

# Digital Marketing education as a Strategy to Get New Opportunities: A Geographical Case Study on Indogarment MSMEs, Indonesia

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## Abstract

The concept of digitization, which is a transformation from traditional to digital changes, we have understood from various sectors, one of which is marketing. The use of digital marketing is very helpful for businesses, but in reality in Indonesia it is still not maximally implemented. Additionally, the basic education in marketing also influences the intention to explore the new opportunities. This can be seen from the data which states that only 13% of all MSMEs in Indonesia use digital companies. Although it is backed by the digital marketing but the marketing education profile of the marketer also influences the success of the marketing and identification of the new opportunities. Indogarment is one of the MSMEs in Indonesia that is able to take advantage of digital marketing for its company. This study aims to understand digital marketing can help companies and get new opportunities from potential consumers. The research method used in this study is qualitative by means of interviews and observations on the object study, namely the Indogarment company. The main research result is that in the implementation of digital marketing, a deep understanding is needed so that companies are not wrong in choosing tools in digital marketing so that they are effective. Additionally, the role of basic marketing education cannot be ignored at all.

## Keywords

Digital economy, Digital marketing, Marketing education, SME

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## Introduction

The concept of digitization, which is a transformation from traditional to digital changes, we understand that it occurs in various sectors. Of course, this is due to globalization which is a change that occurs in all sectors around the world, of course, caused by digitalization. Of course, because globalization is very influential on all sectors, of course, nowadays we are familiar with the term with the addition of digital terms. Indeed, the basic concept of digitization apart from transformation is the influence of the use of ICT devices on its activities. One of the sectors involved in the digitalization process is marketing. The term marketing with digital use is then known as digital marketing. Utilization in digital marketing is very helpful in the whole process of traditional marketing. In (Dora, NurAmalina, & AuliaRahmi, 2020) it is stated that digital-based marketing is used to get consumers, build consumer preferences, promote brands, maintain consumers, and increase the number of products sold and ultimately increase profits. So based on this definition we can see that digital marketing should have a big influence on business, of course in a positive direction. The concept of digital marketing can not only be seen as the use of social media in carrying out marketing activities. According to (Rodrigues & Martinez, 2020) it is said that there are several combinations of marketing tools that exist in digital marketing, namely: Search ads (SEO and SEM), Display Ads, Websites, Social Media, Direct Messaging. Of course, seeing that the view of digital marketing is that marketing through social media alone must be abolished, because basically there are many tools that can be used in digital marketing, both free and paid. Seeing this positive thing, of course, our country should be able to take the positive side to be able to develop various strategies for utilizing digital marketing to develop SMEs in Indonesia. One of the developments that are starting to appear in Indonesia is creating a business climate with a digital economy. The following is a strategy for developing the digital economy in Indonesia as reported by the Ministry of Communication and Information Technology:

**Figure 1** – Digital Economy Indonesia



**Source :**(Da Silva & Núñez, 2021)

Based on the picture above, we can see that Indonesia's digital economy is divided into several elements, namely Financial Technology (Fintech), On Demand Service, E-commerce, Digital Wellness and Internet of Things (IoT). In the application of the digital economy framework, we can see that the government is serious in digitizing the economic sector, which is of course in the business sector. This also helps create a hope for developing MSMEs in Indonesia, which is the largest business sector in Indonesia. The use of digital marketing is very necessary in order to realize the creation of a digital economy in Indonesia. Moreover, the success of the digital marketing relies on the basic education related to the marketing. As the marketing education enables an individual to explore the opportunities that are then implemented with the help of digitization. For now, according to the article published in (Adam, Hassan, & Abdullah, 2021), stating that the implementation of digital marketing in Indonesia has only been implemented in 13% of the total number of MSMEs in Indonesia. Of course, we can see this phenomenon that the government wants a digital economy to be created in Indonesia, but the implementation seen in the community is not optimal. Of course,



there are many factors that we can see that are very influential here, including the demographic diversity in Indonesia, where Indonesia's geographical condition is so wide that its application is not maximized. One of the MSMEs in Indonesia that implements digital marketing is Indogarment Indonesia. This company is one of the convection companies located in Bandung – Indonesia. The company that has been established since 2009 has a vision to be able to meet demand to go global. It is because of this vision that Indogarment implements digital marketing in its business. In this case study the author wants to find answers to the phenomena that occur why the application of digital marketing in Indonesia is still very small. Especially we can see that digital marketing can bring companies to get even bigger opportunities, especially global business.

