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"Role Of Digital Marketing And Visual Identity To Expand "Rini Craft" MSME Market In Pasuruan "

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Abstract

Developments in the digital era encourage Micro, Small and Medium Enterprises For adapt with implementing modern marketing strategies as well strengthen identity brand to remain Competing in the market. The MSME "Rini Craft" is located in Pasuruan. Still experience constraint in use of digital media and in development identity the visuals , so that range its market and introduction the brand Not yet maximum . Research This study digital marketing function and visual identity in help market expansion for product craft hand . Analysis This done with method descriptive qualitative through review literature from various related sources with digital marketing, branding, and creative MSME development . Findings study show that social media usage , content creative marketing , as well consistent application of logos and packaging can increase visibility products , expanding consumers , and build trust customer to Brand integration . Integrating digital marketing with visual identity is an effective strategy . in strengthen brand awareness and increase Power competitiveness of craft MSMEs local in the middle digital- based market transformation . This study give contribution in marketing strategy development integrated for creative MSMEs to be able to develop in a way sustainable and adaptive to change technology and behavior consumers .

Keywords: digital marketing, visual identity , MSMEs, branding, market expansion

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INTRODUCTION

Development in technology information and communication has result in huge changes in various aspect life society , including within practice business and marketing . The global digital transformation process has revolutionize method companies and actors business in promote goods , related with consumers , as well as create ongoing relationship with the market. The presence of the internet and social media platforms No only give access more information easy for consumers , but also opens up opportunity new for the perpetrators business For expand market share without bound by time and location . In matter Nowadays , digital marketing is becoming an increasingly vital strategy for continuity and growth business , especially in the Micro, Small and Medium Enterprises (MSMEs) sector .

MSMEs have very strategic position in Indonesian economy . According to data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, the MSME sector contributes big to Product Gross Domestic Product (GDP), creation field work , and improvement welfare society . However , even though the amount large and contribution the economy significantly , many MSMEs in Indonesia are still face diverse challenge in develop business . Challenge the covering limited capital, low quality source Power human , lack of innovation products , as well as lacking marketing strategies effective . In the digital era when this , one of problem the main thing that is still often faced is low use digital technology for marketing and development brand.

Digital marketing is approach marketing that utilizes digital media and internet technology to reach consumer with more broad and effective . According to Kotler, Kartajaya , and Setiawan (2021), digital marketing enables company For do two- way communication with customer through various digital platforms such as social media , websites, marketplaces, email marketing, and other digital applications . This strategy considered more efficient compared to marketing traditional Because can reach a wider target market wide with higher costs low . In addition , digital marketing also provides convenience in separate market segments , analyzing behavior consumers , measuring effectiveness promotions , as well as do evaluation performance marketing in a way direct .

In a number of year Lastly , the use of social media as tool marketing increase very quickly . Platforms like Instagram, Facebook, TikTok, YouTube, and WhatsApp Business have become element key in MSME marketing strategies . Social media No only functioning as tool promotion , but also as means communication , education , services customers , as well as formation image brands . Various study show that use of social

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media in a way maximum can increase awareness brand , engagement customers , and decisions purchase consumers . Therefore that , the ability of MSMEs in managing digital marketing becomes factor essential that determines success business in the middle increasing market competition tight . Besides digital marketing, other elements that also have role important in development business is visual identity . Visual identity is visual representation of A brand that includes logo, color , type letters , packaging , design promotions , as well as various other visual elements applied in a way consistent For create character and uniqueness something product or company . Wheeler (2023) explains that visual identity function as means communication that can convey values , character , and personality brand to consumers . Strong visual identity can help company build image positive , improving trust customers , as well as differentiate the product from competitors .

In related time with economy creative , visual branding has transform become asset important company , not just additional . Today 's consumers more interested in products that have design Attractive , professional , and consistent . An easy logo memorable , aesthetic packaging , and regular social media can increase mark products in the eyes buyers . In Lots circumstances , decisions For buy No only depends on quality product , but is also influenced by the visual experience gained during interact with brand .

