

“Short Video Application is a New Marketing Strategy”: a Mixed-method Study on Indonesia’s MSME

[Aplikasi Vidio Pendek adalah Strategi Pemasaran Baru: Studi Mix-metod pada UMKM Indonesia]

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Abstract. *Digital marketing is the most powerful marketing tool for reaching customers but not many MSMEs use it, especially in the form of short videos. This study reveals how the role of short videos used in the marketing process carried out by MSMEs in Indonesia in increasing customer engagement and purchase intentions leads to increased sales. This study used a mixed method of explanatory sequential design, namely collecting and analyzing quantitative data, followed by qualitative methods. The data was collected from a digital questionnaire using a probability sampling method and analyzed by Smart PLS 3.2.9 software. The result shows that usage of short video applications has a positive relationship with customer engagement and purchase intentions. This condition is used as a trigger to have a deep investigation regarding short video application usage to increase sales. The qualitative methods used in this process by depth interviews, observation, and documentation. Source triangulation was used to validate the data. The result shows that usage of short video applications has a positive impact on sales that the short video could make awareness and convert to traffic and increase sales. The result of this study is expected to help MSMEs in Indonesia to implement digital marketing, especially with short video applications to increase sales.*

Keywords - digital marketing; marketing strategic; MSMEs; short video application

Abstrak. *Digital marketing merupakan alat pemasaran yang paling ampuh untuk menjangkau pelanggan namun belum banyak UMKM yang memanfaatkannya terutama dalam bentuk video pendek. Studi ini mengungkap bagaimana peran video pendek yang digunakan dalam proses pemasaran yang dilakukan oleh UMKM di Indonesia dalam meningkatkan keterlibatan pelanggan dan niat beli yang berujung pada peningkatan penjualan. Penelitian ini menggunakan mixed method of explanatory sequential design yaitu mengumpulkan dan menganalisis data kuantitatif, dilanjutkan dengan metode kualitatif. Data dikumpulkan dari kuesioner digital dengan menggunakan metode probability sampling dan dianalisis dengan software Smart PLS 3.2.9. Hasilnya menunjukkan bahwa penggunaan aplikasi video pendek memiliki hubungan positif dengan keterlibatan pelanggan dan niat beli. Kondisi ini dijadikan pemicu untuk melakukan investigasi mendalam terkait penggunaan aplikasi video pendek untuk meningkatkan penjualan. Metode kualitatif yang digunakan dalam proses ini dengan wawancara mendalam, observasi, dan dokumentasi. Triangulasi sumber digunakan untuk memvalidasi data. Hasil penelitian menunjukkan bahwa penggunaan aplikasi video pendek memberikan dampak positif terhadap penjualan dimana video pendek dapat meningkatkan awareness dan konversi menjadi trafik serta meningkatkan penjualan. Hasil penelitian ini diharapkan dapat membantu UMKM di Indonesia untuk menerapkan digital marketing khususnya dengan aplikasi video pendek untuk meningkatkan penjualan.*

Kata Kunci - pemasaran digital; strategi pemasaran; UMKM; aplikasi video pendek

I. INTRODUCTION

Industrial revolution 4.0 has not only caused technological changes but also the emergence of big data, the Internet of Things (IoT), and changes in behavior and organizational structure [1]. Based on the discussion of several experts, it is said that there are many applications for the industrial revolution 4.0, such as mobile devices, IoT platforms, smart sensors, as well as big analytics and advanced processes [2]. Therefore, the phenomenon of changing the manual business model to a digital business model has emerged and it is easy for customers to access [3]. Digital business models have been discussed by several researchers, their definitions and applications are sought concretely. Then it is known that this digital business model uses big data, digital technology, and IoT as drivers of information [4], [5], [6], [7]. Responding to this, business people must immediately move to smart systems with the help of the internet. A survey conducted in February 2022 stated that internet users in the world are 4.95 billion, which means that 62.5% of the world's population are active users of social media and 8.28 billion people are connected by mobile connections [8]. Indonesia as of January 2022, internet users were 204.7 million (73.7% of the Indonesian population and an increase of 1% between 2021 and 2022) and 191.4 million active on social media (equivalent to 68.9% of Indonesia's population and an increase of 12.6% between 2021 and 2022). Research has also been conducted on Indonesian residents with an age range of 16 to 64 years and it is found that Indonesians spend more than 3 hours of their time on social media. This is an opportunity that must be used by entrepreneurs to develop their businesses through digital channels.

