

## Digital Marketing Strategies to Enhance Visibility and Sales of MSMEs: A Case Study at KWT Kuncup Mekar



Ni Luh Putu Eka Pradnyawati<sup>1</sup>, Yosep Fristamara<sup>2</sup>

<sup>1</sup> Sekolah Tinggi Agama Hindu Negeri Mpu Kuturan, Indonesia

<sup>2</sup> Universitas Pendidikan Ganesha, Indonesia

**ABSTRACT:** In the ever-evolving digital era, Micro, Small, and Medium Enterprises (MSMEs) must adopt digital marketing strategies to remain competitive in an increasingly competitive market. Although digital marketing has proven effective in expanding reach and boosting sales, many MSMEs still face challenges in effectively implementing it. This research aims to analyse how digital marketing strategies can enhance the visibility and sales of MSMEs, particularly by examining a Case Study at KWT Kuncup Mekar. Through a qualitative approach, this study explores the experiences and perspectives of MSMEs regarding digital marketing by employing in-depth interviews, observations, and document analysis as data collection techniques.

The study found that the effective implementation of digital marketing strategies can significantly improve the visibility and sales of MSMEs. MSMEs utilizing various digital platforms, such as social media and e-commerce, experienced a notable increase in visibility and interaction with the market. However, the success of these strategies depends on the quality of content, understanding of market trends, and the ability to regularly evaluate campaign performance. Additionally, collaboration with external parties and partnerships can also broaden access to marketing resources.

In conclusion, this research concludes that digital marketing strategies play a vital role in enhancing the visibility and sales of MSMEs. MSMEs need to continually develop and update their strategies in line with market changes and consumer trends. Collaboration with external parties can also be an effective strategy to expand marketing reach. The researcher expresses gratitude to all parties involved in this study, including MSMEs at KWT Kuncup Mekar, respondents, supervisors, and research partners, for their contributions and support.

**KEYWORDS:** *Digital Marketing, Enhancing Visibility, Sales, MSMEs*

### I. INTRODUCTION

In the rapidly evolving digital era, Micro, Small, and Medium Enterprises (MSMEs) need to update their marketing strategies to remain competitive in an increasingly challenging market. MSMEs require business development through technology to compete effectively with similar businesses (Harahap et al., 2022). Digital marketing has become a key factor in expanding market reach and increasing sales. However, many MSMEs still face challenges in implementing it effectively. Digital marketing involves leveraging technology in marketing activities, such as using e-commerce for online sales transactions and utilizing social media as a promotional platform (Sholikhatin et al., 2022).

The need for digital marketing arises from rapid technological and connectivity advancements and the shift in consumer transaction behavior toward massive digitalization. This compels businesses of all sizes to adopt digital marketing approaches to grow their enterprises and broaden the distribution of their products and services.

The current situation indicates that MSMEs, including our partner, KWT Kuncup Mekar, face various challenges in marketing their products. Despite having high-quality products and significant market potential, their visibility remains limited. Stagnant sales and a lack of growth indicate that the marketing strategies are not optimal.

KWT Kuncup Mekar, as our partner, encounters several challenges in efforts to boost sales of its organic agricultural processed products. These challenges include a lack of strong presence on digital platforms such as social media or websites. Members of KWT Kuncup Mekar also face limitations in knowledge and skills regarding digital marketing management. The promotional methods used so far have not effectively reached potential target markets.

