International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Role Of Women In The Use Of Information Technology In Improving Access To Marketing Of Umkm Products In The Digital Era

Fretty Welta, SE., M.M.[1], Sopian, SE., M.M[2]

[1,2] Prodi S1 Manajemen, Fakultas Ekonomi, Universitas Kader Bangsa

corespondensi author : [1] welta18@gmail.com, [2] akangsopi@gmail.com,

Abstract

One of the Banana Chips MSMEs in Sidomulyo Village is the BananaChips MSME owned by Mrs. Delta, which is one of the Banana Chips MSMEs that has been around for a long time in Sidomulyo Village. Mrs. Delta's banana chips are sold in 200-gram packages. In a single production run, the business can produce 50 packages, and they produce them four times a month. Therefore, Mrs. Delta can produce a total of 200 packages of banana chips per month. Based on data from Sidomulyo Village, Muara Padang District, Banyuasin Regency, the number of MSMEs in 2024 is In 2023, production volume was 386 kg, in 2024 it was 409 kg, and in 2025 it was 589 kg. Based on this data, it can be said that it would be more optimal to use social media platforms, such as Shopee, Instagram, and Facebook. Optimizing digital marketing for MSMEs, particularly through social media, is expected to increase product sales and expand their market share. Currently, the distribution of MSME products is also increasingly widespread. Therefore, small and medium business owners need to have a good understanding of technology. Currently, MSME product marketing strategies can reach a wider audience thanks to the use of online platforms.

Keywords: Women, Information, Teknologi, MSME

INTRODUCTION

Sidomulyo Village, Muara Padang District, Banyuasin Regency, is a village where the majority of residents depend on working in the plantation sector for their livelihood

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

due to the varying conditions of the area. The main livelihood of most in Sidomulyo Village is gardening, the plantations include oil palm plantations. In addition, there are also micro, small, and medium enterprises that also provide a livelihood such as grocery stores and various large and small shops scattered along the roadside of Sidomulyo Village and its surroundings. In Sidomulyo Village, there are also business products such as Micro, Small, and Medium Enterprises (MSMEs) such as Banana Chips and many others.

These banana chips are packaged in plastic and sold for Rp. 10,000 per pack. As we know, a company's products or services don't automatically find buyers or customers. Therefore, development activities are crucial to ensuring the company's success and continued growth in the market. Implementing digital marketing not only expands market reach geographically but also enables more accurate targeting based on consumer demographics and behavior.

This can increase the effectiveness and efficiency of marketing activities. The rapid development of information technology has played an important role in supporting organizations, in line with their level of maturity (Solihin & Wibisono, 2017). The Digital Trends website reports that Sum All analyzed product sales through Instagram, WhatsApp, and Facebook by monitoring around 6,000 customers. They found that Instagram provides a much higher return on investment compared to other social networking platforms. Although Instagram is currently the most successful social media platform for selling, it does have several drawbacks. For example, features supporting online stores are still limited, and photos on Instagram and Facebook tend to be small, often appearing unclear. Furthermore, many other online stores sell similar products.

By leveraging these capabilities, marketing system performance can be significantly improved. Optimizing digital marketing for MSMEs, particularly through social media, is expected to increase product sales and expand their market share. Currently, the distribution of MSME products is also increasingly widespread. Therefore, small and medium business owners need to have a good understanding of technology. Currently, MSME product marketing strategies can reach a wider audience thanks to the use of online platforms (Setiaputri et al., 2022).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

DISCUSSION

The informants for this research were 10 people as owners of Banana Chips MSMEs in Sidomulyo Village, Muara Padang District, Banyuasin Regency.

Table 1.1 Research Informant

o	Owner's Name	Age	Year of establishment
.	Delta	50 Tahun	2018
.	Mur	52 Tahun	2019
.	Yulaili	49 Tahun	2019
.	Sukasni	38 Tahun	2021
.	Sri Wahyuni	50 Tahun	2020
.	Wiwik	38 Tahun	2019
.	Harti	45 Tahun	2022
.	Maria	50 Tahun	2020
.	Ida	42 Tahun	2023
0.	Alpa	55 Tahun	2022

Source: informant

The SWOT matrix is a tool used to organize factors in a marketing strategy. This matrix can clearly illustrate the external opportunities and challenges faced by a company, as well as its adjustments to existing strengths and weaknesses. Using this matrix, four groups of strategic options can be generated for MSME owners to face increasingly fierce competition. The SWOT matrix for the Banana Chips MSME can be seen in Table 1.2 below:

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Tabel 1.2 SWOT Matrix of Banana Chips MSMEs in Sidomulyo Village, Muara Padang District, Banyuasin Regency

