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Analysis of Business Communication Strategies in Marketing Systems Through Digital Marketing Technology On Today's MSME Actors

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Abstract

This study aims to analyze business communication strategies in the marketing system implemented by Micro, Small, and Medium Enterprises (MSMEs) by utilizing digital marketing technology. Through a qualitative approach, the study collected data from a variety of sources, including in-depth interviews with MSME actors, analysis of social media content, and online surveys. The results of the study show that the use of effective digital marketing strategies, such as social media marketing, and email marketing, can increase customer visibility and engagement. In addition, collaboration with influencers and the use of data analytics are key in understanding consumer behavior and improving customer experience. This study concludes that the integration of the right business communication strategy through digital marketing technology can have a significant positive impact on the growth and sustainability of MSMEs.

Keywords: Business Communication, Digital Marketing, and MSMEs.

INTRODUCTION

Business communication is the process of exchanging information between individuals within an organization and with external parties aimed at achieving business goals. In line with this, according to Fauzan and Supratman (2019), effective business

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communication requires a good understanding of the audience and the message conveyed. It involves using various forms of communication, both verbal and written, as well as digital media, to ensure that the message can be clearly received and understood by the audience. Effective business communication requires a deep understanding of the audience as well as the content of the message being conveyed. In addition, the implementation of the right strategies and approaches can improve the company's internal and external interactions, thereby supporting the achievement of the organization's overall goals. Business communication involves strategies and approaches designed to improve the internal and external interaction of the company, as well as to support the achievement of organizational goals, Rahastine (2017).

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economy. According to Husodo et al (2020), Micro, Small, and Medium Enterprises (MSMEs) are efforts to empower people to empower themselves in order to create autonomous economic opportunities based on community capacity and innovation. However, the efforts made will require help from various fields of entrepreneurship in order to have a better understanding of the manufacturing process and the benefits of the products used and created. Not only do they provide jobs for millions of people, but they also contribute significantly to the Gross Domestic Product (GDP). However, in the midst of rapid technological developments, MSMEs are faced with the challenge of staying relevant and competitive in an increasingly digital market. Digital transformation has become an urgent need for MSMEs to improve operational efficiency and expand their market reach.

According to Holliman and Rowley (2014) digital marketing is "the use of digital channels and technologies to analyze the market, develop strategies, and execute marketing campaigns to achieve business goals". Digital marketing offers various solutions to the challenges faced by MSMEs. Through digital platforms such as social media, search engines, and email marketing, MSMEs have the opportunity to reach potential customers in a more effective and efficient way compared to traditional marketing methods. This technology not only allows MSMEs to increase their visibility, but also provides analytics tools that can help in understanding consumer behavior and optimizing marketing strategies.

Although the potential for digital marketing is huge, many MSMEs still experience difficulties in implementing this strategy effectively. Limitations in terms of technological knowledge, resources, and budget are the main obstacles. Additionally, a lack of

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understanding of how to use analytics data to inform marketing decisions also reduces the effectiveness of their digital campaigns. Therefore, in-depth research is needed to identify business communication strategies that can help MSMEs overcome these challenges and take advantage of the opportunities that exist.

And the objectives of this study are (1) To find out whether the influence of this strategy has been successfully applied to today's MSME actors (2) To find out whether the benefits obtained from the implementation of the strategy are carried out. (3) To understand the difficulties faced by MSME actors today in facing competition in the business world.

RESEARCH METHODS

This research uses a qualitative approach to gain an in-depth understanding of business communication strategies in digital marketing implemented by MSMEs. The qualitative method was chosen because it allows a comprehensive exploration of the experiences, views, and practices of MSME actors. Primary data will be collected through in-depth interviews with MSME owners who are actively using digital technology in their marketing strategies. This interview aims to explore information about various aspects of the digital marketing strategies they use, the challenges they face, and the successes that have been achieved. In addition, participatory observation will be carried out to understand more about the application of the strategy in a real context.

To complement the primary data, this study will also use content analysis on various digital platforms used by MSMEs, such as websites, social media, and email marketing campaigns. Secondary data will be collected through online surveys targeting MSME actors in various sectors to get a broader view of the effectiveness of the digital marketing strategies implemented. The collected data will be analyzed using thematic analysis techniques to identify the main patterns and key factors that contribute to the success of the digital marketing strategy. With this approach, the research is expected to provide in-depth and practical insights for MSMEs in optimizing their business communication strategies through digital marketing technology.

