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SOCIAL MEDIA AS DIGITAL MARKETING TOOL IN MSME: A SYSTEMATIC LITERATURE REVIEW

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Abstract. The pandemic has caused difficulties for micro, small, and medium enterprises (MSMEs) in managing their finances, as all activities have been temporarily halted for health recovery. As a result, MSMEs have experienced losses in sales. One of the ways to ensure continuous sales and attract more buyers is by utilizing digital marketing. There are various options available in digital marketing, and one of them is leveraging social media platforms. MSME players have started to venture into digital marketing to increase their sales volume. However, previous research has shown that it has been only partially effective despite utilizing social media for sales facilitation. To address this issue, a Systematic Literature Review was conducted to document and review all articles related to enhancing social media utilization as a digital marketing tool to facilitate sales for MSMEs. A total of 20 nationally and internationally accredited journal articles were accessed from DOAJ, Google Scholar, and lens.org. The findings of the literature review study analyzed these 20 research articles that suspected social media as a digital marketing strategy to facilitate sales for MSMEs.

Keywords: Social Media; Digital Marketing; MSMEs.

Abstrak. Kondisi pandemi menyebabkan para UMKM kesulitan dalam mengatur keuangan, dikarenakan segala kegiatan diberhentikan sementara waktu untuk pemulihan kesehatan. Akibatnya para pelaku UMKM mengalami kerugian dalam penjualan. Salah satu cara agar penjualan terus laku dan banyak pembeli salah satunya ialah dengan memanfaatkan digital marketing. Banyak ragam yang terdapat di fitur digital marketing, salah satunya ialah pemanfaatan media sosial. Para pelaku UMKM setidaknya sudah mulai berkecimpung di dunia digital marketing, tujuannya ialah untuk meningkatkan volume penjualan. Beberapa hasil penelitian sebelumnya memperoleh gambaran tentang UMKM yang memanfaatkan media sosial untuk mempermudah penjualan namun pada kenyataannya masih belum efektif. Untuk mengatasi masalah tersebut telah dilakukan Systematic Literature Review dengan mendokumentasikan dan mereview semua artikel yang berkaitan dengan peningkatan pembelajaran media sosial sebagai digital marketing untuk mempermudah penjualan pada UMKM. Terdapat 20 artikel jurnal terakreditasi nasional dan internasional yang diakses dari DOAJ, Google Scholar, dan lens.org. Hasil studi literatur terhadap 20 artikel penelitian mengkaji tentang media sosial sebagai digital marketing untuk mempermudah penjualan pada UMKM.

Kata Kunci : Media Sosial; Digital Marketing; Pemasaran; UMKM.

BACKGROUND

Social media is an easy marketing tool because it allows companies to join the virtual world and reach target demographics that are difficult to reach widely. MSME players should be able to use digital media for marketing their products so that consumers are more familiar with the products these MSMEs produce (NAIMAH, WARDHANA, HARYANTO, & PEBRIANTO, 2020). When a company wants to introduce a product or item sold for profit, digital marketing is quite profitable. Social media platforms that help business people, for example, Instagram and Facebook, have many features such as stories, feeds, and live broadcasts. For business people holding discounts or flash sales to entice consumers to buy, stories and feeds are very helpful for editing or displaying their business content. Moreover, live broadcasts are useful for broadcasting business products directly in various regions. When starting a business, you must have the skills and great responsibility to develop it; only a few business actors compete to create products for their prospective buyers.

Digital Marketing has a very large influence on aspects of human activity, including marketing. Consumer engagement, interest generation, brand promotion, customer retention, and sales expansion can all be achieved through digital-based marketing, which ultimately results in higher profitability. Buyers can access all product and transaction information online, and sellers can follow and communicate the needs and wants of potential customers regardless of location and time (DEWI, 2022). Various kinds of digital marketing consist of content, making video animations, mobile and tablets to support business, pay per click or also known as digital money storage, and social media used to market a product (Setyawan, 2022). As for the problems in digital marketing, the public needs to become more familiar with digital marketing operations, especially among micro, small, and medium enterprises (MSMEs). In this research, digital marketing will be carried out through social media.

