


The Effect of Digital Marketing on MSME Income In Bandung Petshop Industry

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ABSTRACT

Bisnis yang biasanya dilakukan dengan cara konvensional seperti perdagangan yang terjadi di pasar semakin berubah dan tergantikan oleh gaya hidup baru yaitu perdagangan online. Salah satu jenis perdagangan online yang terjadi adalah perdagangan melalui digital marketing. Di Kota Bandung terdapat 189 toko makanan dan perlengkapan hewan. Dari 189 gerai tersebut, 100 di antaranya merupakan UMKM yang sudah menggunakan digital marketing sebagai sarana periklanan. Metode dalam penelitian ini menggunakan uji-t sample berpasangan. Berdasarkan hasil t-hitung sebesar -5,063 dan nilai signifikansi sebesar 0,000 dimana hal ini menunjukkan bahwa nilai uji-t dibawah 0,05 yang berarti terdapat perbedaan penjualan yang signifikan sebelum dan sesudah penerapan digital marketing pada toko hewan di kota Bandung

Businesses that are usually carried out using conventional methods such as trading that occur in the market are increasingly changing and are being replaced by a new lifestyle, namely online trading. One type of online trade that has occurred is trading through digital marketing. In the city of Bandung, there were 189 food and animal equipment shops. Of the 189 stores, 100 of them are MSMEs that already use digital marketing as a means of advertising. The method in this research using a sample paired t-test. Based on the t-count results are -5.063 and the significance value is 0.000 where it shows that the t-test value is below 0.05 which means there is a significant difference in sales before and after the implementation of digital marketing at animal shops in Bandung.



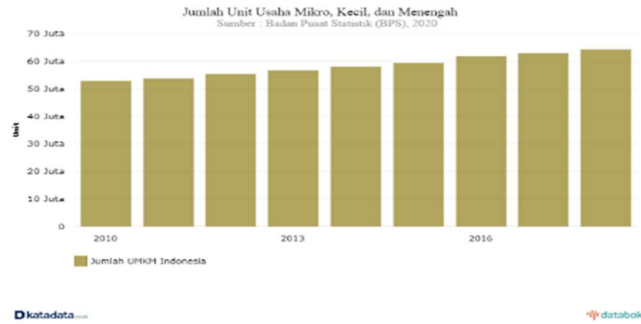
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INTRODUCTION

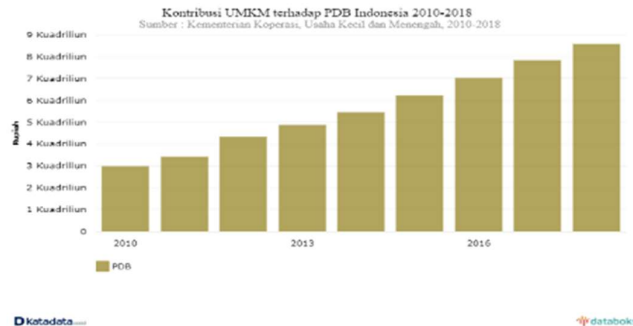
The development and advancement of information technology in today's era requires every effort to seek opportunities from potential developments and technological advances. This is due to global competition where every business that wants to develop its business potential must be creative in taking advantage of the opportunities of the technology. One of the opportunities that can be exploited for business actors is the use of digital technology.

Opportunities from the use of digital technology are supported by the population in Indonesia, which is one of the largest internet users in the world. According to data from the Association of Internet Service Providers (APJII) in Indonesia, internet use in Indonesia in the second quarter of 2020 reached 196.7 million or 73.7% of the population in Indonesia. (technology.business.com, 2020) This is also driven by the improvement in fast internet infrastructure that is increasingly evenly distributed and the digital transformation that has occurred as a result of the COVID-19 pandemic. (technology.business.com, 2020)



Picture 1. Total MSMe Growth
Source: Katadata.com (2019)

One type of business that has the opportunity to utilize digital technology is the MSME business. MSMEs are one of the main drivers of the economy in Indonesia. According to BPS data in 2018 Indonesia has a number of MSMEs of 64.2 million. (Central Bureau of Statistics, 2018) This figure reaches 99.9 percent of all businesses operating in Indonesia. Of this large number, MSMEs have a major contribution to the Indonesian economy.