INTERNAL	STRENGTHS-S	WEAKNESSES-W
	1. Produk keripik pisang yang berkualitas dan unik 2. Potensi pasar yang besar di kalangan konsumen lokal dan nasional	1. Keterbatasan pengetahuan dan keterampilan digital untuk membuat konten yang menarik dalam memanfaatkan teknologi informasi 2. Keterampilan dalam mengoperasikan handphone masih terbatas 3. Kurangnya pemahamacara berinteraksi dengan pelanggan 4. Masalah akses internet yang tidak stabil 5. Keterbatasan dana untuk pemasaran online

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

EKSTERNAL		
OPPORTUNITIES-O	**SO**	**WO**
1. Meningkatnya penggunaan media sosial sebagai platform pemasaran 2. Peluanng untuk mengikuti pelatihan teknologi informasi 3. Permintaan yang Meningkat untuk produk makanan/ camilan sehat dan lokal 4. Kesempatan untuk berkolaborasi dengan *platform e-commerce* untuk memperluas jangkauan pemasaran	1. Fokus pada peningkatan kualitas produk keripik pisang, baik dari segi rasa dan kemasan 2. Mengadakan pelatihan untuk meningkatkan pengetahuan dan keterampilan pelaku UMKM dalam menggunakan teknologi informasi dan media sosial	1. Memperluas pangsa pasar 2. Meningkatkan strategi promosi dengan memanfaatkan kemajuan teknologi yang ada 3. Memperbanyak variasi produk yang dijual

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

THREATS-T	ST	WT
1. Persaingan ketat produk keripik pisang dari daerah lain yang melakukan pemasaran online 2. Ancaman pesaing baru yang mudah memasuki pasar 3. Produk pengganti yang dapat mengurangi pangsa pasar	1. Mengoptimalkan promosi produk yang telah dikenal luas 2. Meningkatkan kemampuan bersaing dalam penjualan dibandingkan perusahaan lain 3. Mengontrol strategi harga produk untuk meningkatkan daya beli masyarakat	1. Melakukan analisis pasar secara berkala untuk memahami tren dan preferensi konsumen

The SWOT analysis matrix in Table 1.1 yields four alternative strategy options that MSME owners can consider in their efforts to face increasingly fierce competition.

Strengths-Opportunities Strategy

Focus on improving the quality of banana chip products, both in terms of taste and packaging.

To improve the quality of banana chip products, MSME banana chip owners can focus on two main aspects: taste and packaging. In terms of taste, it is crucial to use high-quality raw materials, such as unripe Kepok bananas, to ensure crispy and delicious chips. Hygienic production processes and the use of high-quality cooking oil also play a role in enhancing the product's taste and shelf life. Meanwhile, attractive packaging can increase product appeal in the market. Unique and informative packaging designs, including detailed information about ingredients and flavor variants, will create a strong first impression on buyers. Offering various packaging sizes, such as 25g, 50g, 150g, and 250g, can also meet the needs of diverse consumers. By ensuring that packaging is not

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

only attractive but also maintains the freshness and quality of banana chips, producers can increase their product competitiveness in the market.

Conducting training to improve the knowledge and skills of MSMEs in using information technology and social media

This training aims to foste*r a better understanding of the various digital tools and platforms that can be utilized to promote products, reach new customers, and improve operational efficiency. In this training, banana chip MSME owners will be taught how to use social media platforms such as Instagram, Facebook, and WhatsApp to effectively market their products. They will receive training on engaging content creation techniques, digital marketing strategies, and how to interact with customers online.*

Weaknesses-Opportunities Strategy

Expanding Market Share

Through effective marketing strategy analysis, market share can be measured by conducting regular market research to understand consumer trends and desires. This will help banana chip MSMEs adapt their strategies and remain relevant in a competitive market, enabling them to increase their market share and achieve sustainable growth.

Improving Promotional Strategies By Utilizing Existing Technological Advances

In the marketing sector, advanced technology can undoubtedly develop many things, which can be beneficial for the progress of a company or business entity. With current technological advances, banana chip business owners have the opportunity to promote their banana chip products to the public or potential customers.

Increasing the variety of products sold

Increasing the variety of products sold is an important strategy for attracting more customers and increasing the competitiveness of MSMEs, including in the banana chip business. Innovation in developing flavor variants is also crucial, such as creating new

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

flavors that suit consumer tastes, such as tiramisu or taro, to attract interest among young people.

Strengths-Threats Strategy

Optimizing the promotion of well-known products.

Optimizing the promotion of well-known products is one way to address challenges in the banana chip MSME business. Banana chip MSME owners must create unique promotions, such as using new methods, to attract consumers to the products offered.

