.v15i1.10640>
- Febriyantoro, M & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah Pada Era Masyarakat Asean. *JMD: Jurnal Manajemen Dewantara*, 1(2), pp 62-76.
- Francis C. & Baldesari (2006). *Systematic Reviews of Qualitative Literature*. Oxford: UK Cochrane Centre.
- Fuadi, D.S., Akhyadi, A.S. and Saripah, I., 2021. Systematic Review: Strategi Pemberdayaan Pelaku UMKM Menuju @Ekonomi Digital Melalui Aksi Sosial. *Diklus: Jurnal Pendidikan Luar Sekolah*, 5(1), pp.1-13.
- Giantari, I.G.A.K., SE, M., Yasa, N.N.K., SE, M., Suprasto, H.B., SE, M., Rahmayanti, P.L.D. and SE, M., 2021. *Peran Digital Marketing Untuk Meningkatkan Kinerja Bisnis UMKM Pada Masa Pandemi Covid-19 (Studi Kasus: Sektor Kuliner di Bali)*. Media Sains Indonesia.

- Hadi, D.F., & Zakiah, K. (2021). STRATEGI DIGITAL MARKETING BAGI UMKM (USAHA MIKRO KECIL DAN MENENGAH) UNTUK BERSAING DI ERA PANDEMI. *Competitive*, 16(1), 32- 41
- Hamzah & Putri. (2021). Pemanfaatan Digital Marketing oleh Pelaku UMKM di Kuningan Barat, Jakarta Selatan. *Jurnal Pustaka Dianmas* 1 (1).
- Hapsoro, B. B., Palupiningdyah, P., & Slamet, A. (2019). Peran digital marketing sebagai upaya peningkatan omset penjualan bagi klaster UMKM di Kota Semarang. *Jurnal Abdimas*, 23(2), 117-120.
- Harahap,dkk. (2021). Pemanfaatan Digital Marketing Bagi UMKM. *Jurnal Loyalitas Sosial Journal of Community Services in Humanities and Social Sciences* 3 (2).
- Harum, J.R, dkk. (2021). Pengaruh Permission Email Marketing Terhadap Purchase Intention dan Dampaknya pada Purchase Decision (Survei pada Customer Lazada Indonesia), 15(1).
- Hendrawan, A., 2019. Pengaruh marketing digital terhadap kinerja penjualan produk umkm asti gauri di kecamatan bantarsari cilacaP. *Jurnal Administrasi Dan Kesekretarisan*, 4(1), pp.50-61.
- Idah, Y.M., & Pinilih M. (2019). STRATEGI PENGEMBANGAN DIGITALISASI UMKM.
- Kitchenham, B., 2004. Procedures for performing systematic reviews. Keele, UK, Keele University, 33(2004), pp.1-26.
- Kristiyanti, M. and Rahmasari, L., 2015. Website sebagai media pemasaran produk-produk unggulan umkm di Kota Semarang. *Jurnal Aplikasi Manajemen*, 13(2), pp.186-196.
- Kusuma, V.A., Sahabuddin, Z.A. and Hutasoit, P.S., 2022. STRATEGI DIGITAL MARKETING PADA USAHA MIKRO DAN MENENGAH (UMKM) DI MASA PANDEMI COVID-19 MELALUI PENDEKATAN PEMBERDAYAAN EKONOMI RAKYAT. *JURNAL CAFETARIA*, 3(1), pp.24-35.
- Maidasari, E & Narundana, V.T. 2021. Pengaruh Promosi Video Marketing dan Kesadaran Merek dalam Mempengaruhi Keputusan Pembelian Konsumen Yamaha. *Jurnal Manajemen dan Bisnis*, 11 (2), pp. 128-137.
- Murugiahramashini, Jayatunga,D.P. &Samarasinghen,P., 2017, Big data analyzed marketing strategies for Srilankan Smalland Medium Enterprises. *International Journal of Advances in Electronics and Computer Science*. 4(4): 10-14
- Narulia, Ria Zulkha E. and Hanjar Ikrima Nanda. 2019. Digital Marketing Sebagai Strategi Pemasaran. *Jurnal Pengabdian Untuk Mu NegeRI* 3(2): 80–84.