Picture 2. Contribution of SMEs to Indonesia's GDP
Source: Katadata.com (2019)

According to the National Development Planning Agency, the contribution of MSMEs to the Indonesian economy includes expanding job opportunities and employment, the formation of gross domestic product, and providing safety nets, especially for low-income communities with productive economic activities. (National Development Planning Agency, 2019)

MSME constraints that often occur in research conducted by Muhammad Aris are influenced by the effects of globalization that change the economic conditions of a nation so that every business is required to be able to innovate in order to survive. In the same study, it is explained that the problems of MSMEs that commonly occur are caused by weak competitiveness against imported products, limited infrastructure and government access as well as difficulties in licensing and bureaucracy and high tax levies. (Aris, 2017)

Other studies explain the problems that become obstacles to MSMEs, namely the problem of wage distribution, employment, illegal levies, corruption and others. (Sudaryanto et al., 2014) MSME problems related to business development are the difficulty of developing a business due to management incompetence, lack of ability in decision making, lack of experience, and weak financial supervision. (Nurhajati, 2005)

Apart from the problem of globalization and limited business support infrastructure. One of the biggest obstacles faced by MSMEs is the difficulty of marketing. Marketing is a fundamental problem that is often faced by small entrepreneurs, both those who are just starting out and those who have been.

Problems in marketing that are often faced by small entrepreneurs are generally focused on three things, namely the problem of market and product competition, problems of access to market information and institutional problems supporting small businesses. (Hardiyati, 2008)

Although many SMEs have developed by applying information technology by conducting digital marketing for its business activities, but there are still many MSMEs that have not implemented information technology, especially using social networking media and do not understand how big the benefits and role of using social networking media are. Whereas networking and correlative relationships are important facilitators for SME business activities. According to Deloitte Access Economics (2014), the broadband penetration rate will increase the digital engagement of SMEs and can increase Indonesia's annual economic growth by 2%.

According to data registered with the Indonesian Ministry of Cooperatives and SMEs, the number of MSMEs registered with the Indonesian Ministry of Cooperatives and SMEs is 55.2 million but MSMEs that have gone online have only reached 75,000 (Aruman, 2015). In fact, MSMEs that have online access, are involved in social media, and can develop their e-commerce capabilities, will usually enjoy significant business benefits in terms of income, Job opportunities, innovation, and competitiveness.

Apart from the benefits derived from using digital technology, 36% of SMEs in Indonesia are still offline, 37% of SMEs have very basic online skills, and 18% of SMEs have intermediate online capabilities, and 9% of SMEs are businesses. online advanced (advanced).

Problems with MSMEs are also exacerbated by the COVID-19 pandemic. In a study entitled MSME survival strategies in the midst of the COVID-19 pandemic, it was stated that economic instability was one of the obstacles faced by MSMEs during the pandemic.(Hardilawati, 2020)On the journal.id website, based on information from the Ministry of Cooperatives and SMEs, there were at least 949 reports regarding MSMEs affected by the COVID-19 outbreak.

The obstacles faced by MSME business players during the pandemic are the decline in sales, difficulty in obtaining raw materials, distribution delays, capital difficulties and production delays.(Jurnal.id, 2020). Quoted from Kompas online news, according to Sea Group's president commissioner Pandu P Sjahrir, there are three main challenges faced by MSME actors during the pandemic, namely supply chains, difficulty in borrowing capital and falling demand.(Kompas.com, 2020) Therefore, during a pandemic like this, a breakthrough innovation is needed for SMEs to be able to survive in conditions like now.

Of the various MSME problems that have been described, one of the solutions offered is government assistance to the MSME actors. The government as a state administrator has made various efforts by showing a commitment to improve the performance and competitiveness of the Indonesian economy. This commitment is institutional, shown through the establishment of a ministry that handles MSMEs in the current government era, as well as through several regulations. One of the regulations related to MSMEs is the establishment of the Chamber of Commerce and Industry (KADIN) (Nursalam, 2010).

Another effort that is being made by the government towards the development and progress of MSMEs is innovation efforts in realizing MSMEs Go Digital. (CNN Indonesia, 2020)This innovation is the transformation of MSMEs from conventional MSMEs to digital MSMEs.

The basic difference between conventional MSMEs and digital MSMEs is the sales system. Where conventional MSMEs still rely on strategic locations and services as usual, digital MSMEs focus more on digital services, namely using e-commerce platforms as a means of marketing and selling. So that the marketing method used is also different where the strategic location and direct service are no longer the main value of sales by MSME actors.