Changes in business models that occur to respond to the challenges of conditions that also change drastically due to changes in technology and consumer behavior make business actors also have to adapt immediately. Very competitive business competition and the globalization of the market have changed the way businesses operate. Organizational restructuring and changing business strategies according to market conditions are important and urgent needs in order to continue to survive and achieve good results. To remain highly competitive, an organization must transform technology from manual to digital, change methods, and prepare human resources in every function in the organization as a business driver. Digital marketing is something that must be done today considering that with the help of digital technology, business people can expand their reach and build effective interactions with customers and potential customers so that they are more responsive to the market. While still providing fast responses and real-time communication, digitalization can also make it easier for business people to track and analyze strategies from competitors so as to shorten the time to prepare and conduct marketing research [9]. Digital marketing applications are able to show which marketing campaigns are successful and what content did good work [10]. On the other hand, the usage of digital marketing also has several weaknesses (**Table 1**). Business people also still have to consider the type of digital marketing that suits their business because not all types of products, services, and companies are suitable for using digital marketing.

Table 1. Advantages and Disadvantages of Digital Marketing (Veleva, 2020)

Advantages	Disadvantages
1. Possible to simplify the flow of information and the marketing environment	1. It makes the competitor easier to track and analyze our marketing strategy
2. Easier to maintain customer service	2. Shorten the time for competitors to prepare and conduct marketing research
3. The level of marketing results could be measured quickly and precisely	3. Open the window for the competitor to see our room
4. Less investment needed for the marketing agenda	4. Need to be designed professionally and correct target to increase customer confidence
5. High efficiency with a relatively small investment	5. The content should be clear and open, with no camouflage to increase customer's trust
6. The results could make to create a new strategy	
7. Could see the sales conversion from the marketing campaign	
8. Easy to reach difficult and even remote areas	

The percentage of internet users connected to social media every year is always increasing. Social media is used to find out the latest news and current events that are happening. With the pandemic causing more time to be spent interacting online, starting from communicating with friends/family, looking for news topics that are developing to finding inspiration for purchasing goods. Many studies discuss the use of social media as the main factor that can increase brand awareness and have a positive effect on purchasing decisions [11]. Research conducted by [12] revealed that the use of digital platforms for SMEs in Makassar can increase sales results because they can reach more buyers and create a comfortable interaction. Several studies have also tried to discuss the effect of using social media and its effect on the quality of products and consumer traits that can affect purchases [13] [14] [15]. Various studies were conducted during the pandemic to assess the popularity of social media and it was found that Tiktok was the most popular. Starting in 2020, Tiktok became popular because it can provide space to convey messages in

the form of videos with a duration that is not too long so that the content of the message can be visualized properly. Tiktok has been extensively researched for its use in the fields of health, education and entertainment with various benefits. Tiktok is also a persuasive technology application that can influence the behavior of its users [16]. Technology becomes sophisticated, various forms of online media appear and one of them is in the form of short videos. Short video is a type of video that is no longer than 10 minutes [17]. Short videos have become a new trend in sharing information. It is very easy to use the short video application because it does not require high-priced professional tools, it is enough with all the features available and could display beautiful results [18]. Short video application became popular and spread to the world. Although there was a decline in users during the lockdown period due to the pandemic, it could quickly increase again and this shows that short video platforms can attract many users and can provide practical information [19][20]. But Tiktok was also briefly blocked by the Ministry of Communication and Information because it was considered to have a negative impact on the community by loading video content leading to pornography and creating a bad image, but after a period of "rest" Tiktok finally returned and made a new movement with more fans. Seeing the high enthusiasm for short video-based applications, other applications are also copying short video versions. Tiktok became the leader followed by Instagram reel, YouTube short, SnackVideo and Likee. Interesting video content will make people talk. With the trend of short videos as an effective marketing tool, businesses are increasing the quality of their video content. In addition, content from digital marketing, especially using social media, especially in the form of videos, can increase customer engagement and trust [21][22]. One thing that makes video become a favored marketing content form is the ability to use it in many ways and places. However, creating short content that is interesting and doesn't detract from the important information of the products video offered is not easy. Users of this application must be able to understand how to communicate properly, the interactions that occur and the appropriate display. So many factors influence the decision to purchase, such as emotional trust, trust in a message, attitude towards online shopping and advertising quality [23]. As a unique tool, a short video application is a new way to attract customers, and it is persuasive. In the end, marketers need approaches and content that convert well and bring the business the right way. Due to reasons above, researchers' hypothesis are:

