



DIGITALIZATION INNOVATION FOR MSMEs
THAT CARE ABOUT THE ENVIRONMENT AS
AN EFFORT TO IMPROVE THE QUALITY OF
SUSTAINABLE MARKETING
(CASE STUDY OF SEBLAK MSMEs)

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FOREWORD

Praise and gratitude for the presence of God Almighty for the gifts and favors given so that the writer can finish the book entitled “Digitalization Innovation for MSMEs that care about the environment as an effort to improve the quality of sustainable marketing (Case study of Seblak MSMEs)”. This book specifically discusses how far have MSMEs implemented digital in their operations and how interested are MSMEs in implementing sustainability

The author expresses his deepest gratitude to Dapur Radhwa, Seblak Vino, dan Seblak Teh Dede which are pleased to be the object of research. The author also does not forget to thank Nusa Putra University, where we studied, the lecturers, and all those who have helped in the process of researching this book. The author hopes that this book will be useful for readers, especially researchers who study sustainable digital business innovation to Seblak MSMEs. However, the author realizes that this book is not without flaws. Therefore, the author apologizes and is open to criticism and suggestions for improvement in the future.

January, 2024

Writer Team

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CHAPTER I

INTRODUCTION

BACKGROUND

Micro, Small, and Medium Enterprises (MSMEs) are categories of enterprises that have a significant impact on the economic growth of a nation, particularly in Indonesia, as measured by the Gross Domestic Product (GDP) (Amri, 2020). MSMEs are significant in the Indonesian economy because they have the ability to survive during economic crises (Alfin, 2021). Furthermore, it is worth noting that Micro, Small, and Medium Enterprises (MSMEs) account for 97.05% of the total workforce in Indonesia, which corresponds to a staggering 116.97 million employees. Consequently, Micro, Small, and Medium Enterprises (MSMEs) account for 14.37% of Indonesia's non-oil and gas exports, totaling Rp 293.84 trillion. (Alfin, 2021; Hermawan, 2022). MSMEs play a crucial role in the national development process since they have the ability to employ a significant number of individuals. The significant potential of MSMEs necessitates a concerted focus on their empowerment. (Narto & HM, 2020). The proliferation of MSMEs in Indonesia is intricately linked to the rapid progress of digital technology, which is continuously evolving and becoming increasingly complex. Thanks to the prevalence of digital technology, customers now have convenient access to a wide range of information about products and services, as well as the ability to participate in buying and selling transactions.

The digital realm is anticipated to emerge as a pivotal nexus for all human endeavors, encompassing corporate operations. This phenomenon is clearly observed in the evolving corporate environment in Indonesia following the COVID-19 outbreak, whereby the incorporation of digital technology has been expedited. Lisna (2022) discovered that the prevalence of internet usage during the pandemic stood at 73.3%, equivalent to a staggering 196.7 million people. The swift advancement of technology has also had influence on the domain of marketing. Consumer behavior has gradually evolved, with individuals transitioning from traditional brick-and-mortar markets to digital trade platforms. (Dey et al., 2020). This situation provides a favorable

circumstance for Micro, Small, and Medium Enterprises (MSMEs) to enhance and expand their enterprises.

The advent of digitization has the potential to usher in an era of unrestricted trade. MSMEs would encounter obstacles in their enterprises despite the promising prospects for market expansion. In order to confront these business issues, it is imperative for MSME players to devise methods to surmount them. (Sari et al., 2021). A significant obstacle for MSME stakeholders in the digitalization era is their limited understanding of using online business strategies, including marketing approaches and effectively targeting promotions to their intended audience. Asharudin & Dewi (2021), have provided evidence that not all stakeholders of Micro, Small, and Medium Enterprises (MSMEs) has a comprehensive understanding of utilizing online platforms as an effective marketing channel for their products. Digital marketing presents several challenges, including a lack of proficiency in utilizing online platforms and establishing accounts on e-commerce platforms. Consequently, items are now supplied by manual means and do not utilize the existing online markets in Indonesia. Additionally, product catalogs and information are not accessible on the internet. Hence, a lack of familiarity with the brand results in diminished sales and reduced customer loyalty. Furthermore, MSMEs have challenges in effectively promoting their products, including the establishment of product branding through elements such as product photographs, logos, and taglines. Additionally, they struggle with leveraging promotional media to promote their products, which poses a substantial obstacle.