Improving Competitiveness in Sales Compared to Other Businesses

In an effort to increase the competitiveness of banana chip MSMEs, business owners need to design and develop an appropriate competitive strategy to outperform their competitors. High product quality is one of the five competitive advantages that can be used to excel in business competition. With high-quality products, these businesses can gain a significant advantage over the competition.

Controlling Product Pricing Strategy to Increase Consumer Purchasing Power

Banana chip MSME owners must be adept at monitoring the prevailing banana chip prices in the market. Product pricing needs to be adjusted to product quality, and they must also identify opportunities for offering product prices to ensure rapid sales or market share.

Weaknesses-Threats Strategy

Conducting regular market analysis to understand consumer trends and preferences

Through this analysis, banana chip entrepreneurs can identify changes in consumer tastes. Market analysis also helps them observe competitor behavior, allowing them to adjust their marketing strategies and product offerings accordingly

Overall, the interview results indicate that banana chip MSMEs in Sidomulyo Village face various interrelated challenges in utilizing information technology for marketing, namely limited knowledge and skills, unstable internet access, high marketing costs, and intense competition. These are factors that influence each other. To overcome these challenges, support is needed in the form of digital skills training, increased internet access, financial assistance for marketing activities, and the development of more

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

effective marketing strategies. In this way, MSMEs can optimally utilize information technology to increase their competitiveness and business growth.

CONCLUSION:

The use of messaging apps and social media platforms by the Banana Chips MSME in Sidomulyo Village has proven effective in increasing customer interaction, satisfaction, and loyalty. Through fast and responsive direct communication, MSME owners can build better relationships with customers.

Limited knowledge and skills in utilizing information technology are significant barriers, as many MSMEs do not fully understand how to utilize digital platforms effectively

REFERENCES:

Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Factors influencing the adoption of social media by SMEs: A systematic review. *Journal of Small Business and Enterprise Development*, *24*(3), 1–20.

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, *48*(1), 79–95. https://doi.org/10.1007/s11747-019-00695-1

Basry, A., & Sari, E. M. (2018). Penggunaan Teknologi Informasi dan Komunikasi (TIK) pada Usaha Mikro, Kecil dan Menengah (UMKM). *IKRA-ITH INFORMATIKA : Jurnal Komputer Dan Informatika*, *2*(3), 53–60. http://journals.upi-yai.ac.id/index.php/ikraith-informatika/article/view/266

Bintang, M. Y., Amalia, R., Sopiah, N., Oktarina, T., & Ariana, S. (2024). Edukasi Teknologi Digital Marketing Pada UMKM Produk Olahan Keripik Pisang. *Jurnal Pengabdian Kepada Masyarakat Bina Darma*, *4*(2), 105–110. https://doi.org/10.33557/pengabdian.v4i2.2909

Brynjolfsson, E., & McAfee, A. (2014). *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies (First ed.)*. NY: W. W. Norton & Company.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Pracite*. Pearson Education.

Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean. *JMD: Jurnal*

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Riset Manajemen & Bisnis Dewantara, *1*(2), 61–76. https://doi.org/10.26533/jmd.v1i2.175

Ferdiyan, M. R. R., Iqbal, & Hendriana, A. (2024). Strategi Digital Marketing Melalui Instagram Untuk Meningkatkan Penjualan UMKM Keripik Pisang Ibu Sumiati Pada Koperasi Syariah BMI. *JIMAPAS: Jurnal Ilmu Manajemen Dan Pemasaran*, *2*(2), 105–118.

Gumilang, R. R. (2019). Implementasi Digital Marketing Terhadap Peningkatan Penjualan Hasil Home Industri. *Coopetition : Jurnal Ilmiah Manajemen*, *10*(1), 9–14. https://doi.org/10.32670/coopetition.v10i1.25

Hermawan, A. (2012). *Marketing communication*. Erlangga.

Jati, E. S. (2005). *Analisis pendapatan dan nilai tambah industri kecil keripik dan sale hasil produk olahan pisang : kasus industri kecil keripik dan sale pisang di Desa Sawarna, Kecamatan Bayah, Kabupaten Lebak, Provinsi Banten*. Institut Pertanian Bogor.

Karima, Y., Putri, Z. E. B., & Purwanto, E. (2023). Penerapan Digital Marketing di UMKM Kripik Pisang Nickii Etjo Sukoharjo dalam Meningkatkan Omset Penjualan. *Seminar Nasional & Call for Paper HUBISINTEK* , 1–8. https://datareportal.com/reports/digital-2022-indonesia

Kawulur, D. A. A., & Syafrina, A. E. (2024). Pemanfaatan Pemasaran Digital Umkm Keripik Pisang. *Jurnal Komunikasi, Masyarakat Dan Keamanan (KOMASKAM)*, 131–137.

