

Interests Influence of Digital Marketing Product Sales in Exports by SMEs in Bandung

Hamizah Qurratu 'Aini¹,

¹Widyatama University

hamizah.aini@widyatama.ac.id

Ayuningtyas Yuli Hapsari²

²Widyatama University

ayuningtyas.yuli@widyatama.ac.id

Abstract

The world has experienced a revolutionary new era, one of which is with the development of Digital Marketing. To increase the economic globalization in the worldwide market for the company, not least for the SMEs. Micro Small Medium Enterprises (SMEs) is the main activity that one of the Spearhead to answer the challenges in the national economy. One way for SMEs in Indonesia to grow is by expanding Reviews their product sales, one of them is through export. The purpose of this study is to determine the effect of digital marketing interest on sales of products by SMEs in Bandung. The samples used were 30 respondents from SMEs in Bandung City. The results showed that digital marketing was 83.5% of the sales interest of the products by SMEs in Bandung City and the remaining 13.5% was due to other factors that will be displayed in time.

Keywords: Digital Marketing, Export Interest of Export Products, Micro Small and Medium Enterprises (SMEs)

I. INTRODUCTION

The marketing world has entered a new era of revolutionary. To increase the globalization the world economy in the vast market opportunities for the company. This certainly causes competition for market participants in order to achieve better performance. At the time of effectiveness of traditional marketing communications has decreased, a new method in the marketing world experiencing significant growth. The new way is known as "digital Marketing or Digital Marketing "which combines factors - psychological factors, humanistic, anthropological, and technologist through the multimedia with large capacities and more interactive. The result is a new round of interaction between manufacturers, markets, and consumers, through the medium of technology (mobile) as the dominant element. Digital Marketing can simplify the process of marketing a product no longer hindered by obstacles such as distance, time and language. With the convenience offered by this too can make it easier for businesses to expand their business by utilizing Digital Marketing, through export activities.

Export is one of the important benchmarks to determine how much economic growth in a country. However, according to the data obtained, the development of Indonesian exports starting in 2012-2016 is not increasing and even vice versa. Based on the chart below, in the period 2012-2016, the value of Indonesia's exports continued to decline each year from 190,020,266.0 billion US \$ to 144,489,825.8 billion US \$ in 2016 ago