The development of an increasingly advanced era with modern technology makes these business actors easily market new products to the wider community. With this social media, sellers and buyers do not need to see the products offered directly, whereas business owners make sales with lots of benefits. This is still not fully utilized by novice MSME actors; there is an opinion from previous research with the results of interviews stating that the condition of several MSME actors that occur in the field is that many do not have social media accounts for marketing their business, because they do not have an awareness of the functions and uses social media itself (Yani & Purnomo, 2021). The worst thing to experience is that many

MSMEs are desperate and choose to stop because they cannot compete with competitors who can already take advantage of existing social media.

The best criteria for describing service quality include reliability, responsiveness, assurance, empathy, and tangibility. Reliability refers to the possibility that a system or component will carry out certain functions within the time frame and circumstances that have been designed. Responsiveness refers to employees' quick action or alertness in helping customers and providing fast service, including the alertness of employees when serving customers and handling transactions. Assurance guarantees security or insurance, promise or agreement, certainty or optimism. The definition of assurance, which includes freedom from doubt and uncertainty or obtaining security, was added by online Merriam-Webster. Empathy refers to understanding other people's feelings, seeing things from their point of view, and putting yourself in their shoes. To establish and maintain interpersonal interactions, empathy is very important. Tangibility is part of the main source of collateral for all assets and can be accepted by the bank when the company applies for a loan from the bank. The conclusion from previous research is how effective digital marketing is in making it easier for MSME actors to market a product to the whole community and develop their businesses.

This research aims to determine how to market a new MSME product to the wider community and the need for more digital marketing, such as creating content on social media to expand business reach. Because this makes it difficult to develop the business to be started, and MSME entrepreneurs cannot achieve their goals; besides that, there needs to be more guidance or providing knowledge for the public about the use of social media.

THEORETICAL STUDY

Social Media

Social media for marketing requires a lot of money, especially paid advertising. Funds are also used to improve the company's human resource capabilities through training and infrastructure development. So that there is a need for assistance, not only knowledge, for MSME actors. However, business capital assistance or funds can help produce adequate production materials and asset equipment(Syaifullah, Syaifudin, Sukendar, & Junaedi, 2021).

Digital Marketing

Digital marketing has many advantages. Namely, it can increase MSME income, which is very profitable for MSMEs in Indonesia. However, the MSME sector in Indonesia has yet to make the most of digital marketing for many reasons, including a lack of technology awareness,

inadequate supporting infrastructure, and Indonesia's geographical location. Therefore, there are several simple ways to run a business using digital marketing, including setting marketing goals, setting a digital platform to be utilized, Determining the budget and creating content so that it can attract customer interest. The added value customers get when using digital marketing (Redjeki & Affandi, 2021).