In the present day, digital technology has revolutionized every facet of digitally-centered entrepreneurial strategies. (Yupi & Heryadi Putri, 2023), Empowering individuals to capitalize on emerging business prospects and cultivate digital entrepreneurial frameworks. The dynamic digital technology is distinguished by the internet, enabling individuals to swiftly and effortlessly retrieve information without limitations of space and time. The internet serves as a means to access current information and engage in virtual communication, as well as a platform for online shopping, eliminating the need for in-person store visits. The internet's ease has resulted in a growing population of internet users. Hence, the increase in internet users offers MSMEs a promising avenue to promote and sell their products (Risidiana, 2020). Therefore, when

technology progresses, the traditional marketing system may be converted into a digital marketing system.

Nevertheless, a small number of MSMEs utilize internet marketing as a means to advertise their products. According to a statement from CNN Indonesia, stated that Ayurawagil (2017), the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UMKM) reported that around 3.79 million micro, small, and medium enterprises (MSMEs) had adopted online platforms for promoting their products. An example may be found in the micro, small, and medium enterprises (MSMEs) operating within the food and culinary sector. Nevertheless, the majority of MSMEs continue to participate in impromptu, unaimed, adaptable, and disorganized product promotion. The primary factors that contribute to the failure and competitive challenges faced by MSMEs (Saraswati, 2019).

Hence, the limited comprehension among MSME stakeholders about the notion of digital marketing is the primary cause for the utilization of online platforms to promote their products being limited to just around 8% or 3.79 million out of 59.2 million MSME stakeholders in Indonesia. Nevertheless, the advantages of employing social media as a marketing tool for micro, little, and medium enterprises (MSMEs) products are substantial. This suggests that the use of digital marketing has significant prospects for future advancement.

Digital marketing is a branch of information technology that encompasses the promotion of products and/or services using various online media platforms. The use of digital marketing has been rising in tandem with the increasing number of internet and smartphone users annually. Utilizing digital marketing is a suitable strategy for MSMEs to broaden their marketing reach on both a national and worldwide scale. Digital marketing facilitates the dissemination of product or service information to clients over the internet, enabling sellers or company owners to engage with potential purchasers without constraints of time and geography. (Abdurrahman et al., 2020).

Digital marketing encompasses the utilization of digital technology, including search engines, social media platforms, email marketing, and mobile applications, for the purpose of promoting items or services (Chinakidzwa & Phiri, 2020). Recently, small and medium-sized enterprises (SMEs) have shown a growing preference for digital marketing due to its cost-efficiency and its capacity to reach a broader target audience (Andhyka et al.,

2023; Chinakidzwa & Phiri, 2020; Kitsios & Kamariotou, 2021; Munir et al., 2023). Moreover, empirical evidence has demonstrated that digital marketing has a beneficial influence on the marketing effectiveness of micro, small, and medium enterprises (MSMEs). Studies conducted by Islami et al. (2020), Latifah et al. (2021), Phiri (2020), and Wardaya et al. (2019) have demonstrated that the utilization of digital marketing tools, such as social media and search engines, has a beneficial impact on the online sales performance of micro, small, and medium enterprises (MSMEs).

Social media serves as a platform often utilized for the execution of digital marketing endeavors. (Febriyantoro & Arisandi, 2018). Social media platforms have their own characteristics (Mahmudah & Rahayu, 2020). For instance, Facebook, Instagram, and Twitter are social networking platforms that primarily focus on fostering friendships. This might be employed to establish more adaptable connections with prospective clients. Additional official and personal attributes, such as a corporate email address and others, can also be utilized. In January 2017, the social media site with the most usage in Indonesia was Youtube, with a usage rate of 49%. Facebook followed closely behind with a usage rate of 48%. Instagram, Twitter, Whatsapp, and Google also had significant usage rates of 39%, 38%, 38%, and 36% respectively.

Digital marketing include interactive and integrated marketing strategies that foster engagement among producers, market intermediaries, and potential buyers. Digital marketing facilitates companies in effectively monitoring and fulfilling the requirements and desires of potential consumers. Simultaneously, potential customers may conveniently access and get product information through internet surfing, therefore simplifying the search process. Buyers are becoming more autonomous in making purchase selections by relying on the outcomes of their search. Digital marketing has the ability to effectively target individuals regardless of their location or time constraints (Utomo inPurwana et al., 2017).

