



## Utilization of Digital Marketing in Increasing Sales of MSME in Bengkalis Regency (Case Study on MSME of Martabak Mandor, Gatot Subroto Street, Bengkalis City)

Juspiani<sup>1,\*</sup>, Yunelly Asra<sup>2</sup>

<sup>1,2</sup> Politeknik Negeri Bengkalis, Bengkalis, Riau, Indonesia 28771.  
[juspiani25@gmail.com](mailto:juspiani25@gmail.com), [yunellyasra@gmail.com](mailto:yunellyasra@gmail.com)

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### ABSTRACT

This research project aims to utilize digital marketing to increase sales of MSME Martabak Mandor Gatot Subroto Street, Bengkalis City. Implementation This project is carried out through 3 stages, namely (1) project preparation planning, (2) project implementation planning, and third (3) project completion stage. the form of digital marketing used is E-mail marketing and Social Media Marketing. The results of the application of digital marketing in Msme Martabak Mandor have increased sales revenue by 27.9%. This also proves that the application of digital marketing is able to increase sales of Msme Martabak Mandor. Consumers are interested in ordering online and there are also consumers who make direct purchases and repeat purchases.

**Keywords:** Digital Marketing, E-mail Marketing, Social Media Marketing

## 1. INTRODUCTION

MSME stands for Micro, Small, and Medium Enterprises. Basically, MSMEs are businesses carried out by individuals, groups, small business entities, or households. Indonesia as a developing country makes MSMEs the main foundation of the community's economic sector, this is done to encourage the ability of independence in developing in society, especially in the economic sector. The existence of MSMEs is expected to be able to spur the economy amid the current economic slowdown. the use of digital technology-based marketing concepts (digital marketing) gives hope to MSMEs to develop into an economic force. The utilization of digital technology has significantly changed the business landscape in recent years. One of the sectors affected is Micro, Small, and Medium Enterprises (MSMEs). Micro, Small, and Medium Enterprises (MSMEs) play an important role in advancing the country's economy.

According to Diwyartha (2022) Digital Marketing is very important to be applied in efforts to market and sell products, due to the advancement of technological developments that produce increasingly varied business trends. Digital Marketing is a marketing or promotional activity for a brand or product using digital media or the internet. Digital marketing includes promotional activities and market search through digital media online by utilizing various means such as social networks. Various social media platforms such as Instagram, Whatsapp, Twitter, Tiktok and so on have unique features that make it easier for businesses to promote and sell their products and services.

Martabak Mandor is an MSME founded by Mr. Darta Eka Saputra in 2018 and located on Gatot Subroto Street, Bengkalis. Martabak Mandor MSMEs offer various types of Martabak flavors. At the beginning of its establishment, Martabak Mandor was considered quite in demand where very many consumers made purchases and wanted to feel the taste of the products offered by Martabak Mandor MSMEs. The problem is that the marketing strategy has not been carried out optimally so that sales are not in accordance with the owner's target, one of which is the admin or business owner who is less

\* Corresponding author

E-mail addresses: [juspiani25@gmail.com](mailto:juspiani25@gmail.com) (Juspiani)

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active in marketing products as promotions and others. In addition, marketing is carried out offline and only uses promotional media, namely word of mouth and product purchases made at the sales stall directly. Therefore, an appropriate marketing strategy is needed by implementing digital marketing to increase sales of Martabak Mandor MSME businesses so that they can reach a wide market and be recognized by many potential customers.

## 2 LITERATURE REVIEW

### 2.1 Definition of Marketing

According to Kotler (2005) in Rauf (2021) Marketing is a social process by which individuals and groups of individuals get what they need and want by creating offers and freely exchanging products and services of value with other parties. According to Manullang (2021) marketing is an activity about identifying and meeting human and social needs profitably. From this definition, it can be concluded that the purpose of marketing is to provide satisfaction to the wants and needs of consumers. The benefits of marketing is Provide promotional information and product offers aimed at convincing consumers to buy the products offered, creating a Purchase and repurchases, and Creating labor indirectly.