H1: short video application positively influences customer engagement

H2: short video application positively influences purchase intention



Figure 1. The number of SMEs in Indonesia in 2015 – 2019. From Kemenkop UKM

Responding to the rapid development of digital media, the Government of Indonesia is encouraged to be ready to support its people to carry out digital transformation. The President of Indonesia is targeting as many as 30 million MSMEs to participate in digital marketplaces by 2024. This is important because MSMEs are an economic milestone in Indonesia because it has an important and strategic role in economic development [24]. MSMEs are also able to absorb labor and become tough fighters in financial crisis conditions. Based on [25] in 2021 MSME workers in Indonesia occupy the highest position within ASEAN. The number of MSMEs in Indonesia continues to increase from year to year (**Figure 1**) and in 2019 the number of Indonesian MSMEs reached 65.47 million or the equivalent of 99.99% of the total business in Indonesia [26]. Of this large number, Indonesian MSMEs have not been able to outperform Myanmar in contributing to Gross Domestic Product. The government then promoted programs to improve the capabilities of MSMEs with a digitalization strategy. It is hoped that Indonesian MSMEs will be ready to go digital in 2024. In addition to the digital strategy, MSME actors must also be able to improve several aspects in facing the global era, such as knowledge management, market orientation and product innovation [27][28].

[29][30][31][32] studied the relation of usage digital marketing for MSMEs, however there has been no further research on the short video-based digital platform used by MSMEs in Indonesia and has succeeded in increasing

customer attention. Due to the reasons above, this research will focus on the influence of digital marketing implementation using short video applications to customer engagement and purchase intention and the implication of the usage of these applications to leads sales on MSMEs in Indonesia.

II. METHODS

To clarify and explore the relationship between variables in a phenomenon, the mixed method is the best method [33]. By exploiting the strengths of each method, extensive information and insight will be obtained. Therefore, this study uses a mixed method, namely the research step combining two forms of research approaches, both qualitative and quantitative [34]. According to [35] mixed method is a research method by combining two research methods at once, qualitative and quantitative in research activity so that more comprehensive, valid, and objective data will be obtained. This study used a mixed-method, explanatory sequential design. This method will begin by collecting and analyzing data using a quantitative approach to answer research questions structured in **Table 2**. Furthermore, data collection and analysis were carried out using qualitative methods to explain in more detail the research results [34]. To find the effect of using a short video on customer engagement and purchase intention, the researcher will use a digital questionnaire using a Likert scale and distribute it randomly to MSMEs in Sidoarjo, Surabaya, and Malang. The sample selection was carried out using a purposive sampling method with the aim of obtaining a representative sample according to the specified criteria. The data will be analyzed based on the Dual Paradigm with two dependent variables using Smart PLS 3.2.9 software, where the independent variable (X) is the use of short video applications and the dependent variable is customer engagement (Y1) and customer purchase intention (Y2) [36]. The results of this analysis are then followed by a qualitative analysis to examine more deeply the effect that has been proven from the previous data analysis.

Qualitative data were taken using three methods, namely in-depth interviews, documentation, and observation. The interview session was conducted to get information from MSME's actor that has a business for skincare and applied a short video application for the business (like TikTok, IG Reels, and YouTube Short). He has been running the business since ten years ago, fully online via a marketplace. He already uses short video applications for about two years. The researcher used an unstructured interview technique where interviews are carried out flexibly, with no limitations in questions but still within the context of the objectives of the research so that the informant can provide answers according to what they feel and experience that has been done. Because there are no limitations in the interview process with this technique, it is possible to get a very wide range of data. So that the drop rate is not too high, the interviewer can make interview guidelines that focus on certain subjects or subjects although they will not always be used in full and sequentially [37]. During the interview session, the researcher dug the information regarding the implementation short video, the way he maintains and the impact of the application.