## Digital Marketing Strategies to Enhance Visibility and Sales of MSMEs: A Case Study at KWT Kuncup Mekar

This study is conducted based on several key reasons highlighting the importance of digital marketing strategies for KWT Kuncup Mekar in Buleleng:

1. **Increasing Sales of Processed Products**  
KWT Kuncup Mekar produces various processed products such as snap peas, cassava chips, and other cassava-based products. Sales of these products need to be improved to reach broader markets and increase the group's income.
2. **Utilizing Digital Technology**  
In the digital era, information and communication technology have become crucial in various business aspects. Digital marketing offers a more effective and efficient way to reach consumers compared to traditional marketing methods.
3. **Empowering KWT Members and Local Farmers**  
Increased sales will lead to higher demand for raw materials from local farmers. This helps improve farmers' incomes and empowers women members of KWT who are involved in production and marketing processes.
4. **Enhancing the Visibility of Local Products**  
Digital marketing enables local processed products from Buleleng to gain broader attention, not only in local markets but also at national and international levels. This introduces the richness of Indonesian agricultural products to a larger audience.
5. **Efficiency and Effectiveness**  
Digital marketing offers various tools and platforms that can analyze and measure campaign effectiveness in real time. This allows KWT Kuncup Mekar to quickly and accurately adjust their strategies.
6. **Market Competition**  
To face increasingly tight competition, MSMEs like KWT Kuncup Mekar need to adopt innovative strategies and adapt to technological developments. Digital marketing is one way to remain competitive and relevant in the market.

Based on these considerations, this study aims to analyze how digital marketing strategies can effectively enhance the visibility and sales of KWT Kuncup Mekar's products, as well as the positive impacts on KWT members and local farmers in Buleleng

## II. THEORITICAL REVIEW

### Digital Marketing

Digital marketing is a strategy that utilizes digital media and online platforms to promote products, services, or company brands (Aridi & Agustina, 2020). In the continuously evolving digital era, digital marketing has become an essential component of marketing efforts for businesses of all sizes. This approach leverages digital technology and the internet to reach target audiences effectively and efficiently.

One of the primary advantages of digital marketing is its ability to reach a broader audience at a lower cost compared to traditional marketing methods (Eka Santi, 2020). Through digital marketing, businesses can interact with potential customers across various online platforms such as websites, social media, email, search engines, and mobile applications (Mulyantomo et al., 2021). This enables tailored messaging to target audiences and allows for better monitoring and measurement of campaign effectiveness.

### Visibility

Enhancing visibility involves strategies to help businesses, particularly MSMEs, expand their reach and improve market presence. According to Kotler (2016), increasing visibility is a marketing strategy aimed at making products or brands more recognizable to a broader audience. This involves utilizing various marketing tools and techniques to attract attention and build brand awareness in the target market.

Kaplan and Haenlein (2010) describe visibility enhancement as the process of leveraging social media to expand reach and build engagement with consumers. Social media allows businesses to communicate directly with customers and foster loyal communities.

High visibility is the result of a strong and consistent branding strategy. Effective branding ensures that products or services are easily recognized and remembered by consumers, increasing the likelihood of being chosen over competitors.

In summary, increasing visibility requires a structured strategy that includes leveraging digital technology, implementing strong branding, and employing effective communication to make a business more recognizable and memorable to a broader audience.

### Sales

## Digital Marketing Strategies to Enhance Visibility and Sales of MSMEs: A Case Study at KWT Kuncup Mekar

Sales refer to the process in which goods or services are exchanged for value, typically in monetary terms. According to Philip Kotler (2016), sales are the process through which consumer needs and wants are met by exchanging products or services for specific value.

Sales play a crucial role in marketing, focusing on how businesses can satisfy customers and achieve their business goals. Based on definitions and studies from various experts, sales can be viewed as a complex process involving multiple elements, from identifying customer needs to achieving customer satisfaction and long-term loyalty. It is not just about transactions but also about building sustainable relationships with customers.

### MSMEs

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in the economies of many countries, particularly in job creation and contributing to GDP. Schaper and Volery (2004) define MSMEs as businesses characterized by small size in terms of revenue, number of employees, and capital. They emphasize that MSMEs often have simple organizational structures and high flexibility in adapting to market changes.

MSMEs are vital for fostering innovation and creating jobs, especially in local economies. These businesses are typically independently owned and operated, often serving local markets. MSMEs also play a crucial role in economic diversification.