### 2.2 Marketing Concept

Marketing concept is a business philosophy that states that satisfying consumer needs is an economic and social condition for the survival of the company. From this definition, companies must know what needs consumers want and be able to provide satisfaction in order to get profits for the company. According to Manulang (2021) there are 4 (Four) core marketing concepts, namely:

- (1) Needs, Desires, and Demand; The essence of marketing is that it starts with human needs and wants. One of the human needs includes food, clothing, shelter, and others. as is known, needs and wants have different meanings. A need is something that is needed to survive, while a want is a desire or fulfillment of something desired.
- (2) Product, Value, Cost and Satisfaction; If we want to fulfill our needs and wants, it must be related to products or services. A product is something that is offered to fulfill and human desire. Humans have a product not in terms of its physicality but in terms of its function.
- (3) Exchanges, Transactions, and Relationships; Human needs and desires were originally through the exchange of fellow humans. In ancient times, when humans needed goods, they exchanged goods (barter) according to the goods they needed. With this exchange, there was a transaction with fellow humans, this transaction did not use money because in ancient times money had not yet been invented. From that, humans in ancient times maintained good relationships with each other.
- (4) Markets, Marketing and Marketers; The market is one of the meeting places between buyers and sellers. In the market we can find the goods we need and want so that we are able to make exchanges to fulfill our needs and wants. So, the size of the market depends on the number of people who have needs, have resources that others are interested in, and are willing to offer those resources in exchange to meet their needs.

From the explanation above, it can be concluded that the marketing concept is a business philosophy that makes satisfying consumer needs an important condition for the survival of the company. When companies understand this concept, they can develop effective marketing strategies to meet consumer needs, create value, and build good relationships.

### 2.3 Definition of Digital Marketing

According to Hasan (2021) digital marketing is a platform used by entrepreneurs, investors, product-based companies, and other units to promote the products or services they offer. It can be concluded that digital marketing has no limitations because companies can use any device such as cellphones, tablets, televisions, laptops, as well as social media, email, video, and SEO and many more that can be used to promote the company's products and services.

Digital marketing has the potential to reach a larger audience, increase brand visibility, and deliver more measurable results compared to traditional marketing methods. By reaching consumers directly

through digital channels, companies can build more personalized and relevant relationships and respond quickly to market changes and consumer needs.

#### 2.4 Form of Digital Marketing

According to Redzeky., et.al. (2021) there are several forms of digital marketing. The forms of digital marketing are as follows:

- (1) Website; It plays a big role in showing the professionalism of the company. Helping consumers to know business, efficient promotion, and easy business media.
- (2) Search Engine Marketing; Attempts to make company websites easy to find in search engine systems. Search engine marketing is divided into search Engine Optimization (SEO) and Search Engine Marketing (SEM). SEO is done alone takes longer and is cheaper, whereas SEM is paid but is faster.
- (3) Social Media Marketing; Circulate Platforms on social media likes facebook, instagram, tiktok, whatsapp, etc. Because they can be done at minimal costs and even for free. This of course can increase sales and increase the company's brand.
- (4) Online Advertising; Promotion media via the internet for a fee. This can get consumers more quickly and satisfactorily but is somewhat more expensive than the previous type.
- (5) E-mail marketing. You can provide the latest information about ongoing promotional or the latest products or services.
- (6) Video Marketing. In this way, you can immediately explain about your business, explain the product and how to use it and display customer testimonials.

#### 2.5 Benefits of Digital Marketing

According to Pratama (2021) the increasing number of companies using digital marketing shows that digital marketing has many benefits. The advantages of using digital marketing include:

- (1) Speed of Dissemination; Companies that have a marketing strategy using digital media can do it quickly, measured in real time, and precisely.
- (2) Ease of Evaluation; The use of digital marketing on online media also helps evaluate marketing activities directly.
- (3) Broader reach; Digital marketing is able to reach people from a wider geographical condition, to various remote areas and corners of the world. This can be done with easier steps by utilizing the digital world of the internet.
- (4) Cheap and effective effort ; Digital marketing is a much cheaper and effective effort compared to traditional marketing.
- (5) Company efforts to build a Brand Name; Efforts to build and develop the company's brand name can be done well through digital marketing. Before someone buys a company's product, there is a tendency for that person to gather information and search for information through social media online. This makes the importance of the company's brand presence in cyberspace in various social media.

#### 2.6 Definition of MSME

Wahyuningsih (2009) in Redjeki et.al., (2021) medium, small and micro enterprises are the largest industrial class in the company. Micro, small and medium enterprises or often referred to as MSMEs are an important part of the economy of a country and region as well as Indonesia. Micro, Small and Medium Enterprises are small and medium scale economic activities of the people and need to be protected to prevent unfair business competition. the definition of MSMEs according to Law No.20 of 2008 namely:

- (1) Micro Business is a productive business owned by an individual and/or individual business entity that meets the requirements of micro business legality. micro business income criteria with a minimum of 50 million with a maximum income of 300 million.

- (2) Small Business is a stand-alone productive economic activity, carried out by an individual or business entity that is not a subsidiary or not a branch of a company that is owned, controlled, or a part either directly or indirectly of a medium or large business that meets the criteria of a small business as stipulated in the laws and regulations. the criteria for annual income or sales of small businesses with a minimum of 50-500 million and a maximum income of 300 million-2.5 billion.
- (3) Medium Business is A stand-alone productive economic business, carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or is part of either directly or indirectly with a small business or a large business with a total net worth or annual sales as regulated in law. the criteria for income or annual sales of medium-sized businesses with a minimum of 500 million - 10 million and a maximum income of 2.5-50 billion.