Table 2. Research Questionnaire Structure Guide

Variable	Item Questionnaire
Short Video Application	<ul style="list-style-type: none"> - Interesting - Understandable - Shareable - Persuasion
Customer Engagement	<ul style="list-style-type: none"> - Cognitive - Emotional - Behavior
Purchase Intention	<ul style="list-style-type: none"> - Willingness - Transactional - Preferential - Explorative

All data obtained during research using various techniques will be collected into a collection of raw data which will then be processed into analytical data. This data will then be validated using triangulation. In this study, triangulation of data sources was used, as a tool for validating the data obtained because triangulation is a method of synthesizing data against its truth [38]. The results of interviews from one informant will be checked to another informant. The results of the cross-check interviews will also be checked with the documentation data and observations of the informants' gestures. The researcher used source triangulation so the validation for data will be coming from three MSMEs with different scopes of business that is skincare (informant A), catering (informant B), and fashion (informant C). The data compared to the performance of the sales and observation of the business performance.

III. RESULT AND DISCUSSION

Data processing results were obtained from quantitative data collection using a digital questionnaire. The samples in this research were a total of 106 MSMEs and 92.5% of respondents use short video applications for their business promotion. The characteristics of respondents in this study are gender, age, and education level (**Table 3**). It shows that the MSMEs actor who applies short video is at productive age with good education background (bachelor = 67.2%). Respondent who applied short video in this research are female with 64.2%, greater percentage compared to male. The business type of respondents for this study are micro (77.6%), small (20.9%) and medium enterprises (1.5%).

Table 3. Respondents Characteristics

Respondent Characteristics		%
Age	18-25	13.4
	26-35	34.4
	36-45	46.3
	>45	6.0
Education	High School	20.9
	Diploma	10.4
	Bachelor	67.2
	Magister	1.5
Gender	Male	35.8
	Female	64.2

Evaluation of Measurement (Outer Model)

The relationship model that is influenced by short video applications on MSMEs is analyzed using Smart PLS version 3.2.9. Evaluation of the measurement model (Outer Model) is obtained on the values of convergent validity, discriminant validity, and composite reliability. The magnitude of the correlation between constructs and latent variables is shown by the value of convergent validity. Data validity can be seen from the Average Variance Extracted (AVE) value which is greater than 0.5 (**Table 4**). Based on the data, it is stated that all indicators are Valid.

Table 4. Validity Test Result

Variable	Indicators	Outer Loadings	Average Variance Extracted (AVE)	Result
Customer Engagement	CE1	0.81	0.64	Valid
	CE2	0.81		
	CE3	0.74		
	CE4	0.80		
Purchase Intention	IB1	0.87	0.71	Valid
	IB2	0.91		
	IB3	0.70		
Short Video Application	SV2	0.72	0.69	Valid
	SV2	0.87		
	SV3	0.76		
	SV4	0.93		

Data validity can also be assessed based on cross-loading measurements with the construct. If the construct's correlation with each indicator is greater than the other construct measurements, then good discriminant validity is achieved. The results of the discriminant validity test using the cross-loading value can be seen in table 5.

Table 5. Cross Loadings

Indicators	Variables		
	Customer Engagement	Purchase Intention	Short Video Application
CE1	0,842	0,731	0,833

CE2	0,813	0,711	0,679
CE3	0,738	0,588	0,534
CE4	0,802	0,735	0,591
IB1	0,871	0,886	0,668
IB2	0,752	0,912	0,711
IB3	0,612	0,701	0,529
SV1	0,486	0,535	0,720
SV2	0,706	0,697	0,865
SV3	0,711	0,653	0,760
SV4	0,733	0,703	0,932

All criteria were meet the requirements and the research's conclusion are valid. So, the research are able to go to the next step.