MSMEs can employ several digital marketing tactics such as search engine marketing, content marketing, influence marketing, social media marketing, and email marketing. Social media marketing is a highly efficient digital marketing technique that correlates well with digital content and influencer marketing. (Chinakidzwa & Phiri, 2020). When formulating a

marketing plan, MSMEs should prioritize product design, development, branding, and positioning as the most crucial considerations in digital marketing (Chandel, 2014). Furthermore, when formulating marketing plans, MSMEs can evaluate many market variables, with market aesthetics and market demand being the most influential aspects that shape entrepreneurs' choices (Chandel, 2014). Hence, the use of digital marketing is anticipated to enhance the efficacy of micro, small, and medium enterprises (MSMEs). Therefore, it is crucial for MSMEs to cultivate marketing competencies and enhance their marketing efficacy in order to sustain competitiveness in the market (Hermina et al., 2020).

Nonetheless, the efficacy of digital marketing is not just contingent upon the utilization of digital marketing technologies. Within the realm of digital marketing, entrepreneurs must possess the requisite knowledge, abilities, and attitudes to discern and capitalize on digital marketing prospects (Sukmasetya et al., 2020). Hence, the proficiency of entrepreneurs in effectively employing digital marketing technologies is a crucial determinant that may have a substantial impact on the marketing performance of micro, small, and medium enterprises (MSMEs). In the present day, it is imperative for MSMEs to effectively leverage digital media as a means to promote their products and enhance customer awareness of their offerings. Micro, Small, and Medium Enterprises (MSMEs) that own internet connectivity, actively participate in social media platforms, and cultivate electronic commerce skills, typically have substantial advantages in terms of revenue generation, job creation, innovation, and competitiveness. Nevertheless, several micro, small, and medium enterprises (MSMEs) have yet to adopt information technology, particularly in utilizing digital media, and lack comprehension of the significant advantages and role that digital media usage entails (Wardhana, 2015). Hence, it is imperative for MSMEs to enhance their marketing prowess to effectively rival other MSMEs, mostly by bolstering their digital marketing or social media marketing proficiencies (Widia & Junika Putra, 2021).

This digital business strategy aims to strategically choose sales and communication channels by utilizing technology deployment tools in order to effectively market and sell items and services (Saura et al., 2023). MSMEs can mitigate the scarcity of resources for digital marketing by seeking guidance and mentorship from industry professionals or government

initiatives that offer digital marketing and branding methods (Dawis & Cahyani, 2022). MSMEs may enhance their benefits by engaging in collaborations inside digital-based promotional and distribution platforms (Syukri & Sunrawali, 2022). Utilizing digital marketing can be advantageous for MSME players in promoting their products amidst a pandemic. However, it is crucial for MSME players to continuously educate themselves and embrace technological advancements. They should also employ suitable platforms and adopt effective communication strategies that cater to their target audience or market segment (Hendrawan et al., 2019). Hence, digital marketing plays a crucial role in mitigating significant losses for MSMEs. Effective digital marketing strategies that can be adopted by MSME players encompass establishing a business google account, leveraging social media platforms to promote their products, engaging with Key Opinion Leaders (KOLs) or influencers for endorsement, and implementing email marketing campaigns (Lestari, 2022).

Furthermore, it is imperative for MSMEs to establish enduring enterprises by engaging in marketing endeavors. Lisboa and Simao argue that Green Marketing Strategy may offer a proactive and long-term orientated competitive advantage (Simão & Lisboa, 2017). Products crafted from natural substances provide the added benefit of being environmentally friendly, since they do not generate harmful waste. This simultaneously contributes to conservation efforts and the well-being of living organisms. Green Marketing is not limited to giant corporations; it is also expected of all business entities, including micro, small, and medium enterprises (MSMEs), to operate their businesses by producing goods that are both safe and ecologically beneficial. To optimize its development potential, a firm must prioritize marketing initiatives and product sales. Thus, sustainable marketing may be defined as the practice of establishing and preserving positive connections with both consumers and the environment (de Villiers et al., 2021; Di Vaio et al., 2020; Rudawska, 2019). The marketing mix and sustainable development concepts hold a significant role and duty within corporate strategy. Therefore, to do this, it is important to comprehend the components of the sustainable marketing mix, which include product, pricing, distribution channels, promotion, people, procedures, and physical proof (Othman et al., 2021).