Marketing

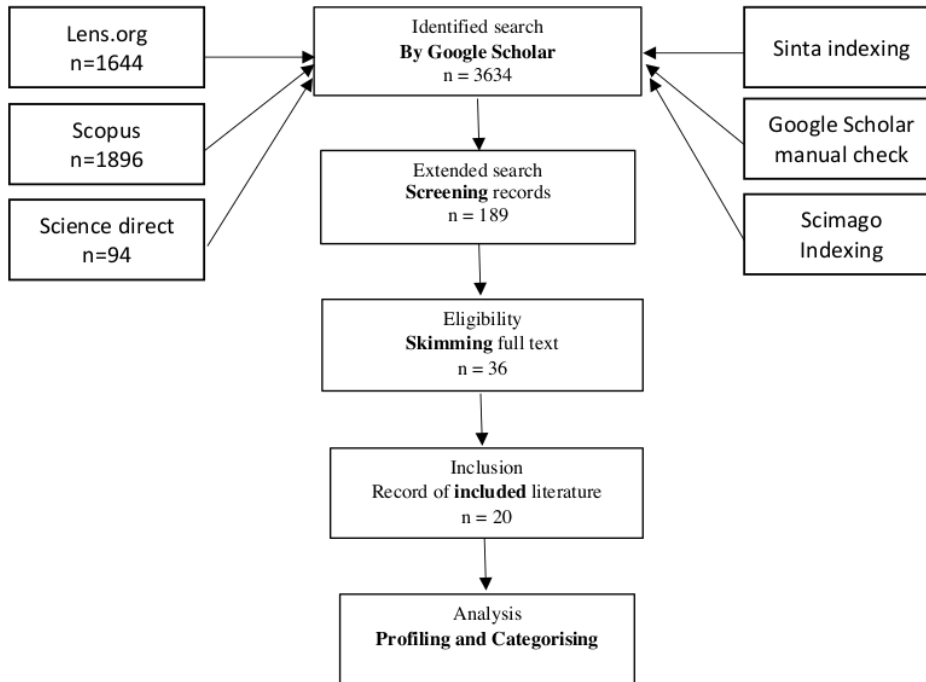
Marketing is an important component of business management because it directly impacts how smoothly and successfully a company achieves its goals. Knowing the right and effective marketing plan for the goods to be offered in the market is very important for businesses. Products will be easily accepted by potential buyers with the help of an effective marketing strategy so that sales will increase. Knowing the positioning of products being marketed is important, besides understanding the company's marketing strategy. The market share and growth of competitors selling similar products from other companies are also compared in this position (Soleha, 2022).

MSMEs (Micro, Small and Medium Enterprises)

MSMEs (Micro et al.) MSMEs are the core of the country's economy, where MSMEs are required to adapt to change, and the government and stakeholders are also needed to encourage MSMEs to adapt to current demands. The government is advised to provide facilities to boost the competitiveness of MSMEs, namely by holding training programs, mentoring, easy access to financing, licensing, supply chain alliances, and digitizing MSMEs (Subagyo & Purnomo, 2022).

RESEARCH METHODS

This study uses the SLR (Systematic et al.) method. The writing systematics uses the stages, namely, identification, screening, eligibility, inclusion, and analyzing the available articles. Researchers collect all articles based on data sources by conducting content analysis and then systematizing the results. The articles used in this study are articles from national and international accredited journals. Researchers searched significant online data sources using manual Google Scholar (GS) collection. Researchers collected material from articles spanning the last five years, from 2018 to 2022, to obtain the latest literature and more accurate information. The method adopted in the systematic review is depicted in the table in Figure 1.



Gambar 1. The research procedure

¹ The research method includes the following stages:

1. Stage 1 (Identification): found 1644 results on the lens.org database, 1896 results on the Scopus database, and 94 results on the direct science database. All article searches were carried out using the keywords: Social media and UMKM
2. Stage 2 (Screening): After the initial screening stage, articles were found irrelevant because they were outside the scope or context. Furthermore, researchers perform more stringent filtering using keyword snippets to identify articles that are relevant to the research. Researchers added digital marketing keywords, but the results obtained were increasingly narrow, namely only 189 from the three database searches
3. Stage 3 (Eligibility): Eligibility results were obtained from 189 articles by analyzing document abstracts. Only relevant studies are maintained. Relevant criteria included are previous research or journals that discuss micro, small and medium enterprises (MSMEs) in marketing management through social media to increase sales volume.

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4. Phase 4 (Inclusion): All remaining articles (36) are recorded in a structured and systematic format. Articles that are read are processed through final screening by eliminating all but 20 articles. The inclusion criteria used are 1) Previous journals that discuss social media. 2) previous journal that discusses digital marketing. 3) Previous journal that discusses MSMEs (Micro, Small and Medium Enterprises).
5. Phase 5 (Analysis): Table profiling was created for the 20 articles deemed relevant to the research topic and kept for detailed analysis.