- Nirwana, N. Q. S., & Biduri, S. (2021). Implementasi Digital Marketing Pada UMKM Di Era Revolusi Industri 4.0 (Study Pada UMKM Di Kabupaten Sidoarjo). *BALANCE: Economic, Business, Management, and Accounting Journal*, XVII (1), 29-35.
- Nugroho, N.H., & Andarini, S. (2020). STRATEGI PEMBERDAYAAN UMKM DI PEDESAAN BERBASIS KEARIFAN LOKAL DI ERA INDUSTRI 4.0 MENUJU ERA SOCIETY 5.0. *Jurnal Bisnis Indonesia (JBI)*.
- Oktaviani, F., & Rustandi, D. (2018). Implementasi Digital Marketing dalam Membangun Brand Awareness. *PRofesi Humas*, 3(1), 1-20.

- Pradiani, Theresia. 2017. Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *JIBEKA* 11(2): 46–53.
- Prasetya, H.Y. and Nurmahdi, A., 2018. Pengaruh Kegiatan Pemasaran Digital dan Perilaku Online Konsumen Pada Peningkatan Kesadaran Konsumen dan Dampaknya Terhadap Keputusan Pembelian.
- Prasetyo, D.D, dkk. (2016). Pengaruh Iklan Secara Online Terhadap Keputusan Pembelian (Survey Pada Mahasiswa Pengguna Produk Telkomsel 4G LTE), 41(1).
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 1(1), 1 - 17.
- Rahadi, D.R., & Zainal. (2017). SOSIAL MEDIA MARKETING DALAM MEWUJUDKAN E-MARKETING. *Konferensi Nasional Teknologi Informasi dan Aplikasinya*, 4, 72-78.
- Rambe, D. N., & Aslami, N. (2022). Analisis Strategi Pemasaran Dalam Pasar Global. *El-Mujtama: Jurnal Pengabdian Masyarakat*, 1(2), 213-223.
- Rauf, A., Manullang, O.S., Ardiansyah, T.E., Akbar, I., Awaluddin, R., Muniarty, P., Firmansyah., Mundzir., Manalu, V.G., Depari, G.S., Rahajeng, E., Apriyanti, M.T., Riorini, S.V., & Yahawi, S.H. (2021). *Digital Marketing : Konsep dan Strategi*. Penerbit Insania : Kesambi.
- Rohmah, N.N., 2019. Efektivitas Digitalisasi Marketing Para Pelaku Usaha Mikro Kecil dan Menengah (UMKM) di Lombok (Analisis Media Equation Theory). *Al-I'lam: Jurnal Komunikasi dan Penyiaran Islam*, 3(1), pp.1-14.
- Saifuddin, M. (2021). DIGITAL MARKETING : STRATEGI YANG HARUS DILAKUKAN UMKM SAAT PANDEMI COVID-19. *Jurnal Bisnis Terapan*, 5(1), 115 - 124.
- Saputra, G.W. and Ardani, I.G.A.K.S., 2020. Pengaruh digital marketing, word of mouth, dan kualitas pelayanan terhadap keputusan pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9(7), p.2596.
- Sari, R.P., & Santoso, D.T. (2019). Pengembangan Model Kesiapan UMKM di Era Revolusi Industri 4.0. *Jurnal Media Teknik & Sistem Industri*, 3 (1), 37-42.
- Siswanto, S., 2010. Systematic review sebagai metode penelitian untuk mensintesis hasil-hasil penelitian (sebuah pengantar). *Buletin Penelitian Sistem Kesehatan*, 13(4), p.21312.
- Sudarsono, Heri. 2020. *Buku Ajar: Manajemen Pemasaran*. Jawa Timur: CV Pustaka Abadi.
- Sulaksono,J & Zakaria, N. (2020). Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Desa Tales Kabupaten Kediri. *Generation Journal*, 4(1).
- Susanto, B., Hardianto, A., Chariri, F.N., Rochman, M., Syauckani, M.M., & Daniswara, A.A., (2020). Penggunaan Digital Marketing untuk Memperluas Pasar dan Meningkatkan Daya Saing UMKM. *COMMUNITY EMPOWERMENT*, 6(1), 42-47.