But how marketing methods, activity in cyberspace (e-commerce) and speed of delivery and price compatibility with products become new values offered for digital MSME players. In addition, e-commerce has a significant impact on increasing income for MSMEs (Helmalia & Afrinawati, 2018).

Also According to data from the Ministry of Cooperatives and SMEs and the economic census from the Central Statistics Agency, the contribution of MSMEs to gross domestic product is 60.34% of the total national GDP. In addition, MSMEs also absorb 89.2% of the total workforce, then contribute 14.17% of total exports and contribute 58.18% of total investment.(Central Bureau of Statistics, 2016b) As time goes by, changes in people's habits and lifestyles from the current pandemic have turned out to be causing new problems for MSMEs.

According to CNN Indonesia news portal, of the 59 million MSMEs in Indonesia, only 7.7% or 4.6 million MSMEs sell online in the marketplace. (CNN Indonesia, 2017) This figure is still far from

sufficient, so the government is targeting this MSME digitalization program, namely the creation of 10 million digital MSMEs by 2020. (Coverage 6, 2020)

In implementing digital SMEs, at least three factors are needed to adopt e-commerce, including organizational characteristics, environmental characteristics and leadership characteristics. (Kala'lembang, 2020) In addition, in order to survive during the pandemic, MSMEs can trade e-commerce, do digital marketing, improve product quality and add services as well as establish and optimize customer marketing relationships. (Hardilawati, 2020)

Therefore, with the opportunity for digital MSMEs to make MSMEs more effective in service and cost efficiency because they do not require a place to rent and MSMEs can become more competitive among other digital MSMEs. In addition, with the existence of a marketplace, there is a linear relationship between the efforts made by small businesses in marketing and selling their products online in six districts in East Java and the results obtained. (Artaya & Purworusmiardi, 2019).

Then other benefits obtained from digital MSMEs are an increase in profits reaching 80%, one and a half times more likely to increase employment opportunities, 17 times more likely to innovate and MSMEs can be more competitive internationally. (Deloitte Access Economics, 2015) So that the development of MSMEs in Indonesia from year to year can get better. Where the quality of the product and the marketing carried out is increasing both in terms of quality and quantity. History shows that MSMEs in Indonesia still exist and thrive despite the economic crisis that hit the country since 1997.

One of the opportunities for SMEs today is to sell animal food and equipment, also known as a pet shop. This is because one of the activities that people in Indonesia are interested in is caring for and caring for pets. This is proven by the increasing number of petshops in Indonesia from year to year. And more and more manufacturers are selling food for these pets. This was also proven at an event organized by PT. Mavic Media Indonesia at an event called Indonesia Pet Expo.

The number of visitors to the event which continues to increase from 2015 amounted to 15 thousand visitors and in 2017 increased to 35 thousand visitors. The data is a measure of the magnitude of the opportunities of the petshop business. In addition, according to the organizers of the event, Indonesia is one of the countries with a fairly high number of pets.

The pet market share in Indonesia reaches 15.6% in Southeast Asia. The increasing number of pets is driving the development of professional services, the increasing demand for pet needs and the industries and businesses involved in them. Indonesia is considered as a potential market in the growth of the pet sector.

The growth of pets in Indonesia is estimated to reach 7.1% until 2020. (the increasing demand for pet needs as well as the industries and businesses related therein. Indonesia is considered as a potential market in the growth of the pet sector. The growth of pets in Indonesia is estimated to reach 7.1% until 2020. (www.money.kompas.co.id, 2016)

This is supported by the increasing number of petshops from year to year. This reason is also reinforced by the increasing number of purchases of pets during the current COVID-19 pandemic. As reported on the site medium.com. mentioned that the COVID-19 pandemic, which caused many activities to run at home, actually increased the number of sales of pets.

This has an impact on the pet food trade industry. (www.medium.com, 2020) therefore this study focuses on the sale of pet food. In addition, animal food in Indonesia is dominated by imported products. The same website states that animal food products in Indonesia are dominated by imported products by 95%. As for local products, only 5%. Therefore, this research also aims to develop local cat food producers to be able to take advantage of this market to reach a wider market share.

As for the COVID-19 pandemic, it turned out to have an effect on sales at the petshop. This is due to changes in consumer lifestyles who are starting to switch to digital stores. because the price is more competitive and the choice of products is more varied. Therefore, this study aims to develop conventional petshops to start switching to digital stores using digital marketing. because with the development and advancement of information technology in today's era, every effort is required to seek opportunities from potential developments and technological progress. This is due to global competition where every business that wants to develop its business potential must be creative in taking advantage of the opportunities of the technology. One of the opportunities that can be exploited

for business actors is the use of digital technology. Opportunities from the use of digital technology are supported by the population in Indonesia, which is one of the largest internet users in the world.