RESULTS AND DISCUSSION

The first activity carried out was to conduct a literature review regarding the existence of previous research regarding the utilization of social media as a digital marketing tool to facilitate the sale of MSMEs. One of the efforts to increase sales volume for MSMEs is to carry out promotions or marketing by utilizing technological sophistication. Many efforts can be made by mastering social media knowledge, especially in digital marketing. From this review, it is known that the role of social media in the use of digital marketing in increasing sales volume for MSMEs always updates information, especially updates in the field of technology.

In addition, by conducting reminders and clarifying the daily activities of MSMEs, they should continue to upgrade their digital marketing knowledge; the aim is to compete with other competitors, especially in the field of social media; this is part of an increasingly sophisticated service, especially in the field of digital marketing. The rise of MSMEs has inadvertently forced business owners to adopt digital marketing, especially social media marketing, as a tool for business growth. MSMEs can benefit greatly from digital social media marketing for their business. MSME actors will ultimately increase marketing to gain a competitive advantage for the MSMEs themselves, display brands efficiently, and build communication and interaction with potential customers, suppliers, and even competitors.

Using digital media to make it easier for MSME actors to control buying and selling activities will benefit consumers or business actors. Through social media, interactions between consumers and business actors feel closer, it is easy to provide information, and they are comfortable providing services for business actors to consumers.

Another study from Febriyantoro & Arisandi (Febriyantoro & Arisandi, 2019) with the title "The Role of digital marketing in improving sales to SMEs in Dealing with the ASEAN Economic Community." This study uses a structured and in-depth method, and the model used is a triangulation approach, which correlates the results of sequentially asked questions according to the process, interviews with internal human resources, and observations of SMEs.

Digital marketing makes it easy for SMEs to connect one customer to another. Digital marketing also reaches more markets, is sensitive to self-awareness, and provides SMEs with more revenue. To not be oppressed, SMEs must be able to compete in the global market. MSME actors must be IT literate, especially in this competitive environment, to help market their products overseas. Indonesia has a fairly large number of SMEs, around 50 million SMEs. SMEs must consider urgent needs, especially in the digital world, so their competitors stay caught up. SMEs find it difficult to get the right information technology solutions because they need qualified people who are experts in the information technology sector.

Based on previous research from Noviana (Noviana, 2020) entitled "Exploring Digital Marketing Strategies during the New Normal Era in Enhancing the Use of Digital Payments." ⁶ This research uses a qualitative method in the form of a case study conducted at one of the Bank Indonesia-assisted MSMEs. So it is known that Bank Indonesia's strategy in developing assisted MSMEs to survive during the COVID-19 pandemic by utilizing Digital Marketing while increasing the use of Digital Payments to accelerate digital finance in Indonesia. The strategy used by Bank Indonesia also needs to be implemented by other institutions that have assisted MSMEs.

Other research from Effendi (Effendi, Sugandini, & Istanto, 2020) the title raised was "Social media adoption in SMEs Impacted by COVID-19: The TOE Model." ¹³ This study uses the TOE framework as a theoretical basis. ¹³ The data analysis technique used is the structural equation model with AMOS. According to the study findings, SMEs affected by the COVID-19 crisis are very aware of social media and want to use it to promote goods and interact with consumers. Technological context, organizational context, environment as well as social media awareness all greatly impact adoption intentions. This study's findings indicate that government support is urgently needed during a crisis due to the COVID-19 pandemic. The government needs to open services for SMEs whose businesses have been affected by the pandemic.

Another study from Islami, et al (Islami, Wahyuni, & Puji, 2021) entitled "Digital Literacies of Micro, Small and Medium Enterprises (MSMEs) in Jember District." Qualitative descriptive research method. The results showed: 1) in Jember, up to 67% of MSMEs do not have access to digital media in the form of computers, whereas other findings show that 73% of MSMEs have computer experience. 2) 67% of people use smartphones, 33% use PCs, and 0% use internet cafes to access the internet. Social networks are the most popular media, where 73% are often used, namely FB, IG, and WA. Most of the respondents need to learn about other social networks. At 13% of market access, email access is only 7%. 3) Efforts must be made to maintain the continuity of the MSME production business in the district. Jember has

developed over time, but MSMEs still cannot carry out governance conceptually. So many MSMEs have yet to take advantage of prospects in the current digital era.