Relatedness between digital marketing and visual identity are increasingly important in development business micro , small , and medium enterprises (MSMEs). Digital marketing works as tool For spread information and promotion product , whereas visual identity function For strengthen image and recognition brand in memory consumers . Combination these two strategies can produce communication more marketing good , improve Power pull products , and strengthen position brand in market competition . In other words, success digital marketing is not only depending on how much often promotion done , but also on how much Good visual identity presented to audience . One of the potential MSMEs develop through implementation digital marketing and strengthening visual identity is Rini Craft which is located in the Regency Pasuruan , East Java. Rini Craft operates in the manufacturing sector . craft hand with various product creative that utilizes skills local and heritage culture local . The products produced own level high beauty and uniqueness , so Can reach a wider market wide . However , based on observation early , Rini Craft still face a number of problems , especially in marketing and branding . Promotions carried out Still limited , the use of digital media is not yet maximum , and visual identity of the business Not yet developed in a way professional and sustainable . Conditions This cause level awareness brand to Rini Craft

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products are still Enough low . In addition , the weakness in digital marketing strategy too impact on the limited market reach achieved . Meanwhile that , progress current digital technology This give Lots chance for MSMEs to reach out consumers in various area , even to the international market . Therefore that , a strategy is needed that can combine utilization digital marketing with strengthening visual identity to improve Power competitiveness and expanding the MSME market.

Various study about digital marketing and branding of MSMEs has Lots conducted by researchers previously . Research conducted by Nugroho and Utami in 2022 showed that social media optimization with content creative can increase interaction with customers and sales MSME products . Research another by Prasetyo and Kusuma in 2023 found that identity brand give influence positive to awareness brand consumer on product creative . Meanwhile that , Santoso and Ramadhan's research in 2024 stated that use of professional logos can increase trust customer in digital transactions . Although thus , many study previously Still separate between aspect digital marketing and visual identity . Unifying study second matter This is for craft MSMEs local , especially in the Regency Pasuruan , still is considered minimal.

Based on the explanation above , it can be seen existence gap research caused by lack of studies that are comprehensive review relatedness between digital marketing and visual identity in market development for creative MSMEs operating in the field craft hands . Therefore , research This present For answer problem the with research in a way details function digital marketing and visual identity in help increasing the market for Rini Craft MSMEs in the Regency Pasuruan .

Novelty from study This lies in integrated studies between digital marketing strategy and development visual identity as method comprehensive marketing for craft MSMEs local . Research This No only emphasize how crucially use of digital platforms as tool promotion , but also pay attention to importance consistency in visual identity for create image strong and sustainable brands . With Thus , it is hoped study This can give contribution in a way theoretical in development literature about digital marketing for MSMEs as well give recommendation practical regarding marketing strategies that can applied by the perpetrator business creative . Based on background existing background , purpose from study This is For analyze role digital marketing in expanding the Rini Craft market, recognizing importance visual identity for increase awareness brand , as well as explain How merger these two strategies can strengthen Power MSME competitiveness in the current digital era This .

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Objectives

Study This aim For research function digital marketing and visual identity in expand Rini Craft's UMKM market audience in the Regency Pasuruan . In general special , focus from study This is For :

1. Researching how digital marketing strategies are implemented by UMKM Rini Craft to promote products and reach more customers wide .
2. Dig contribution from elements visual identity , such as logos, designs packaging , color brands , and promotional media , in increase introduction brand as well as trust from consumer.
3. Review relatedness between implementation digital marketing and development visual identity in increase awareness brand and power MSME competitiveness .
4. Review profit from merger digital marketing and visual identity as approach sustainable marketing for creative MSMEs .
5. Providing strategic advice For increase results marketing and opening more Lots market opportunities for Rini Craft MSMEs through digital transformation and strengthening brand .