RESULTS AND DISCUSSION

Results

The results of interviews with research informants, namely with Business Owners, @jilbabmurahmkssr_ as follows:

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Table 1. Results of Interviews with Business Owners @jilbabmurahmkssr_

No.	Question	Answer
1.	How do you get started implementing a digital marketing strategy in your business?	To begin the implementation of my business's digital marketing strategy, the first step I took was to set clear and specific marketing goals. Next, I conduct market analysis and identify target consumers to understand their needs and preferences. With that foundation, I built a strong and consistent brand identity, including visual design and core messaging that will be used across all marketing channels.
2.	What are some digital platforms that you use to market your products or services, and why did you choose them?	The digital platforms I currently use are Instagram, Shopee, and TikTokshop. But I haven't fully run tiktokshop yet. I chose the platform because social media is the most widely used nowadays
3.	What are the biggest challenges you face in implementing a digital marketing strategy, and how do you overcome them?	The biggest challenge I face in implementing a digital marketing strategy is maintaining consistency and relevance of content. To overcome this challenge, I innovated to continue creating video content about my products on social media.
4.	To what extent does the use of data analytics help you in understanding consumer behavior and optimizing your marketing strategy?	The use of data analytics is very helpful in understanding consumer behavior and optimizing my marketing strategy. By utilizing analytics tools like Google Analytics, I was able to track various metrics such as website traffic, visit sources, visitor behavior, and conversions. This data provides deep insights into consumer preferences, purchasing patterns, and friction points in the customer journey.

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5.	Can you give us an example of the digital marketing campaign that you think is the most successful, and what factors do you think contributed to the success of the campaign?	MSMEs that sell hijab with various models and colors like me certainly carry out successful digital marketing campaigns by utilizing Instagram and Shopee, but if asked the most successful, of course Instagram is due to the content factor that I try to create with the various people/models I have.

Based on the results of this interview, it can be concluded that this hijab business person has started the implementation of a digital marketing strategy with structured steps and aims to maximize marketing effectiveness. The first step taken is to set clear and specific marketing goals, followed by market analysis to identify target consumers. The business actor also emphasized the importance of building a strong and consistent brand identity across all marketing channels used, namely Instagram (@jilbabmurahmkssr_), Shopee (Jilbabmurahmkssr01), and TikTok Shop (jilbabmurahmkssr_), even though the TikTok Shop platform is not yet fully operational.

The main challenge faced is maintaining the consistency and relevance of content on social media. To overcome this challenge, businesses are innovating in creating video content about products. In addition, the use of data analytics is crucial in understanding consumer behavior and optimizing marketing strategies. With analytics tools like Google Analytics, businesses can track important metrics such as website traffic, visit sources, visitor behavior, and conversions, providing deep insights into consumer preferences, purchasing patterns, and friction points in the customer journey.

DISCUSSION

Types of Strategies Implemented by MSME Actors Today

1. **Promotion Strategy**

Definition and Promotion Strategy Goals are certain intentions and objectives that are pursued to achieve a certain goal. In the process of achieving these goals, dual strategies should not only be used to identify a direction or concept; it must also be able to show how operational strategies should be implemented (Arlita & Muta'ali, 2014).

According to Kotler and Armstrong, promotion is defined as the process of highlighting the superiority of a product and encouraging target consumers to recognize

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it (Firmansyah & Budi W, 2015). Any action taken to inform the target market about a product, influence attitudes, encourage individuals to take action, or convey information about its features can also be included in the definition of promotion (Tamamudin, 2015). The marketing objectives of a company for its products or services must be set from the outside in terms of promotion. As a result, businesses can decide which markets to target, what needs to be achieved, who will complete them, and when. By achieving this goal, a consumer education campaign that highlights the features and benefits of a product is believed to be successful.

2. Digital Marketing Strategy

The results of each of these analyses will provide a digital marketing plan that works for today's business. To maximize the effectiveness of digital marketing, consider the following improvements (Azmi F, 2021): (1) Increased audience visits will result from SEO-optimized social media, particularly on Facebook and Instagram. Of course, this is the main way for an online store to successfully generate large number of product sales; (2) Facebook Business Suite Optimizes the functionality of Facebook Business Suite. Based on the findings of the investigation, it can be said that the company's social media administrators have not utilized or understood the functions of Facebook Business Suite. Admins will actually find it easier to manage Facebook and Instagram accounts simultaneously and with good integration if they use this capability; (3) In addition, paid advertising (PPC) is preparing to concentrate on using Facebook ads for paid advertising. Using regular, measurable sponsored Facebook ads can help organizations reach a larger, yet still unreachable market, making their digital marketing strategy more targeted than ever before. Nonetheless, to maximize the usefulness of your ads, you should consider segmentation and target markets; (4) Whatsapp Enterprise improves the management of the work system of newly recruited dropshipper and reseller partners and optimizes the functionality of Whatsapp Business to ensure their continued productivity and loyalty in promoting business goods. To help them better understand marketing techniques and increase their productivity, you can offer collaborative education or training regarding effective digital marketing strategies in addition to product updates; (5) Webpage: Create a website that will serve as the official website of the business. Websites continue to have a significant impact on customer trust in today's businesses. Customers will see a more reliable and professional business with a website. But if the business has a strong management structure in place for its digital marketing initiatives, this can be done; (6) Pricing Strategy It is essential to experiment with the Psychological