The development of MSMEs as a priority in development policies is a right that must be fulfilled. Although inclusive and competitive economic development is often declared a shared goal for Indonesia, policies specifically focused on MSME development remain limited compared to other development priorities. To achieve development objectives more effectively and efficiently, it is essential to ensure that development policies and their implementation consider the needs of MSMEs to foster growth, rather than imposing conditions that are difficult for MSMEs to follow (Darwin, 2017).

In conclusion, MSMEs are small- to medium-scale businesses that play a vital role in the economy through job creation, innovation, and contributions to GDP. The definition and role of MSMEs can vary depending on the local context and the economic policies of each country.

### III. RESEARCH METHOD

The research method applied in this study involves a qualitative research design aimed at gaining an in-depth understanding of MSMEs' experiences and perspectives regarding digital marketing. The steps include careful sampling to ensure good representation of the MSMEs that serve as the subjects of the case study.

The data collection techniques used include in-depth interviews, observation, and document analysis to gain a holistic insight into the digital marketing strategies implemented by MSMEs. Additionally, qualitative data analysis is employed to identify patterns and key themes emerging from the collected data.

### IV. RESULT AND DISCUSSION

The results and discussion of the study titled "*Digital Marketing Strategies to Enhance Visibility and Sales of MSMEs: A Case Study of KWT Kuncup Mekar*" can be summarized as follows: This study reveals that implementing digital marketing strategies has a significantly positive impact on the visibility and sales of Micro, Small, and Medium Enterprises (MSMEs), as documented in the case study of KWT Kuncup Mekar. The findings show that MSMEs adopting digital marketing strategies—such as leveraging social media, SEO, and relevant online content—experience notable improvements in their visibility in both local and online markets.

The discussion highlights that digital marketing strategies enable MSMEs to be more easily discovered by potential customers and to interact directly with their market. Such interactions not only enhance brand awareness but also strengthen relationships with existing customers while expanding the base of new ones. By utilizing the diverse digital platforms available, MSMEs can optimize their resources to reach a wider target market and significantly boost sales.

The study also emphasizes the importance of MSMEs actively understanding trends and changes in consumer behavior and adapting their marketing strategies accordingly. By taking a responsive and flexible approach to market dynamics, MSMEs can strengthen their position in increasingly competitive business environments. Thus, the study contributes to understanding the critical role of digital marketing strategies in enhancing MSME visibility and sales while providing practical insights for MSMEs to develop effective marketing strategies in the digital era.

The success of MSMEs' digital marketing strategies depends not only on their online presence but also on the quality of the content they deliver and the interactions they foster with their audience. Relevant, informative, and engaging content has a significant potential to attract consumer attention and build strong relationships. Therefore, MSMEs must focus not just on the frequency of their postings but also on the quality of the content they share to ensure a positive impression on customers.

## Digital Marketing Strategies to Enhance Visibility and Sales of MSMEs: A Case Study at KWT Kuncup Mekar

It is essential to recognize that digital marketing strategies are not static; they require continuous evaluation and adjustments in response to market trends and consumer feedback. MSMEs need to actively monitor their digital campaign performance, analyze the data obtained, and identify areas for improvement. This may include optimizing search strategies, enhancing social interactions, or even exploring new emerging platforms.

Considering specific aspects of digital marketing strategies tailored for MSMEs, such as the need to operate within limited budgets while maximizing resource efficiency, MSMEs can utilize low-cost but effective digital marketing tools and techniques, such as organic social media usage, content marketing, or collaborations with local influencers. With smart and focused approaches, MSMEs can achieve significant results despite budget constraints.

Overall, the study demonstrates that digital marketing strategies are key elements in strengthening the visibility and sales of MSMEs. By understanding and implementing appropriate digital marketing strategies, MSMEs can take concrete steps to enhance their competitiveness in this increasingly digital market. However, success does not come automatically; it requires commitment and hard work in developing and executing effective and responsive digital marketing strategies.