Although the companies targeted for MSMEs are not as large as large corporations, many people feel comfortable doing business at this level because of the advantages afforded to micro and small and medium-sized organizations, and these advantages are difficult to achieve at the giant business level. One of the main advantages is the ease of implementing business technology, especially in the field of technology. The introduction of new technologies is easier to achieve to increase the success of the MSME sector because it does not have a complicated structure. In addition to the ease of technology implementation, the advantage of the employee partnership factor is the narrower scale and adaptability of the company to dynamic market conditions. MSMEs are growing rapidly because of the rapid spread and the number of people who see your promotion in marketing. With this online marketing strategy someone can find our products because they need them.

#### 2.7 Role of MSME

MSME provide benefits and play an important role in the Indonesian economy. Some of the important roles of MSMEs in the Indonesian economy are their position as major players in economic activities in various sectors. According Sanjaya,et.al,(2021) MSME businesses have a strategic role in indonesia economy, the strategic role among others:

- (1) Its position as a major player in economic activities in various sector.
- (2) An important player in the development of local development of local economic activities and community empowerment.
- (3) Creator of new markets and source of innovation.
- (4) Contribution to maintaining the balance of payments through export activities.

### 3. METHODOLOGY

The implementation of the project Utilization of Digital Marketing to Increase Sales of MSMEs in Bengkalis Regency (Case Study on MSME Martabak Mandor, Gatot Subroto Street, Bengkalis City) is determining the Target Market. Because, the target market helps the author prepare promotional efforts. By understanding the target market, it will be easy to find out the specific needs of consumers. besides that, determining Digital Marketing. in this project the author first discusses with the owner so that the agreement is to do digital marketing using E-mail marketing and social media marketing, the social media platforms to be used are Facebook, Instagram, Tiktok and Whatsapp.

The process of completing this project is that the author makes product photo and video posts as a form of promotion to various social media platforms for UMKM martabak mandor such as Facebook, Instagram, TikTok and WhatsApp. this project lasted for 2 months, namely from October 1 to September 30, 2023. while taking product videos at the place of business, namely on Jalan Gatot Subroto bengkalis. The author intends that martabak mandor MSMEs can benefit, expand their reach, consumers, and ultimately increase sales of their products.

### 4. RESULTS

The author makes an activity schedule for two months. this is done to make it easier for the author to be able to promote martabak products regularly and be known to target consumers. the author promotes by making videos of sweet martabak products with various variants such as original, red velvet, black forest, and pandan. in addition, the author also makes videos of egg martabak products as attractive as possible by including interesting video effects and backsound and

accompanied by copy writing as further information about the order. as for the form of digital marketing through E-mail marketing and Social Media Marketing can be seen below.

- 1) E-Mail Marketing  
the author does personal selling by promoting and offering Martabak products from MSME Martabak Mandor through email marketing to several accounts.



Figure 1 Marketing through E-mail Marketing (source:Processed data, 2023)

- 2) Social Media Marketing,  
The author uploads product photos and videos of Martabak products from MSME Martabak Mandor on various Martabak Mandor social media accounts such as Facebook, Instagram, Tiktok, and Whatsapp. Can be seen purchases from consumers via whatsapp as follows:

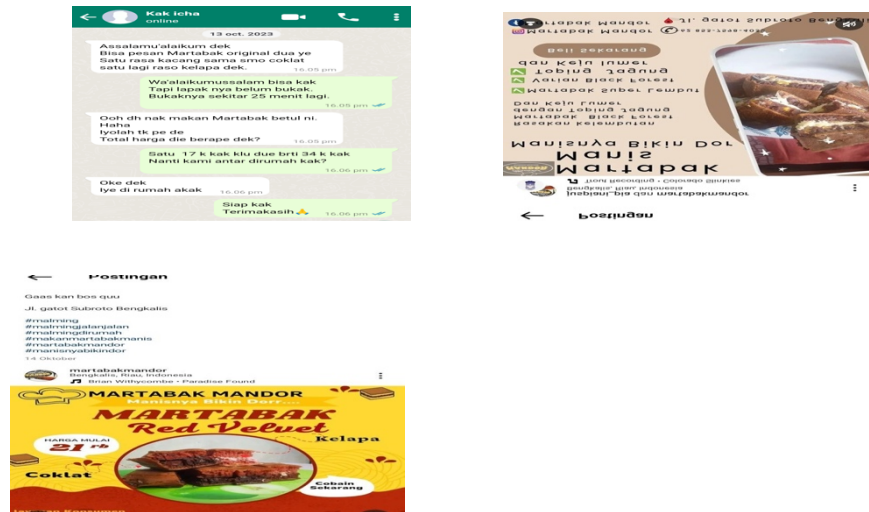


Figure 2 Marketing through Social Media Marketing (Source:Processed Data, 2023)

The beginning of October 2023 purchases made are still small and have not increased. this is because, ordinary customers who only buy Martabak Mandor products, people buy Martabak products from other MSME that sell similar products in the area around where they live and do not know the advantages of Martabak products sold by MSME Martabak Mandor. therefore marketers take a solution, namely continuing to promote Martabak products by uploading Martabakphotos and videos accompanied by attractive captions.