Of all MSMEs in Indonesia. One of the cities that has a large number of MSMEs is in West Java. It was recorded that in 2016, according to data from the Central Statistics Agency, West Java, the number of MSMEs was 4,454,874. Of these, West Java is the province with the second highest number of MSMEs after East Java which reached 4,569,822.(Central Bureau of Statistics, 2016) Of all cities and regencies in West Java, one of the cities that has a high population is the city of Bandung, which is 2,536,649 (Bandung Central Bureau of Statistics, 2018)

Table 1. Population and Population Growth Rate in Bandung.

Year	Total Population	Growth Rate (%)
2014	2 470 802	0.50
2015	2 481 469	0.43
2016	2 490 622	0.37
2017	2 497 938	0.29
2018	2 503 708	0.23

Source: Bandung City Central Bureau of Statistics, (2018)

The large number of people living in the city of Bandung can be an opportunity for SMEs, especially in the city of Bandung, to increase their income by marketing their products in the city of Bandung. Of the many types of MSMEs in Bandung City, one of the MSME opportunities that is currently busy is the animal food and equipment business or known as a pet shop. This is supported by the increasing number of petshops in the city of Bandung from year to year. According to

Data from the site that the author collected in 2014 there were 47 petshops operating in the city of Bandung. In 2019 there was an increase in the number of petshops by 39 so that the total number of petshops in the city of Bandung reached 86. The data that the authors collected in 2021 were 189 petshops in the city of Bandung.

As for the COVID-19 pandemic, it turned out to have an effect on sales at petshops in the city of Bandung. This is due to changes in consumer lifestyles who are starting to switch to digital stores. because the price is more competitive and the choice of products is more varied. Therefore, this research focuses on MSMEs engaged in petshops or petshops that are already running online and still use conventional marketing.

The research was conducted by looking at whether the sustainability of the business had a significant difference in income increase before and after using digital marketing in their business. So it can be seen how the changes that occur after using a digital marketing strategy

In this research author try to find out, is there any significant difference in income obtained before and after doing digital marketing on petshop SMEs in Bandung City.

This research is expected to provide knowledge about the results before and after utilizing digital marketing in the Petshop industry MSMEs in Bandung City, as well as contributing to science in the study and research of digital marketing, especially for MSMEs in the future.

This research is expected to be useful as consideration material for MSME actors who want to develop or start a business so that they can have a good business picture from the results of implementing MSME digital transformation in this study.

Referring to Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises.(DPR RI, 2008)The definition of Micro, Small and Medium Enterprises is: Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises. The criteria for the micro-enterprise group are as follows: a. Have a net worth of at most Rp. 50,000,000.00 (fifty million rupiahs) excluding land and buildings for business premises; or b. Have annual sales of a maximum of Rp.300,000,000.00 (three hundred million rupiah).

Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of Medium Enterprises or Large Businesses that meet the Business criteria. Small. The criteria for the Small Business group are as follows: a. has a net worth of more than Rp. 50,000,000.00 (fifty million rupiah) up to a maximum of Rp. 500,000,000.00 (five hundred million rupiah) excluding land and building for business; or b. Have annual sales of

more than Rp.300,000,000.00 (three hundred million rupiah) up to a maximum of Rp.2,500,000,000.00 (two billion five hundred million rupiah).

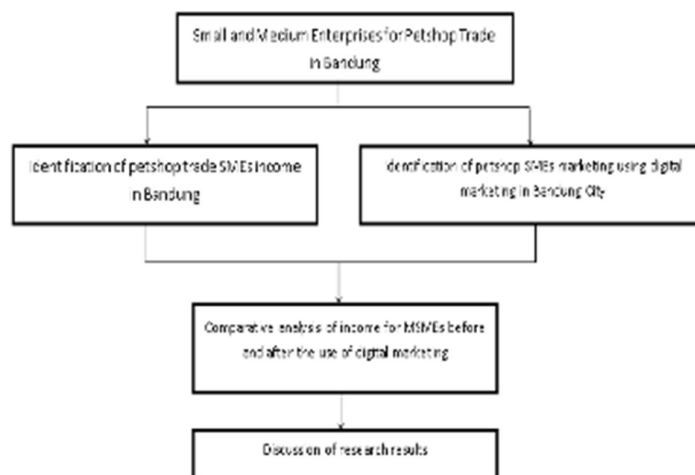
Medium Enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or Large Businesses with total net assets or annual sales results in accordance with the criteria of the medium-sized business group. The criteria for the Medium Enterprises group are as follows: a. Have a net worth of more than Rp. 500,000,000.00 (five hundred million rupiah) up to a maximum of Rp. 10,000,000.00 (ten billion rupiah) excluding land and building for business; or b. Have annual sales of more than IDR 2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of IDR 50,000,000,000.00 (fifty billion rupiah).