Another study from Karim(Karim, 2021) titled "Economic Recovery of Fiorfiore Cake Umkm through the Utilization of Digital Marketing in the Village of Peace, Bandar Lampung." The methods used during the training include lectures, questions, and answers, and exercises. Based on several community service projects that have been completed at the UKM Cake Foundation, Kepeacean Village, Bandar Lampung, it can be concluded that the business can grow, but due to a lack of business cards and product categories, the product has not changed, and digital marketing has not been used.

Another study from Winarsih, dkk (Winarsih, Indriastuti, & Fuad, 2021) entitled "Impact of covid-19 on digital transformation and Sustainability in Small and medium enterprises (SMEs): A conceptual framework." People are limiting their activities outside their homes while social distancing is being used, causing a drop in sales. As a result, SMEs have to change their perspective when using the technological revolution to run their business. This is expected to maintain the survival of SMEs. However, some SMEs need to learn digital skills related to their business. In fact, during COVID-19, online businesses can generate sustainability that can last now and in the future.

Another study from Rusdana, dkk(Rusdana, Choirani, & Friska, 2022) entitled "Digital Marketing Communication Strategy for Micro, Small and Medium Enterprises (MSMEs) in Business Competition." This study used qualitative research methods. The effectiveness of using digital media as a communication medium to spread the existence of an MSME in the community so that the spread of MSME's existence is easier and faster for the public to see. The author can understand that apart from the marketplace, social media is also often used as the main marketing tool in raising the name of the MSMEs themselves. If drawn from the theory that guides this research, the presence of digital media also influences people's habits which ultimately change their habits in seeking needs, which used to have to look for and leave the house deliberately; now people have practical ways to use only cellphones.

Another research from Hidayati(Hidayati & Yansi, 2020) entitled "The Role Of Social Media In Marketing Of Micro, Small, And Medium Enterprises (MSMEs) Products During Covid 19 Pandemic." This research method is qualitative, using phenomenological predictions. The results of this study explain that MSMEs are more dominant in using the TikTok, Instagram, Facebook, and WhatsApp applications to promote their products because they are easier to implement and can attract more consumer interest through interesting videos and photos. Therefore, social media offers a promising opportunity to increase sales of MSME

products in DKI Jakarta, which is being hit by the COVID-19 pandemic. In order to facilitate the buying and selling process, utilize a digital payment system using a digital platform. So that consumers can communicate with business actors for the continuation of the transaction.

Another study from Aini (Aini, 2019) titled "Interests Influence of digital marketing product sales in Exports by SMEs in Bandung." The results showed that digital marketing is 83.5% interest in product sales by SMEs in Bandung, and the remaining 13.5% is caused by other factors that will be displayed in time. The amount of interest in using digital marketing needs to be supported by a sufficient level of knowledge and venture capital assistance so that it can provide a significant increase in interest in digital marketing.

Another study from Djakasaputra, et al (Djakasaputra et al., 2021) entitled "Empirical study of Indonesian SMEs sales performance in the digital era: The role of quality service and digital marketing." The research methodology used is a quantitative method. Based on data analysis by SmartPLS, digital marketing influences service quality and sales performance through digital service quality. The transaction/cost dimension shows the ability of digital marketing in MSMEs to reduce business promotion costs with a high level of efficiency because digital marketing can save costs. Digital marketing reduces conventional promotion costs. With the development of information technology, using social media in the context of transaction processing will be easier and will make MSMEs more effective in reaching a wider target market. With the help of digital marketing, customers will learn about the products SMEs offer. So there is a need for additional capital to carry out promotions on social media because the goals and reach will be wider if you can use social media wisely.