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Pricing approach when determining the cost of products in physical and virtual retail spaces. Make sure the price of the product at both physical and online retailers.

3. **Product Innovation Strategy**

Responding to Changing Market Requirements: Determining changing market demand and modifying items to align with customer trends and trends. Use of Environmentally Friendly Materials: Making goods more environmentally friendly by producing them using recycled or environmentally friendly materials (Prasetyo, B. 2019).

4. **Partnership and Collaboration Strategy**

According to (Susanto, A. 2021) Collaborate with influencers or public figures on social media to expand the reach of promotion. Partnerships with Large Companies: Partnerships with large companies to gain access to greater resources, markets, and distribution opportunities, as well as strategies on personalization and quality.

5. **Personnel and Quality Strategy**

Personalized Customer Service: Ensure customers receive a personalized buying experience that is approachable and attentive to their needs. Prioritize product quality: Prioritize the quality of your product and add value by making it unique and has features that are difficult for competitors to replicate.

6. **Product Diversification Strategy**

Product Expansion: Defining the introduction of new goods or services that target a larger market group (Aryanto, D. 2020). Offer Product Bundling: Offer product bundling as a way to meet different customer needs and increase sales value

Advantages of Implemented Strategies

Many business owners, both in small and large digital marketing organizations, have experienced the benefits of Faradillah digital marketing (2021). This is a new development in marketing strategies in today's vital digital and internet era. Sectors such as micro, small, and medium enterprises have the potential to gain huge profits due to online marketing techniques. Therefore, every SME needs to make the most of digital marketing.

As revealed by Sine K (2015) The application of this digital marketing technique has many benefits, with the help of various digital marketing technologies. First, gathering precise information regarding customer tastes and habits within a particular market category or about goods and services. Based on this, we can develop the most suitable plan for the intended audience and execute it more successfully. Second, compare

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strategies with facts. Once a digital marketing plan is put into practice, market assessment and analysis are taken into account. We can then use that information to improve our initial marketing plan, such as the success rate of the campaign, the number of users who open the ad, and so on. Third, almost every market can be reached by it. Because of its ability to communicate with clients globally at any time and from any location, digital marketing is a valuable method. Therefore, customers can request permission at any time and have access to our services and goods whenever they want. Fourth, cutting costs. Compared to traditional marketing tactics, digital marketing strategies are much cheaper. There is no need to invest in ineffective or off-target advertising or printed billboards.

Another benefit of digital marketing or promotion is its ability to provide convenience to consumers, provide convenience in distributing MSME products, satisfy customers, reduce promotional costs, and answer customer questions about MSME products offered quickly (Saifuddin & Lestari, 2020).

In addition, through this digital promotion, buyers and sellers of MSME products can connect and communicate online, resulting in a very high sales rate at a more affordable and economical cost. In addition, buyers and sellers can provide real-time customer service so as to help strengthen the brand of MSME products in the eyes of consumers (Utami, 2020).

Difficulties Faced by Today's MSME Actors in Facing Competition in the Business World

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia face a number of significant challenges in today's business world competition. One of the main difficulties is limited access to digital technology and resources. Many MSMEs still have not fully adopted digital technology in their operations and marketing. Prabawanti et al. (2022) stated that MSMEs often face difficulties in obtaining sufficient social support, which is very important to maintain the sustainability of their business. This is especially true for women entrepreneurs, where social support in the form of positive assessments is very helpful for them in maintaining their businesses. This is due to the limited knowledge and technology skills among MSME actors. Without an adequate understanding of the use of digital technology, it is difficult for MSMEs to improve operational efficiency, reach a wider market, and compete with larger, more technologically advanced companies.

In addition, access to funding is also a major obstacle for many MSMEs. The loan application process is often complicated and requires collateral that small businesses do

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not have. This lack of capital limits the ability of MSMEs to innovate, expand production capacity, and improve the quality of their products or services. The lack of financial support also impacts the ability of MSMEs to invest in the technology and infrastructure needed to compete in an increasingly competitive market.