DISCUSSION

The Role of Digital Marketing in Expand Rini Craft's MSME Market Reach

Development technology very rapid information has bring change significant to various activity business , in particular in practice marketing . Marketing methods traditional that relies on interaction direct and promotional in a way physique now start equipped even replaced by the approach digital marketing . For Micro, Small, and Medium Enterprises (MSMEs), digital marketing provides opportunity For compete with more companies big through more promotional strategies efficient and capable reach a wider market wide . In In the context of Rini Craft's MSMEs, digital marketing has a very important role in increase visibility products and expand market reach . Through various social media platforms such as Instagram, Facebook, TikTok, and WhatsApp Business, products can promoted in a way sustainable to candidate customer without existence limitation geographically . Different with marketing conventional , digital platforms enable perpetrator business For communicate in a way direct with consumers , obtain bait come back in a way fast , and adjust marketing strategy in accordance with needs and preferences customers . According to Chaffey and Ellis-Chadwick (2022), digital marketing is capable of create mark through integration communication , involvement customers (*customer engagement*), and retrieval decision data- based . Concept this is

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very relevant for UMKM Rini Craft because the digital platform allows business For display uniqueness products , communicating benefit products , as well as build deeper relationship close with customers . In addition , social media algorithms also help distribution content promotion to larger audience wide so that increase opportunity For get customer new .

The implementation of digital marketing also supports Market expansion through *content marketing* strategies . Quality product photos high , promotional videos , testimonials customers , and content based story (*storytelling*) can create connection emotional between consumers and products . Products craft The handicrafts produced by Rini Craft have mark unique arts and culture so it is very potential For promoted through content creative . With Thus , consumers No only buy product , but also appreciate the creative process and value the culture contained therein . In addition , digital marketing allows perpetrator business utilise various tool analytic For measure effectiveness campaign marketing . Data such as level engagement *rate* , reach audience (*reach*), number click - *through rate* , and characteristics customer can used as base in taking decision strategic . Through information said , Rini Craft can identify target markets more accurate and optimized activity promotion For get more results maximum . With So , digital marketing isn't it just a promotional medium , but also a instrument strategic contribution to acquisition customers , market expansion , and sustainability business .

Importance Visual Identity in Build Brand Recognition

In environment growing business competitive , quality product just No Enough For ensure success something business . Consumers moment This faced with thousands brand every day so that important for perpetrator business For own capable identity differentiate the product from competitors . Visual identity is one of the element main in build image easy brand recognized and remembered by consumers . Visual identity includes all over related visual elements with something brand , including logo, typography , colors , design packaging , materials promotion , up to social media appearance . According to Wheeler (2023), visual identity functions as tool communication strategic capable convey personality , values , and credibility something brand to consumers .

For UMKM Rini Craft, visual identity has potential big For increase Power pull products and strengthen trust customer . Designed logo in a way professional can communicate uniqueness and authenticity product craft resulting hand . Likewise usage color , typography , and design consistent packaging will create image strong and easy

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brand recognized by consumers . Introduction Brand recognition *is* greatly influenced by visual consistency . When consumers repeatedly seen the same visual elements on different platforms, they will build more associations strong to brand This process contribute to formation awareness brand awareness *,* which is factor important in influence decision purchase . In general , consumers more tend buy product from brands that have they know and trust .

Packaging design also has role important in form perception consumers . Attractive packaging can increase perception mark product and create impression the first positive . In context product craft hands , packaging No only functioning as protector products , but also as part from experience brand (*brand experience*) . Designed packaging with Good reflect professionalism and commitment to quality . In addition , visual identity also contributes in build bond emotional with consumers . Colors, symbols , and elements design certain can awaken emotions and influences behavior consumers . For example , the use of colors natural and traditional motifs can give impression authentic , sustainable , and reflective inheritance culture , which is very appropriate with characteristics product craft hand . By Because that , visual identity is necessary viewed as investment strategic , not just element decorative . Strong visual identity can increase introduction brand , strengthen trust customers , and build mark brand *equity* in term long .