The success of MSMEs' digital marketing strategies is also influenced by their ability to regularly measure and evaluate campaign performance. MSMEs must identify relevant key metrics, such as conversion rates, user engagement levels, or ROI (Return on Investment), and use this data to make better decisions in allocating marketing resources. By understanding what works and what doesn't, MSMEs can continuously refine their digital marketing strategies over time.

Additionally, collaboration and partnerships with external parties, such as digital marketing agencies or industry stakeholders, can also be effective strategies for MSMEs to enhance their visibility and sales. By leveraging the expertise and additional resources of external partners, MSMEs can expand their reach and access resources they may not possess internally. This also helps reduce internal workload, allowing MSMEs to focus on their core business activities.

The success of MSMEs' digital marketing strategies is not only measured by direct revenue but also by their long-term impact on business growth and sustainability. Besides increasing sales, effective digital marketing strategies can help build a strong brand, enhance customer loyalty, and expand the MSME market share in the long term. Therefore, investing in digital marketing strategies is not merely a cost but an investment in the future of MSME businesses.

The study reaffirms that digital marketing strategies are crucial in improving MSME visibility and sales. With a targeted approach, continuous evaluation, and the right collaborations, MSMEs can optimize their digital marketing potential and achieve sustainable success in this digital era.

The Role of Information Technology, Information technology (IT) involves creating, storing, transforming, and utilizing information in all its forms. Through the use of IT, MSMEs can enter global markets. Companies like Amazon, Yahoo, and eBay, which started as small businesses, grew into giants in a short time because they utilized IT to develop their businesses. For small businesses, IT use in operations, often referred to as e-commerce, provides flexibility in production, faster delivery for software products, quick and cost-efficient tendering, and paperless transactions.

The internet allows MSMEs to market their products to global markets, opening up vast export opportunities. Transaction costs, including communication expenses, can also be reduced through better IT systems. The positive aspects of leveraging internet networks for business development include:

1. Enhancing product promotion through direct, rich, and interactive customer engagement.
2. Creating distribution channels for existing products.
3. Reducing the cost of information delivery to customers compared to conventional means.
4. Drastically shortening information exchange times, taking minutes or seconds.

The establishment of IT-Based MSME Development Centers at the district or sub-district level is essential because most MSMEs are located in rural areas without internet access or websites. These centers would enable MSMEs to expand their markets both domestically and internationally efficiently. Improved prosperity for MSME communities and their workforce would positively impact national development success.

Although Indonesian MSME products often match or exceed the quality of foreign goods, they lag in technology for production, packaging, and marketing. For competitiveness, MSMEs must adapt to modern advancements. By leveraging IT, MSME performance can become more efficient and effective, providing a significant return on investment. With IT, MSMEs can compete not only domestically but also internationally, excelling in quality, packaging, speed, and marketing.

## V. CONCLUSION

This research has provided a deeper understanding of the role of digital marketing strategies in enhancing the visibility and sales of Micro, Small, and Medium Enterprises (MSMEs). By examining the case study of KWT Kuncup Mekar, the researcher

## Digital Marketing Strategies to Enhance Visibility and Sales of MSMEs: A Case Study at KWT Kuncup Mekar

successfully identified how the implementation of digital marketing strategies significantly impacts the performance of MSMEs in an increasingly digital market.

From the findings, it can be concluded that digital marketing strategies play an essential role in strengthening MSMEs' position in the competitive market. Through the application of appropriate strategies, MSMEs can increase their visibility, expand their market reach, and significantly boost their sales. However, success does not come automatically; commitment, continuous evaluation, and adaptation to market changes are necessary to ensure the sustainability of these digital marketing strategies.

Based on these findings, the researcher offers several recommendations for MSMEs and related stakeholders. First, MSMEs are encouraged to actively understand market trends and consumer responses while continuously developing and enhancing their digital marketing strategies. Second, MSMEs should focus on the quality of the content they deliver and continuously monitor the performance of their campaigns, using the data collected to make better decisions. Finally, the researcher suggests collaboration and partnerships with external parties to expand their reach and access additional resources in digital marketing.