While the definition of MSMEs according to experts include: According to Rudjito, the definition of MSME is a business that has an important role in the Indonesian economy, both in terms of the jobs created and in terms of the number of businesses.(Rudjito, 2003) According to Ina Primiana, the definition of MSMEs is the development of four main economic activities that become the driving force of Indonesia's development, namely; Manufacturing industry, Agribusiness, Marine business, Human resources. In addition, Ina Primiana also said that MSMEs can be interpreted as the development of a mainstay area to accelerate economic recovery to accommodate priority programs and development of various sectors and potentials.

While small business is an increase in various community empowerment efforts.(Primiana, 2009)According to M. Kwartono, the definition of MSMEs is people's economic activities that have a maximum net worth of IDR 200,000,000, where land and buildings for business are not taken into account. Or those who have an annual sales turnover of at most IDR 1,000,000,000 and belong to Indonesian citizens.(Andi, 2007)

Digital business or what is known as electronic commerce or e-commerce is an activity related to buying and selling by utilizing internet facilities related to the transfer of funds, marketing of services and goods.(Kala'lembang, 2020) Suyanto in the book on e-commerce advertising strategy of the world's top companies describes several types of e-commerce (Suyatno, 2003) including:

The framework of thought in this research is to start by calculating the total number of SMEs in the petshop trade in the city of Bandung. Continued to identify the average income earned based on offline/conventional sales. And identify the marketing system for petshop SMEs in the city of Bandung, both those who have used digital marketing and those who have not. Then analyze the comparison of income results obtained from before and after the use of digital marketing in petshop SMEs in the city of Bandung. Finally, the discussion of the results of the study is in accordance with the research method used.



Picture 1.Total MSMe Growth
Source: Katadata.com (2019)

Hypothesis is a temporary answer that is determined by a researcher in his research. Meanwhile, according to the KBBI (2020), a hypothesis is something that is considered true for reasons or expressions of opinion (theories, propositions, and so on) even though the truth still has to be proven. Based on the formulation of the problem described in chapter I, the hypotheses that can be used in this study are as follows:

- H0 : There is no significant difference in income in the use of digital marketing in petshop SMEs in Bandung.
H1 : There is a significant difference in income in the use of digital marketing for petshop SMEs in Bandung.

METHOD

Mixed methods are also referred to as a methodology that provides philosophical assumptions in showing directions or providing instructions on how to collect data and analyze data as well as a combination of quantitative and qualitative approaches through several phases of the research process. The mixed methods strategy used in this research is quantitative and qualitative analysis.

The aim of this strategy is to identify the components of the concept through quantitative data analysis and then collect qualitative data to expand the available information, (Sugiyono, 2017). Quantitative methods are used to find measurable data regarding sales turnover before and after the use of digital marketing in petshop SMEs in Bandung. While the qualitative method is used for information about the history and development of SMEs in the petshop trade in the city of Bandung

The method of determining the sample using purposive sampling theory Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2017). Then according to (Arikunto, 2010) In selecting a sample purposively in a study, it will be guided by the following conditions: (1.) Sampling must be based on certain characteristics, traits or characteristics, which are the main characteristics of the population. (2.) The subject to be taken as a sample must really be the subject that contains the most characteristics contained in the population (key subjectis). (3.) Determination of population characteristics is carried out carefully in the preliminary study. Purposive sampling is a way of selecting a number of elements from the population to become members of the sample, where the selection is made based on decisions on the population that meet the criteria, namely:

(1.) Active MSMEs domiciled in the city of Bandung (2.) MSMEs are engaged in the trading industry, especially retail food and animal equipment. (3.) MSMEs that already use digital marketing, at least have a social media account or whatsapp account. (4.) Willing to be interviewed and provide sales data

The number of samples used in this study were 100 petshop SMEs engaged in the sale of animal food and equipment in the city of Bandung. The data analysis technique in this study used statistical methods using SPSS version 26 software. Data analysis was carried out in 2 stages of testing, namely normality testing and paired sample t-test.