Nevertheless, the comprehension of the green manufacturing process remains limited among MSME companies. However, it is important to take into account sustainability factors in order to limit the environmental effect. In order to achieve manufacturing management that encompasses a long-term perspective, efficiency, enhanced productivity, and ongoing progress, it is imperative to get guidance and support. As cited in (US EPA, 2015), the US Environmental Protection Agency (US EPA), states that sustainable manufacturing is how to create manufactured products through economic processes that reduce negative environmental impacts on the environment while preserving energy and natural resources. Another definition is mentioned by (Abdul-Rashid et al., 2008; Bocken et al., 2014; O'brien, 1999; Westkämper et al., 2000), which broadly states that the principle of sustainable manufacturing is to apply the concept of life cycle. This concept sees a product or process not only from the manufacturing process but also from the entire product life cycle. In US EPA (2015), it is defined that this life cycle starts from the procurement of materials or raw materials, producing until the final product, as well as the usage stage and the end-of-life of the product.

The formulation of the business model notion necessitates a firm to commence contemplating the long-term viability of their enterprise. In this instance, sustainability encompasses more than simply financial gain. When a firm prioritizes profit above all else, it inadvertently exploits the resources in its vicinity. According to WWF (2012), human consumption and business activities have been recorded to use at least 1.5 times our planet earth. This exploitation is a common concern to be solved because local business practices must be linked to global business sustainability (Høgevoid, 2011). Sustainable business is generally only implemented by large companies that are financially stable. Typically, micro, small, and medium enterprises (MSMEs) never engage in this practice due to the limitations posed by the integration of stakeholder interests, financial circumstances, and a lack of understanding (Boons & Lüdeke-Freund, 2013). Nevertheless, MSMEs are an appropriate focus for this research because to the substantial quantity of MSMEs in Indonesia. Hence, it is imperative to identify remedies for establishing a sustainable business model mindset in MSMEs in order to mitigate business exploitation that adversely affects the economy, society, and the environment. Businesses that have traditionally prioritized profit as their

primary objective are gradually transitioning towards adopting a holistic approach to Sustainable Business Model Practices in MSMEs. Hence, the process of modifying the implementation of the triple bottom line takes into account a wide range of stakeholder concerns, encompassing the environment and society (Evans et al., 2017).

Given the rise in MSMEs transitioning to online platforms, there is a requirement for an additional educational approach to enhance understanding of online marketing. For effective internet marketing, the utilization of supplementary applications is essential. Numerous online marketing assistance apps are now being developed. When engaging in online marketing across different social media platforms, it is crucial to use techniques that may effectively enhance product visibility and awareness among customers. In addition, MSMEs also need an innovation, because according to Fitriati (2014) that Creative MSMEs are better able to compete in the global market with their characteristics that are innovative, creative, resilient, and resistant to various changes in conditions.

In addition, sustainability in business is also important for MSMEs, but according to Saez-Martinez et al. (2016) and Triguero et al. (2013) who studied the drivers of green innovation in MSMEs, found that MSMEs face several obstacles in implementing green innovation such as low awareness and understanding of green innovation, perceiving expenses in implementing green innovation as costs rather than investments, as well as limited capital and skilled labor and low awareness of the benefits of green innovation (Pacheco et al., 2018; Sehnem et al., 2016). Therefore, optimizing digital marketing and sustainable marketing for MSMEs needs to be a special concern of both the central government and the city government.

Given this context, the objective of this study is to investigate the level of adoption of digital marketing and sustainable green marketing in Seblak MSMEs. To accurately represent this research, we have chosen the title "Digitalization Innovation for Environmentally Concerned MSMEs as an Effort to Enhance the Quality of Sustainable Marketing (Seblak MSME Case Study)". This study aims to assess the application of digital marketing and sustainable marketing by MSMEs in order to enhance their competitiveness against other Seblak MSMEs. Hence, this study aims to offer advantages to Seblak MSMEs in Sukabumi by enhancing their digital marketing prowess

and promoting sustainable green marketing practices, thereby enabling them to effectively compete with other MSMEs.

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