Mid October to November 2023, many people are interested in getting to know Martabak products from MSME Martabak Mandor. consumers are interested in ordering online and repurchasing outside the Bengkalis city area and Gatot Subroto street, and there are also people or consumers who come directly to the MSME Martabak Mandor place.

To find out the increase in sales of MSME Martabak Mandor, the author uses sales comparison data before and after the digital marketing that has been implemented. The sales comparison data can be seen as follows:

Table 1. The Sales Comparison Data

Information	Before Digital Marketing		After Digital Marketing	
	August	September	October	November
Sweet Martabak	1495 box	1700 box	1677box	1532 box
Egg Martabak	299 box	241 box	455 box	418 box
Total Sales Revenue	Rp.27.332.000	Rp.31.704.000	Rp.37.763.000	Rp.37.839.000

Source : Processed Data, 2023

Based on Table 1 the total sales revenue for august and September is Rp.59,036,000. while the total sales revenue for October and November is Rp.75,502,000. then the difference in sales revenue is Rp.16,466,000. (Rp75,502,000-Rp.59,036,000).

$$\begin{aligned} \text{Percentage of increase} &= (\text{Rp.16.466.000} / \text{Rp.59.036.000}) * 100\% \\ &= 27,9\% \end{aligned}$$

It can be concluded that there was an increase in sales revenue of Rp.16,466,000 and MSME Martabak Mandor experienced an increase in sales revenue of 27.9%. This also proves that the implementation of digital marketing is able to increase sales of MSME Martabak Mandor.

## 5. Conclusion and Suggestion

### 5.1 Conclusions

The author concludes from the findings of the previous chapter, the author can draw conclusions about the utilization of digital marketing in increasing sales of MSME Bengkalis Regency (Case study on MSME OF Martabak Mandor Gatot Subroto Street, Bengkalis City) as follows:

- (1) MSME Martabak Mandor experienced an increase in sales revenue of 27.9%. This also proves that the implementation of digital marketing is able to increase sales of MSME Martabak Mandor.
- (2) The implementation of project activities is divided into 3 stages, namely the project planning stage, the project implementation stage, the project completion stage and Project Report.
- (3) The forms of digital marketing implemented are email marketing and social media marketing. Marketing via email is done by offering Martabak Mandor products (Sweet Martabak and Egg martabak) through the author's personal email account to several email accounts that the author recognizes. Marketing through social media includes Facebook, Instagram, TikTok and WhatsApp through posting product photos and videos accompanied by attractive captions.
- (4) The obstacles found in utilizing digital marketing to increase sales of MSMEs Martabak Mandor are It is difficult to reach consumers outside the production area because they are not very interested and do not know the advantages of Martabak products from MSME Martabak Mandor. So that consumers who already recognize the advantages of Martabak are willing to buy it. Obstacles in online marketing in marketing products, it is difficult to get sales or consumers quickly. Obstacles in the delivery of products ordered by consumers due to not knowing the address of consumers so that the ordered products are late in reaching consumers.
- (5) The solutions are as follows: make posts in the form of reviews about MSME profiles and Martabak Mandor products that are interesting accompanied by appropriate captions and hashtags. Active in doing online marketing and conducting live broadcast messages through the author's personal whatsapp account to find new target consumers. Provide pre-order services before the place of business opens and provide contact food delivery services such as "si gercep" to consumers by providing a complete address and telephone number. So that Martabak product orders can quickly reach consumer.

## 5.2 Suggestions

After carrying out the project and discussing the results of the implementation of digital marketing to increase sales of MSME Martabak Mandor in this case promoting Martabak products from Martabak Mandor and the conclusions above. Here are some suggestions that can be conveyed:

- (1) Martabak Mandor MSME can try to do other digital marketing as a means of introducing MSME products. Utilize the social media accounts that the author has created, especially the tiktok social media application to create interesting and viral content.
- (2) The owner of Martabak Mandor should set an admin division or active marketing division both via the internet and directly to provide good service to consumers so as to build customer and customer trust so as to increase sales.

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