The reliability test was carried out to prove the accuracy, consistency and precision of the instrument in measuring constructs [39]. Reliability measurement uses composite reliability and Cronbach's Alpha values. Data can be said to be reliable when the composite reliability value is more than 0.7 and the Cronbach Alpha value is more than 0.5. The results of this study are shown in table 6 as follows:

Table 6. Reliability Test Results

Variables	Composite Reliability	Cronbach Alpha	Conclusion
Customer Engagement	0.94	0.92	Reliable
Purchase Intention	0.90	0.86	Reliable
Short Video Application	0.93	0.91	Reliable

Based on the data on table 4, 5 and 6 that all the data are valid and reliable. Therefore, all indicators are highly capable to be used in further analysis.

The coefficient of determination is shown by R square value that shows how much an independent variables influences dependent variable. Value of R square in this research are 0.66 for customer engagement and 0.62 for purchase intention (**Table 7**). The value of R square for this two variables are categorized as a moderate to strong model [40]. It means that the variable customer engagement can be driven by short video application variable of 66% and 62% for variable purchase intention. While the remaining 33% and 38% is driven by another variables outside the model.

Table 7. R square

Variables	R square
Customer Engagement	0.66
Purchase Intention	0.62

The path coefficients test was used to determine the direction of the relationship between each variable in the study. After bootstrapping, the value of the path coefficients between the variables is shown in Table 8 as follows:

Table 8. Path Coefficients

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Short Video Application → Customer Engagement	0.812	0.817	0.042	19.183	0.000
Short Video Application → Purchase Intention	0.789	0.789	0.058	13.706	0.000

The value of path coefficients are 0.812 and 0.789, which means that short videos have a positive influence on customer engagement and intent to buy. The value of t-statistics are 19.183 and 13.706, which means that short videos have a significant influence due to t-statistics are greater than t-table (t-table's significancy for 5% = 1.96). More attractive short video will increase customer engagement and have a significant effect for purchase intention

All the data above showed that short video application have positive and significant influence to customer engagement and purchase intention. Hence, H1 and H2 are accepted. It means that short video application has positively and significantly impacted the dependent variables.

Digitalization rapidly grows and digital marketing is one of the trends that should be beneficial for increasing profits and sales [9], [10]. Digital marketers must be active in carrying out promotional activities in order to increase

trust and strengthen relationships with customers. Popular digital channels commonly used by businesses in digital marketing are social media marketing and websites [41]. [42] states that social media marketing is very effective in creating customer engagement and creating customer purchase intentions. With the convenience offered and wide reach, digital marketing is expected to be able to increase sales and reduce costs. This is what is needed by MSMEs in Indonesia because they have a large number and have a vital contribution to the country's economy. One type of digital marketing that is currently developing rapidly is in the form of short videos that can increase product trust, trust in sellers, and customer involvement [21]. 80% of people will quickly remember what they see, 10% of what they hear and 20% of what they read, so video marketing can attract more attention. Video marketing provides a unique experience and could disseminate information in an attractive form so it could increase strong engagement with customers. With a duration of seconds, making a short video application can provide convenience in conveying information [43][18]. Research conducted by [16] found that short video applications, such as TikTok, are a pleasant experience and because of their powerful algorithms can attract attention and spend longer time interacting. Because the TikTok phenomenon is so popular that almost everyone is downloading it. The video that was spread seemed to attract a lot of attention so it was used as a marketing tool. When the Covid-19 pandemic hit, the e-commerce platform became a mainstay for MSME players who had switched to digital marketing, but it seems that video marketing has attracted more viewers. This was then used by TikTok to create a shopping application using short videos. This condition triggers other applications to also facilitate themselves with video content. Instagram then created IG Reels, e-commerce with its live video and YouTube made a short version with YouTube short. This was then responded to by MSMEs in Indonesia by following the existing trends. Indeed, at first they were still more confident using the e-commerce platform which incidentally has become a common application in buying and selling activities. But along with changing trends in society, MSME actors must adapt to this. They started making videos with short durations to attract the attention of the audience. With interesting content, it is hoped that it can attract potential customers and send messages to be followed up into a purchase transaction. Not all applications have the format of a buying and selling service, but short videos that have been made can be linked to your online buying and selling application. Short video applications that are currently popularly used are TikTok and IG Reels, while MSME actors for their product marketing activities still rarely use YouTube Short. The results of in-depth interviews with MSMEs have been conducted by researchers and it was found that using short videos in product marketing activities can increase awareness and traffic from customers. With good handling and response, this traffic can be converted into sales. TikTok become a pioneer for an application that applied short video and have a selling feature. Short videos with interesting and real content can attract a large number of potential buyers. With a not too long duration, potential consumers have enough time to view the content presented and decide on the next step. Prospective buyers who are interested in the content presented will start acting by giving short messages directly to the seller, making comments, or directly buying. All activities and responses from customers can be properly monitored and it makes easier for businesses to understand their current business conditions. TikTok will read the activity of the user and the more active it is, the more the account will occupy the top position. With this condition, the possibility of being seen for the first time by prospective buyers will be even greater. TikTok is indeed effective in presenting interesting and proper short video content, but the TikTok system will filter out active users with the right frequency to be an option on the main page. To meet these conditions, the account owner must have sufficient stock of short videos, as informant A said:

"TikTok could increase the number of orders until 10 times compared with using an e-commerce platform. My business getting bigger due to applying short videos on TikTok compared to before due to it could reach a wider marketing area. Knowing the segmentation of products with good prices will increase the turnover 2 – 3 times."

Informant B said the same condition for her business due to she has a big number of followers on TikTok, she gets offered to affiliate with TikTok's management to promote other's products.

"I have double advantages at once, could increase my business traffic and fee up to 10% per sale."

TikTok will be very useful for viral products and give big numbers of sales and vice versa. So the MSME's actor should have research to update the information. But informant C does not use TikTok due to she has to prepare a big number of video as a stock to be uploaded in the certain time.

In contrast to TikTok, which apart from providing awareness and being able to attract traffic from potential buyers at the same time, it seems that IG Reels is still in the stage of providing awareness. Prospective buyers who are interested in content on IG Reels still have to contact the seller via text message or comment to be able to make the next transaction. But with today's technological sophistication, IG accounts that display short videos can be linked to online store accounts from sellers. Informant C said that she could increase her customer's order by IG Reels, as below:

"IG Reels becomes more flexible because it does not need a huge number of prepared videos like TikTok. When using short videos on IG reels could help increase customers' trust due to they could

see the final product. The usage of viral audio could increase the customers' attention and increase the probability of my content in the top of the view."

The direct increase in sales due to the application of a short video could be seen on her first month. This condition could increase her spirit to create another short video to increase her followers. Informant A also said that it could increase customers' awareness and stimulate them to click the given link to his store. So, IG Reels could be a stimulator for his business.

Another short video application is YouTube short. Instead of YouTube, which contains a video with a long duration, YouTube short is not famous yet in MSMEs actors to help their marketing activity. YouTube, as a medium that started with long video content, tries to facilitate existing trends by creating a platform for short videos. But YouTube shorts still act as a platform for disseminating information and will be linked to other applications. In the world of digital marketing, YouTube short is still not as popular as TikTok. And SMEs in Indonesia are still not familiar with YouTube Short as a buying and selling application. They still prefer to use TikTok and IG Reels in marketing using short videos or using e-commerce that they have used before. Both informants A, B and C have not used the YouTube Short application as a marketing medium because they feel that TikTok and IG Reels are more capable of supporting their business.

IV. CONCLUSION

The rapid development of the digital era, all business actors must adapt to these conditions. Digital marketing is the choice of business people to help their business because of the many benefits it provides. One application that is developing in the marketing process is using short videos. With a duration that is not too long and interesting content, short video applications such as TikTok and IG Reels have become popular to help with marketing activities. With low costs and a wide reach, this application is of great interest to MSME actors. TikTok is able to attract the attention of customers with interesting video content, which can then be directed to make purchases through the system. IG Reels is able to increase the awareness of potential customers, which can then be completed with a sale. By creating slick content and setting the right frequency, MSMEs can increase sales through this short video application. The results of this study indicate that digital marketing through short videos can increase sales to MSME actors. This research is limited to short video applications such as TikTok, IG Reels and YouTube Shorts. Recommendations for further research might be carried out on MSMEs with a wider coverage area.

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Conflict of Interest Statement:

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.