## Literature Review

In (Mkwizu, 2019) explains that digital marketing is the use of electronic media used by marketers to promote the products they sell and to attract consumers. Digital marketing has a goal to attract consumers and potential consumers quickly, this happens because the acceptance of technology and the internet in society occurs quickly (Chairunisa, 2018). Having an appropriate marketing education helps to identify the major areas where the opportunities actually exist and can be used. So that it can be said that digital marketing is implemented to be able to create two-way communication to generate awareness and consumer engagement for a product or brand. (Altounjy, Alaeddin, Hussain, & Sebastian, 2020)

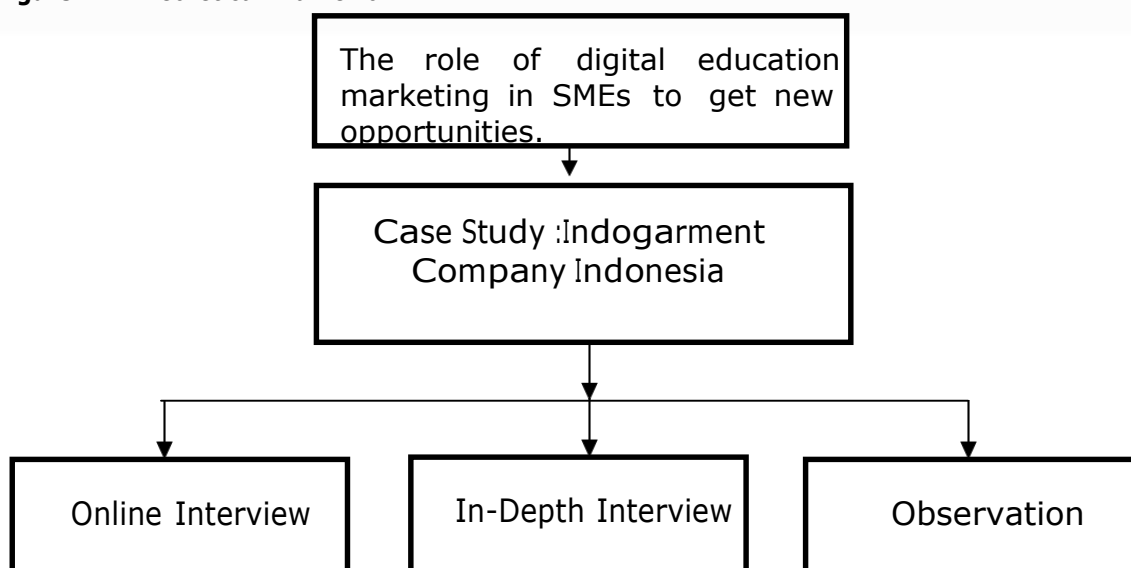
Digital marketing is a combination of using various internet-assisted marketing tools (Rodrigues & Martinez, 2020):

- Search Ads: SEO and SEM are two types of tools commonly used in search engines. Aims to make it easier for consumers to find our business in search engines using keywords.
- Display Ads: are online advertisements created with content that has been tailored to target consumers to sell products (goods & services) from the company.
- Website: is a website owned by customers as an online store. Initial face-to-face with consumers.
- Social media: is a computer-based tool that allows someone to do social activities on the internet.
- Direct Messaging: is a method of sending messages with various platforms directly to consumers or potential consumers containing product offers or information for other consumers.

## Theoretical Framework

Based on the problems in this research and also the literature review, the author tries to develop a framework of thinking to answer the problems of this research. The following is the framework of thinking in this research:

**Figure 2** – Theoretical Framework



Source: Author

## Methods

This study uses a qualitative method. In {Suroso, 2019 #1029@@author-year} it is explained that research with qualitative analysis methods is research where the analysis is carried out regarding a situation that is expressed descriptively and is based on a causal breakdown. The approach in this research is to use descriptive qualitative. In (Pramawati, Putri, & Mulyawan, 2020) it is stated that this approach is carried out through describing written or spoken words from observing the behavior of the people who are the object of research. Based on some of the definitions above, the researcher conducted this research with a qualitative method. The object of research in this study is Indogarment Indonesia which is located at Jl. Honje Lamping II Sand No. 13, RT.05 RW.13, Ex. Padasuka, Cimenyan district, Bandung – Indonesia. The research was conducted by interview and observation. The key informant is the owner of Indogarment, namely Mr. Bheben Oscar.

## Analysis

### Company Profile Indogarment

Indogarment is a convection company from Bandung which was founded in 2009 by Mr. Bheben Oscar. This business has the main service, namely the manufacture of clothing to order for various types such as: t-shirts, shirts, jackets, vests, etc. This company has individual customers or organizations. Vision: Being excellent and firm company in supplying global market needs, and also to give a contribution in developing and welfare of Indonesian people.

Mission: Implement good management system in the management of the company. Produce high-quality products and always do innovation to meet consumer needs. Creating a good and conducive of working environment. Creating a mutually beneficial relationship with all stakeholder.