Another challenge is the low level of digital literacy among MSME actors. Handayani et al. (2021) suggested that women entrepreneurs may face obstacles in their performance due to the conflict between dual roles and lack of social support. This was especially felt during the COVID-19 pandemic, where they were faced with additional burdens and challenges that could threaten the continuity of their businesses. Perhaps there are still many MSME owners who have not understood the importance of digital marketing until now and how to utilize digital platforms for their business benefits. For example, the use of social media, SEO (Search Engine Optimization), and email marketing are still not optimal. Low digital literacy hinders MSMEs from maximizing their online marketing potential, ultimately reducing their ability to attract and retain customers.

Competition with large companies is also an equally important challenge. Large companies have advantages in terms of economies of scale, more skilled human resources, and wider access to advanced technologies. They can offer products at more competitive prices and higher quality, making it difficult for MSMEs to compete. Additionally, large companies often have much larger marketing budgets, allowing them to reach more consumers through massive and sustainable advertising campaigns.

Complex regulations and bureaucracy are often obstacles for MSMEs. Convoluted licensing processes, burdensome taxes, and a lack of effective government support often hinder the growth of MSMEs. Many MSME actors find it difficult to take care of the permits and regulations needed to run their businesses legally and safely. This results in time and resources that should be used for business development to take care of administrative matters.

Overall, MSME actors in Indonesia face various complex and interrelated difficulties in facing competition in the business world. From limited technology and funding, low digital literacy, competition with large companies, to burdensome regulations, all of these factors demand a comprehensive solution that can support the sustainability and growth of MSMEs in this digital era. Government support, increased access to technology and funding, and increased digital literacy are some of the steps that can be taken to help MSMEs face these challenges and succeed in an increasingly competitive market.

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Digital Market Segmentation

Digital market segmentation is the process of dividing a potential market into smaller groups of consumers based on a variety of specific characteristics, such as demographics, behavior, and psychographics. In the context of MSMEs implementing digital marketing strategies, digital market segmentation is very important to better identify and understand their target audience. Thus, MSMEs can develop marketing strategies that are more targeted, effective, and efficient.

One commonly used segmentation method is demographic segmentation, which involves grouping consumers based on variables such as age, gender, income, education, and employment status. For MSMEs, this demographic information can be obtained from data available on social media, website analytics, and other digital marketing campaigns. For example, an online store that sells clothing can target their ads to a specific age group that is more likely to buy their products, thereby increasing conversions and sales.

Behavioral segmentation is another method that is very relevant in the digital market. This segmentation is based on consumer behavior, such as purchasing patterns, product usage, and brand loyalty. Through behavioral data analysis, MSMEs can identify consumers who interact with their brands most often and direct more personalized marketing campaigns. For example, customers who frequently purchase certain products may be given special offers or discounts as a form of appreciation, which in turn increases customer loyalty and retention.

Psychographic segmentation involves grouping consumers based on their lifestyle, values, interests, and personality. This method allows MSMEs to compile marketing messages that are more relevant and touch on the emotional aspects of consumers. For example, an MSME that sells eco-friendly products can target consumers who have a strong interest in sustainability and the environment. By aligning marketing messages with consumer values, MSMEs can build stronger, more meaningful relationships with their audiences.

Geographic segmentation is also important in the digital market, although the internet allows for a very wide reach. MSMEs can leverage location data to target consumers in specific geographic areas. For example, a local business might run an ad campaign that is only shown to users who are within a certain radius of their physical store. This not only increases the relevance of the ad but also helps attract local customers who are more likely to make an in-person visit.

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By implementing the right digital market segmentation, MSMEs can optimize their marketing strategies to reach more specific and relevant audiences. This not only improves the efficiency of marketing campaigns but also helps MSMEs to compete more effectively in an increasingly competitive market. Understanding and utilizing various digital market segmentation techniques is key for MSMEs to develop their businesses in this digital era.

CONCLUSION

The use of digital marketing technology, especially through effective business communication strategies, is very important for the success and growth of MSMEs in the digital era. MSMEs that are able to adopt digital technology, utilize social media, and implement the right market segmentation can increase their visibility, customer engagement, and competitiveness in the market. Although MSMEs face various challenges such as limited technological knowledge, access to funding, and competition with large companies, a good digital marketing strategy can help overcome these obstacles. This research also underscores the importance of digital literacy and adequate support in the form of training and access to digital resources to strengthen the ability of MSMEs to make the most of this technology. The integration of the right digital marketing strategy not only improves operational efficiency but also expands market reach and improves customer experience, ultimately contributing to the growth and sustainability of MSME businesses.

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