The researcher wishes to extend profound gratitude to all parties involved in this study. Special thanks go to the MSMEs at KWT Kuncup Mekar for their willingness to participate as the case study subjects and share their experiences. Gratitude is also extended to the respondents who participated in interviews and provided valuable data for this research. Lastly, the researcher would like to thank the supervising lecturers and research colleagues for their guidance and support throughout the research process. All contributions and support have been invaluable to the success of this study.

### REFERENCES

- 1) Aridi, K. A., & Agustina, Y. (2020). Pengaruh Independensi Komite Audit, Audit Tenure Dan Reputasi Auditor Terhadap Kualitas Audit Pada Perusahaan Sektor Perdagangan Eceran Yang Terdaftar Di Bursa Efek Indonesia (Bei) Tahun 2011-2018. *Ekonomi & Bisnis*, 18(2), 109–118. <https://doi.org/10.32722/eb.v18i2.2491>
- 2) Eka Santi, D. (2020). Peran Online Advertising Pada Pemasaran Axis. *SOURCE : Jurnal Ilmu Komunikasi*, 6(1), 58. <https://doi.org/10.35308/source.v6i1.1768>
- 3) Harahap, B., Hasibuan, E. H., Rambe, A., Singarimbun, R. N., & Syahputra, D. (2022). Pemberdayaan Masyarakat Melalui Pelatihan Kewirausahaan dan Pemasaran Digital Pada Masa Pandemi Covid-19 di Masjid Muhammad Jayak. *Mejuajua: Jurnal Pengabdian Pada Masyarakat*, 2(2), Article 2. <https://doi.org/10.52622/mejuajujabdimas.v2i2.64>
- 4) Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- 5) Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- 6) Mulyantomo, E., Sulistyawati, A. I., & Triyani, D. (2021). Pelatihan Pemasaran Online Dan Digital Branding Dimasa Pandemi Covid-19 Bagi Pelaku UMKM di Desa Tegalarum Kecamatan Mranggen Kabupaten Demak. *Tematik*, 3(2), 199–210. <https://156.67.218.228/index.php/tematik/article/download/4218/2318>
- 7) Sholikhatin, S. A., Fitrianiingsih, W., & Fujiyanti, F. (2022). Pelatihan Strategi Pemasaran Digital Bagi Komunitas Digital Marketer Purwokerto. *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan*, 6(3), 1323–1327. *Jurnal BUDIMAS* (ISSN:2715-8926) Vol. 06, No. 01, 2024 109. <https://doi.org/10.31764/jpmb.v6i3.10360>
- 8) Schaper, M., & Volery, T. (2004). *Entrepreneurship and Small Business: A Pacific Rim Perspective*. Wiley.
- 9) Sudaryanto dan Hanim, Anifatul. 2002. Evaluasi kesiapan UKM Menyongsong Pasar Bebas Asean (AFTA): Analisis Perspektif dan Tinjauan Teoritis. *Jurnal Ekonomi Akuntansi dan Manajemen*, Vol 1 No 2.
- 10) Webber, R. (2013). The evolution of direct, data, and digital marketing. *Journal of Direct, Data and Digital Marketing Practice*, 14(4), 291–309. <https://doi.org/10.1057/dddmp.2013.20>
- 11) Wierenga, B., & Van der Lans, R. (2017). Marketing decision models: Progress and perspectives. In *Handbook of Marketing Decision Models* (pp. 1–11). Springer. [https://doi.org/10.1007/978-3-319-56941-3\\_1](https://doi.org/10.1007/978-3-319-56941-3_1)
- 12) Yilmaz, D., & Bhatti, F. (2017). The impacts of direct marketing strategies on consumers' purchasing decision in cosmetic sector in Turkey *Organisational Studies and Innovation Review*, 3(2), 45–53.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.