T-test or different test is a statistical test used to test the truth or error of the null hypothesis. The t-test was first developed by William Seely Gosset in 1915. This different test model was used to analyze the pre-post research model, namely before and after. Different tests are used to evaluate certain treatments on the same sample in two different observation periods (Pramana, 2012).

According to Widiyanto (2013), paired sample t-test is one of the testing methods used to assess the effectiveness of the treatment, marked by differences in the average before and after treatment. Paired sample t-test can be used if the data is normally distributed. The basis for making a decision to accept or reject H_0 in this test is as follows.

1. If $t \text{ count} > t \text{ table}$ and probability (Asymp.Sig) < 0.05 , then H_0 is rejected and H_a is accepted.
2. If $t \text{ count} < t \text{ table}$ and probability (Asymp.Sig) > 0.05 , then H_0 is accepted and H_a is rejected.

In this study, the type of t-test used was different, namely the dependent t-test. According to Prof. Dr. Sugiyono (2009), the definition of the different test dependent t-test is a test where there is no significant difference between the variable values of the two samples that are paired or correlated. Which serves to compare the average of two groups that are paired with each other. Paired samples can be interpreted as a sample with the same subject but experiencing 2 different treatments or measurements, namely measurements on petshop SMEs before and after the use of digital marketing.

The requirements for using this t-test are the comparison test between two paired observation values, for example: before and after and used in parametric tests where the conditions are as follows: one sample (each element has 2 observation values), is quantitative data (ratio -interval), and the data is normally distributed (in the population there is a distribution of difference = d which is normally distributed with mean $d=0$ and variance =1)

RESULTS AND DISCUSSION

To find out whether or not there is a difference in sales turnover before and after implementing digital marketing carried out at 100 MSMEs at animal shops in the city of Bandung. This study uses paired sample t-test as a data processing method. Paired sample t-test using SPSS version 26 software.

This study used a significance level of 5% (0.05). The results of the paired sample t test are used to determine the difference in turnover before and after the use of digital marketing. Meanwhile, based on the results of the double-paired t-test, the t-count results are -5.063 and the significance value is 0.000 where it shows that the t-test value is below 0.05 which means H_0 is rejected and H_a Accepted. And could be interpreted as there is a significant difference in sales before and after the implementation of digital marketing at animal shops in the city. Bandung

Table 2. Paired Sample T Test

		Paired Differences			
		95% Confidence Interval of the Difference			
		Upper	t	df	Sig. (2-tailed)
Pairs 1	Revenue - Digital marketing	-.04413	-5.063	99	.000

CONCLUSION

Program Pojok Digital UMKM yang diinisiasi oleh Universitas Padjadjaran melalui kerjasama dengan BAPPEDA Kabupaten Sumedang, Oorange & DIGITS UNPAD, merupakan langkah konkret dalam mendukung pembangunan dan perekonomian di Kabupaten Sumedang. Dengan fokus pada Pendapatan Asli Desa (PADes), program ini bertujuan memberikan dorongan dan stimulus kepada pelaku UMKM di 22 desa yang terdampak Covid-19.

Melalui pendirian pojok digital di setiap desa, program ini memberikan akses internet Wi-Fi Indihome dan Orbit Telkomsel, memberikan fasilitas timbangan digital, banner, dan spanduk, serta mendukung jasa ekspedisi melalui Bukasend. Pendaftaran melibatkan 11 dosen dan 110 mahasiswa dari berbagai fakultas Universitas Padjadjaran, dengan fokus pada pelatihan dan pendampingan UMKM. Hasil dari program ini mencakup peningkatan pengetahuan, sikap, keterampilan, dan perilaku masyarakat desa.

Meskipun program ini mengalami kendala, seperti ketidakmerataan jaringan internet di beberapa desa, keberhasilan pendirian pojok digital di 22 desa memberikan dampak positif. Program ini membantu mendigitalisasi usaha BUMDes dan UMKM, menghadirkan internet sebagai kebutuhan esensial di era digitalisasi. Tindak lanjut melibatkan monitoring selama tiga bulan dengan harapan desa dapat mempertahankan dan mengembangkan pojok digital ini secara mandiri. Secara keseluruhan, program ini berkontribusi pada peningkatan Pendapatan Asli Desa dan meminimalisir hambatan yang dihadapi oleh pelaku usaha di Kabupaten Sumedang.

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