Another study from Yuniarsih, et al (Yuniarsih et al, 2021) with the title "Online Marketing Strategy On Small And Medium Micro Enterprises (MSMEs) Kerupuk Destitute In Sinarmukti Village." The method of this activity is through socialization training for the business world of actors on how to use social media to promote products to consumers. This activity aims to improve business actors' ability to manage product marketing online and increase sales. The results of this program One of the activities is to increase the ability of business actors to implement and manage online advertising and marketing programs and make it easier for consumers to find their needs.

Another study from Purba, et al (Purba, Simanjutak, Malau, Sholihat, & Ahmadi, 2021) titled "The effect of digital marketing and e-commerce on business sustainability of MSMEs during the COVID-19 pandemic. This research is quantitative research with a questionnaire approach. The study findings show that digital marketing and e-commerce affect business continuity, and digital marketing also affects financial performance. The use of digital

marketing has been carried out to increase customer awareness. Marketplace as a form of e-commerce is used as an innovation or change in sales methods. Meanwhile, public awareness of digital marketing still needs further socialization so that they are interested in using social media.

Another study from Eid, et al (Riyad Eid, Ziad Abdelmoety, 2020) With the title "Antecedents and consequences of social media marketing use: An empirical study of the UK exporting B2B SMEs." This study used a sample of SMEs and employed positivist research with a quantitative approach, adopting a survey strategy through questionnaires and a structural equation model (SEM). Findings The results show that the use of social media affects export performance through the quality of international business contacts – understanding customer views and preferences, brand awareness, and knowledge of competition in various international markets. This lesson contributes to the emerging literature on digital marketing of B-to-B SMEs by determining the mechanisms by which They can benefit from using social media in their efforts to export.

Another research from Wijaya & Padmanegara (Wijaya & Padmanegara, 2021) entitled "Digital Marketing Education as a Strategy to Get New Opportunities: A Geographical Case Study on Indogarment MSMEs, Indonesia." The qualitative research method uses interviews and observations on the research object, namely the Indogarment company. The main research results are that in implementing digital marketing, a deep understanding is needed so that companies are right in choosing effective digital marketing tools. In addition, the role of basic marketing education must be addressed. The provision of knowledge and procedures for implementing digital marketing must be conveyed to MSME actors because technological developments are always updating.

Another study from Rozinah & Meiriki (Rozinah & Meiriki, 2020) with the title "Utilization of Digital Marketing in Micro, Small and Medium Enterprises (MSMEs) in South Tangerang City." This study utilizes a qualitative methodology to examine the impact of adopting digital marketing in developing MSME businesses according to the views of MSME managers in South Tangerang City. The findings of the study indicate that the use of digital marketing can increase MSME sales by between 30-50%. They can also use it to increase market share while lowering marketing costs and reducing customer interaction time.

Finally, research from Zahroh (Zahroh, 2022) entitled "Evaluation of the Application of Digital Marketing as a Solution to Increasing Sales of Umkm Sarijan Coffee Malang During the Covid-19 Pandemic." This study analyzes descriptive qualitative Evaluation. Utilizing digital marketing at Sarijan Coffee SMEs such as Instagram and Facebook is useful for sharing

information easily, turning it into a powerful marketing tool, and using it to communicate with customers. Utilizing the chat feature facilitates interaction between sellers and buyers and promotes and orders products. Using Shopee makes it easier to reach customers, has easier interactions, and makes it easier for consumers to get products online and without leaving the house.