Integration of Digital Marketing and Visual Identity

Although digital marketing and visual identity are separated can give contribution to growth business , integration both of them will produce far- reaching impact more big . Digital marketing works as channel communication with consumers , whereas visual identity provides visual language that strengthens effectiveness communication the . Success campaign digital marketing relies heavily on consistency and power visual appeal of the content used . Social media users in a way experience more interested in interesting content visually , so that quality design become factor important in determine level engagement . Therefore that , the perpetrator capable business combining effective digital marketing strategies with strong visual identity tend get results more marketing Good . For Rini Craft, integration the can done with ensure that all over published digital content reflect brand visual identity in a way consistent . Product photos must use visual style and scheme uniform color . Social media uploads need featuring distinctive logos and visual elements brand . In addition , the design packaging must in harmony with material promotions used on digital platforms . Consistency the will create image professional at a time strengthen introduction brand among consumers .

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Kotler, Kartajaya , and Setiawan (2021) emphasized that that modern consumers want experience authentic and consistent branding on every point interaction (*touchpoint*). Therefore that , harmony between digital display and presentation product become factor important in build trust and loyalty customers . When consumers find the same visual identity on social media , e-commerce platforms, and packaging products , they will look at brand the as more brands credible and can trusted . In addition , this strategy integration also supports implementation marketing based storytelling marketing . Through digital platforms, Rini *Craft* can communicate the story behind the product , such as the manufacturing process , value culture local , and empowerment society . Visual identity then strengthen story the through attractive and easy visual representation remember . With Thus , integration between digital marketing and visual identity is not only increase effectiveness promotion , but also support development brand in term long.

Implications for Competitiveness and Sustainability of MSMEs

The implementation of digital marketing strategies and visual identity has broad implications to Power competitiveness and sustainability of MSMEs. In digital economy , competition No only determined by quality and price product , but also by level visibility , convenience access , and perception brand formed in the mind consumers . For Rini Craft, effective digital marketing implementation can increase market penetration , attractive segment customer new , and open opportunity expansion to regional level and national . At the same time , a strong visual identity capable strengthen position brand as well as increase loyalty customer . Combination both strategies ultimately will increase Power competition business through creation differentiation and improvement perceived value consumers (*perceived value*). In addition , digital platforms also provide opportunity for MSMEs to Keep going innovate through utilization bait come back customers , monitoring market trends , and experiments content marketing . From the perspective sustainability , digital marketing can reduce dependence to method promotion conventional which often requires cost big . On the other hand , strong branding allows business maintain connection term long with customers and encourage occurrence purchase repeat *purchase* , so that support growth sustainable business . Therefore that , digital marketing and visual identity are not should viewed as tool standing marketing alone , but rather as asset mutually strategic integrated and contributing to development of MSMEs in general sustainable in the digital era.

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CONCLUSION

Digital marketing and visual identity play a role role important in expand the market and increase Power Rini Craft UMKM competition in the Regency Pasuruan . Use of digital platforms such as social media , marketplaces, and applications business has proven effective in increase visibility products and expand range consumer without limitation location . On the other hand , a strong visual identity through a professional logo , attractive packaging , and harmony color play a role in build image brand , improve awareness brand , and grow trust customer to product craft hand produced . Success marketing in MSMEs is not only depends on quality products , but also on capabilities owner business in unifying digital marketing strategy and visual identity with consistent . Harmonious unification from second element This will produce communication more marketing effective , maximize experience customers , as well as strengthen position brands in the market. Alignment between these digital and visual elements ultimately will increase opportunity occurrence purchase repetitive and supportive sustainability business .

In context theory , research This strengthen Marketing 5.0 concept which focuses on customer- oriented marketing human and support theory equity brands that emphasize importance identity brand For create mark effort . From the perspective view practical , findings studies This become guidelines for MSME actors in formulate a better marketing strategy flexible . Optimizing digital branding and improving capacity technology can become solution real so that the product craft local capable compete in a tight market and build connection term long with customer . Research This own limitation Because depend on approach studies literature without do field data collection in a way directly . So from that , it is suggested that research upcoming use method quantitative , qualitative field , or method mix to get more data comprehensive related impact digital marketing towards sales and loyalty customers . Scope object future research could also expanded to various sector industry creative others in Indonesia.

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