Kotler, P., & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran*. Erlangga.

Kotler, P., & Keller, K. L. (2019). *Marketing management* (15th ed.). Pearson Education.

Lubis, E. R. (2021). *Untung Berlimpah Budidaya Pisang*. Bhuana Ilmu Populer. Nursyirwan, V. I., Ardaninggar, S. S., Septiningrum, L. D., Gustiasari, D. R., &

Hasan, J. M. (2020). Implementasi Strategi Pemasaran dalam Meningkatkan Volume Penjualan. *Jurnal PKM: Pengabdian Kepada Masyarakat*, *03*(02), 238–244.

Purnomo, N., Arief, M., & Wantara, P. (2019). Analisis Kualitas Website Dan Reputasi Vendor Terhadap Keputusan Pembelian Online Dengan Kepercayaan Konsumen Sebagai Variabel Intervening (Studi Pada Pembeli Online Tokopedia Di Kabupaten Lamongan). *Jurnal Studi Manajemen Dan Bisnis*, *6*(1), 8–14. https://doi.org/10.21107/jsmb.v6i1.6673

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Qomar, B., Zaka, M. Z., & Muhammad, D. H. . (2024). Strategi Pengembangan Pemasaran Usaha Mikro Kecil dan Menengah (UMKM) pada Era Digital di Probolinggo. *Jurnal Garuda Pengabdian Kepada Masyarakat*, *2*(2), 91–101.

Rindiani, F., Putri, H. M., Rhositawati, N., & Carmidah. (2023). Strategi Pemasaran Umkm Keripik Pisang Tunas Dalam Meningkatkan Daya Saing Usaha. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, *2*(2), 01–14. https://doi.org/10.58192/profit.v2i2.711

Rozi, A. (2021). Strategi Pengambilan Keputusan dan Perencanaan Pemasaran. *DESANTA (Indonesian of Interdisciplinary Journal)*, *1*(2), 69–73. https://jurnal.desantapublisher.com/index.php/desanta/article/view/31

Setiaputri, A., Sagita, B., & Afrian, R. (2022). Pemanfaatan Media Sosial Untuk Kegiatan Digital Marketing Sebagai Upaya Pengembangan UMKM Rengginang Singkong di Desa Karangpule. *Prosiding Kampelmas*, *1*(2), 813–822. https://www.republika.co.id/berita/r1vsji349/pemanfaatan-media- sosial-untuk-digital-marketing

Siregar, E. (2021). *Pengantar Manajemen dan Bisnis*. Widina Bhakti Persada. Solihin, I. P., & Wibisono, M. B. (2017). Desain Kebijakan Sistem Informasi dan Teknologi Informasi Dengan Framework Zachman Pada Perguruan Tinggi Negeri Baru di Jakarta. *Jurnal Resti : Rekayasa Sistem Dan Teknologi Informasi*, *1*(3), 266–276.

Sugeng. (2014). E-Commerce Sebagai Pendukung Pemasaran. *JSI: Jurnal Sistem Informasi Universitas Suryadarma*, *4*(1), 143–156. https://doi.org/10.35968/jsi.v4i1.81

Sugito, A., Kurniawan, W., Amalia, E., & Muhaemin, E. (2024). Strategi Peningkatan Legalitas, Pemasaran, Dan Keberlanjutan Usaha Dalam Pengembangan Usaha Mikro Kecil Dan Menengah (UMKM) Keripik Pisang U & Z Snack Ria. *Jurnal Pengabdian Masyarakat*, *1*(1), 17–22.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatig, dan R&D*. Alfabeta. Sunandar, A., & Kahar, A. P. (2018). Karakter Morfologi Dan Anatomi Pisang Diploid Dan Triploid. *Scripta Biologica*, *5*(1), 31. https://doi.org/10.20884/1.sb.2018.5.1.718

Warsita, B. (2008). *Teknologi Pembelajaran Landasan dan Aplikasinya*. Asdi Maha Satya.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Warsita, B. (2014). Kontribusi Teori Dan Teknologi Komunikasi Dalam Teknologi Pembelajaran. *Jurnal Kwangsan*, *2*(2), 71. https://doi.org/10.31800/jurnalkwangsan.v2i2.16

Williams, & Sawyer. (2003). *Using Information Technology: A Practical Introduction to Computers and Communications*. Career Education.

Yusnita, N., Hendana, D., Sulistiyo, A., & Permana, H. (2024). Pengembangan Platform E-commerce dan Konten Media Sosial untuk Memperluas Jangkauan Pemasaran UMKM Keripik Pisang (Tiens Banana Chips) di Kabupaten Subang. *Jurnal Pengabdian Tangerang Selatan [JURANTAS]*, *2*(3), 200–210.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.