The development of marketing using digital media, especially social media, is a challenge for MSMEs to continue to struggle with many competitors. In general, MSMEs will maintain their traditional marketing activities by marketing directly to customers. However, marketing carried out has traditionally not reached widely. Digital marketing is a marketing activity that uses a variety of online media, such as e-mail, websites, blogs and some social media. This is supported by a statement according to Pradiani (2017) saying that the application of digital marketing using social media such as Facebook, Whatsapp, Instagram and other social media can increase revenue significantly. In addition, the use of social media can also make it easier for MSMEs to market it especially during the current Pandemic period. Through digital marketing, MSMEs can market products and transactions that are also carried out online. Social media is a means that can be utilized for the development and sustainability of MSMEs. In addition to the low cost and no special expertise is needed to do so, social media is considered capable of reaching potential buyers directly. The development of increasingly sophisticated technology today is inevitable. All things now can be done using the internet and all-digital, included in marketing matters. The digital marketing strategy that began to become a trend is more prospective because it allows potential buyers or consumers to get everything information about the desired product and transact through the internet. The rapid development of information technology affects various small business activities until great on the use of developments to carry out its efforts. The large number of competitors is a consideration for entrepreneurs to enter into intense competition. The right marketing and media strategies are used to reach the intended market so that sales volume always increases and profit.

By utilizing easy internet access it can be used for more useful activities and making one source of income for the surrounding community. Moreover, the rapid development of technology will certainly penetrate into all fields, including in the world of marketing. Marketing practices that were originally carried out in a conventional/traditional way (offline) now turn to digital activities (online) which are more innovating. The diversity of types of technological developments, these online marketing practices themselves can utilize social media applications as one of the tools to market the business of MSMEs to a wider audience. Social media can open an opportunity for them to innovate to develop the business they have.

Based on the description above there are 20 journals that discuss relating to social media, digital marketing and Micro, Small and Medium Enterprises (MSMEs), can be seen in the following table:

Table 1 Previous Research

Social Media as a Digital Marketing Means to Facilitate Sales in Micro, Small and Medium Enterprises	Social Media	Digital Marketing	Ease of Sales	MSME
7 Exploring Digital Marketing Strategies during the New Normal Era in Enhancing the Use of Digital Payment		√	√	
7 Utilization of Digital Marketing for MSME Players as Value Creation for Customers during the COVID-19 Pandemic		√		√
The role of digital marketing in improving sales to SMEs in dealing with ASEAN Economic Community.		√		
Social media marketing and business performance of MSMEs during the COVID-19 pandemic	√			√
The Role Of Social Media In Marketing Of Micro, Small, And Medium Enterprises (MSMES) Product During Covid 19 Pandemic.	√			√
Interests influence of digital marketing product sales in exports by SMEs in Bandung.		√		√
2 Empirical study of Indonesian SMEs sales performance in digital era: The role of quality service and digital marketing.		√		√
Social media adoption in SMEs impacted by COVID-19: The TOE model				√
3 Online Marketing Strategy On Small And Medium Micro Enterprises (Msmes) Kerupuk Melarat In Sinarmukti Village.		√		

Social Media as a Digital Marketing Means to Facilitate Sales in Micro, Small and Medium Enterprises	Social Media	Digital Marketing	Ease of Sales	MSME
Digital Literation of Micro, Small and Medium Enterprises (MSMEs) in Jember District.				√
Digital Marketing Communication Strategy for Micro, Small and Medium Enterprises (MSMEs) in Business Competition		√		√
The effect of digital marketing and e-commerce on financial performance and business sustainability of MSMEs during COVID-19 pandemic in Indonesia.		√		√
Impact of covid-19 on digital transformation and sustainability in small and medium enterprises (smes): A conceptual framework.		√		
Antecedents and consequences of social media marketing use: an empirical study of the UK exporting B2B SMEs.	√			√
Digital Marketing education as a Strategy to Get New Opportunities: A Geographical Case Study on Indogarmen MSMEs, Indonesia		√		√
The Importance of Digital Marketing in Advancing MSMEs during the Covid-19 Pandemic Period.		√		√
UMKM Economy Recovery Fiorfiore Cakes Through Utilization of Digital Marketing in the Kedamaian, Bandar Lampung. J-ABDI		√		√
Utilization of Social Media as a Means of Digital Marketing in Small and Medium Micro Enterprises (UMKM) in Banjarnlari.	√	√		