**Figure 3** – Indogarment Logo



**Source:** {ER, 2021 #1028}

### Pemasaran Digital pada Indogarment

Based on the results of interviews and researchers conducted by researchers on resource persons, there are many things that researchers can take from the implementation of digital marketing at Indogarment. "Digital marketing cannot be equated from one company to another because every business has a different concept" (Bheben Oscar, Indogarment). "Marketing education cannot be ignored since it allows to find out the areas where the opportunities can be best explored" (Bheben Oscar, Indogarment). In the interview conducted by the resource person, he said that basically, to implement digital marketing, it must be adjusted to the company's business concept. So, of course, every company that wants to implement digital marketing must have different strategies and tools. A company can learn from other companies about digital marketing, but when it is implemented, it must be adjusted to the company's business processes.

"Indogarment uses google ads tools, this is because it adjusts to the target consumer. Through google ads, Indogarment can get specific target consumers, thus creating a great opportunity to become potential consumers". (Bheben Oscar, Indogarment).

In looking at this answer, following research conducted (Rodrigues & Martinez, 2020), which explains that there are many tools in digital marketing, many companies can use a combination of all of them or only choose marketing tools that fit the company's business concept. Indogarment chose

google ads because their basic product is made-to-order clothing, so the company really needs consumers with specific profiles. In using digital marketing, companies really need to understand the function of each existing digital marketing tool so that it can be useful for the company. Keep in mind that digital marketing has a paid and a free concept. When the company needs to get a quick effect on increasing sales, for example, the company can choose a paid one. Meanwhile, for example, the company does not have sufficient funds for promotion through digital marketing, just choose free tools by learning more about how to optimize the use of these tools so that they can get the maximum impact too.

"In a year, Indogarmen budgets 6-10 million rupiah for promotions through google ads and social media. (Bheben Oscar, Indogarmen).

In the depth interview, the interviewee provided data on the company's promotional budget on social media. He also emphasized that the amount of budget for digital marketing cannot be the same, and whether it is too big, or too small. Cannot be equated. For him, the expenditure must be in accordance with what is obtained. When the company has spent large enough funds on digital marketing but it is felt that it has less impact on the company. So it is necessary to evaluate whether the digital marketing strategy that the company is doing is appropriate or not.

"For this business, we have a team that specifically handles digital marketing, which consists of: content, advertising, and customer service admin. Additionally, we also provide the marketing education to our team (Bheben Oscar, Indogarmen).

In this digital marketing, companies will not only compete with capital, but with time. Because in digital marketing there is the use of the internet which the whole world knows with 24/7 service. Which means that, if your business opens an online service then you must be prepared to immediately accept orders and serve customers. The various explanations based on the results of the interview are in line with research conducted by (Dzogbenuku & Keelson, 2019) which states that under current conditions when doing business and only using business knowledge will not be enough. But when doing business and collaborating with marketing knowledge it will be enough. This is what is then needed in the current conditions in digital marketing where synergies are needed from various disciplines. Especially entrepreneurs and digital

### **Analisis strategi pemasaran digital**

Based on the results of interviews and observations, researchers can answer the problems that occur. The problem that occurs is that in Indonesia there are problems, namely the level that is still quite low in the implementation of digital marketing. It also pinpoints that the marketing education should also be enhanced to increase the rate of new opportunities exploration. Based on case studies that have been carried out on Indogarmen, researchers can highlight various things including: companies must understand their business model so that the use of digital marketing can be adapted to the company's business model. Basically, to understand digital marketing, business owners must study each of the tools so that they are appropriate. Companies can hire a consultant or learn independently through independent training to better understand digital marketing so that it becomes effective. According to (Eze, Chinedu-Eze, Okike, & Bello, 2020) there are several factors that can make digital marketing implementation successful, namely These factors include functional capability, adaptive capacity and expandability which are related to technology context. Collective understanding, degree of partnership and diversity of information are linked to the organization context while the level of training, quality of service delivery, customer fulfillment and intense competition are associated with environmental context.

### **Conclusion**

Based on the results of this study, several things can be concluded including: the lack of digital marketing implementation for MSMEs in Indonesia is caused by the lack of understanding of MSMEs regarding the use of digital marketing in their business. Additionally, there is also a problem of marketing education insufficiency. The suitability between the company's business model and the tools used in digital business is very important, because this can affect the successful implementation of digital marketing.

## Suggestion

There are several things that can be suggested from this research including:

For Government: It is hoped that they can further socialize MSME actors about digitalmarketing and various existing tools so that MSME actors understand what is needed for their company. For example, you can collaborate with Google to provide free training for MSMEs regarding digital marketing. Basic marketing education workshops can be arranged as well.

For MSMEs: Can understand digital marketing as a tool that helps the company's business, so that it can connect between the company's business model and digital marketing tools so that it becomes effective. Marketing education should be provided so that the better opportunities may be explored in line with the marketing domain.

For future researchers: This research is still far from perfect, in the future it is hoped that researchers can examine more deeply about the factors that support the successfulimplementation of digital marketing.

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