Social Media as a Digital Marketing Means to Facilitate Sales in Micro, Small and Medium Enterprises	Social Media	Digital Marketing	Ease of Sales	MSME
Utilization of Digital Marketing in Small and Medium Mikro Enterprises (UMKM) in Kota Tangerang Selatan.		√		√
Evaluation of the Application of Digital Marketing As a Solution to Increase Sales Umkm "Sarijan Coffee Malang" During the Covid-19 Pandemic Period		√		

MSMEs use social media as an online marketing tool to capture a sizable market share. Anyone can easily access social media, even MSME actors who use the internet to share and provide information about goods sold to consumers online. Social media is an important tool for expanding market share for business actors. These social media points are specifically covered in 20% of journals (Cahyono, 2016). Likewise, digital marketing is a way for business actors to market a product by making it appear as attractive as possible, done with technological sophistication. So for business actors, efforts to increase sales volume continue to be made to achieve an expected goal. This can be done through digital knowledge. Marketing, creativity in providing a good appearance of the product that is owned, the message conveyed in the product becomes part of consumer needs, and masters some of the features in digital marketing learning. This is explained by as much as 75% of journals (Noviana, 2020).

Likewise, the ease of selling only focuses on strategies for business actors to increase the number of consumers so that it will impact the high volume of sales experienced. This ease of selling point is specifically covered in 5% of journals (Septira, Susanti, Oktafiani, & Putri, 2022). This object that focuses on MSMEs is the potential for MSMEs to be more flexible than large companies. Although significant, MSME players have experienced a decline in the last two years due to the pandemic. As a result, the MSME sector, which is the heart of the Indonesian people's economy, experienced a severe shock to worsen the situation. A sudden setback, or even caused by the implementation of this restriction policy, impacts a decrease in demand so that sales decrease which results in a reduction in employees. This is a fact that explores MSMEs in search results showing that as many as 70% of journals (Febriyanto & Arisandi, 2019).

CONCLUSIONS AND RECOMMENDATIONS

It can be concluded that MSME actors should continue to provide updates on their products; one way to increase sales is to set a strategy to realize sales convenience properly. With the development of an increasingly modern era, it is hoped that MSME actors can take advantage of technological sophistication in digital marketing.

Based on the results of data analysis in previous language journals there are three obstacles that should be considered in digital marketing, as long as the constraints do not become an obstacle or error later in implementing digital marketing by MSMEs. These points are explained as follows:

1. Awareness and interest that can be obtained instantly in learning digital marketing. Digital media and technology provide marketers with many new opportunities or opportunities, among them developing new fields to inform or convey the advantages of competing products, vary programs from the marketing mix, creating new market positions for its business, building relationships in increasing innovative steps, passing barriers in distance and time and providing access to products and services quickly and efficiently.
2. Funding in increasing market reach in implementing digital marketing. Digital marketing can be a helper to increase marketing profits. Where the presence of marketing media becomes an opportunity to conduct marketing efficiently on spending so that relationships with consumers can be intertwined with each other which encourages consumer loyalty. Digital marketing also has far-reaching implications for the diversity of existing microenterprises, eliminating whether business actors can be directly involved in transactions. As a result the marketing mix is a useful framework for informing strategy development. First, digital marketing provides a framework for comparing existing services with competitors. Second, it can also be used as a mechanism to produce alternative strategic approaches for MSMEs.
3. Supervision of MSMEs to master the use of digital marketing. Supervision or companion is a process that guarantees the goals of the organization and management so that it can be achieved. Supervision is a systematic effort that sets standards of application with planning objectives, equates the objectives of planning activities with reality, equates real activities with standards agreed upon in the organization, ensure and measure deviations and take the necessary corrective actions in guaranteeing if all institutional energy sources are used efficiently by the method of achieving the institution's goals. In the process of supervision

it is expected that there will be the formation of a team that carries directly assistance to MSMEs with the aim of being able to use digital marketing platforms properly and directed.

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