IMPLEMENTATION OF MSME MARKETING STRATEGIES IN INDONESIA IN THE ERA OF INDUSTRIAL REVOLUTION 4.0

Muhammad Luthfi Alif Utama¹, Agus Hermawan², Naswan Suharsono³

¹,²,³Faculty of Economics and Business, Universitas Negeri Malang, Indonesia
e-mail: muhammad.luthfi.2304139@students.um.ac.id¹,
agus.hermawan.fe@um.ac.id²,
naswan.suharsono.fe@um.ac.id³

Abstract: The aim of this research is to discuss the Implementation of MSME Marketing Strategies in Indonesia in Era 4.0. The method used in this research is the SLR (Systematic Literature Review) method. This method is carried out by identifying, reviewing, evaluating and interpreting the results of journal article reviews to obtain results. 4 accredited national journal articles were obtained from Google Scholar which discussed the Implementation of MSME Marketing Strategies in Indonesia in Era 4.0. The results obtained show that the implementation of MSME marketing strategies in Indonesia in the Era of Industrial Revolution 4.0 for some MSME players has not been fully implemented by all MSME players. There are obstacles and difficulties such as incompetence of resources in implementing marketing strategies, difficulties in capital, limitations and obstacles that exist and the implementation of development strategies has not been implemented, this is because there are many MSMEs that have not developed in Indonesia. Apart from that, several journal review results were also obtained, the results of which stated that some had implemented marketing strategies well according to the methods and methods of technological development that followed developments in the Industrial Revolution Era 4.0.

Keywords: Marketing Strategy, MSMEs, Industrial Revolution 4.0

INTRODUCTION

In the book Alma (2016:1), according to Maynard and Beckman, all efforts and distribution processes which include the process of distributing products and services from the production sector to the consumption sector are the definition of marketing. Marketing can be interpreted as the process of determining, creating needs and realizing customer desires, as well as organizing all aspects of company resources to satisfy these needs and desires with greater total profits for the company and customers (Fandy Ciptono, 2017: 11). For companies that produce goods or services, creating a superior way to win sustainable competition can be called a Marketing Strategy. According to Setiaawati in Fadilla (2021), the basis used by companies in compiling the entire company plan is marketing strategy. The importance of marketing strategy is a very important medium related to the benefits that will be obtained by the company. Marketing provides
experiences to consumers through information and provides an emotional impact that can make consumers attracted to a product or not. In Alma's book, it is explained that (2016:21), William J Shultz states that optimal marketing strategies are useful if they are supported by structured planning both internally and externally. As time goes by, technological developments become rapid, until now we have entered the Era of Revolution 4.0.

In the Era of Revolution 4.0, it is the development of the digital era which requires all businesses and entrepreneurs to develop their marketing strategies through the use of internet technology. In the process, a simple business turns into a modern one due to the implementation of the 4.0 revolution developed by technology with the adaptation of information and big data. According to Arsad in Nihla and Sarwenda (2021), Arsad explains that a change in the form of a product produced by a process can be interpreted as a change in the industrial revolution 4.0. Over time, technological developments have developed into advanced technology that automates fields to be integrated into the Era of Revolution 4.0. Technological developments that are integrated into the Revolutionary Era 4.0 are needed by MSME players to be able to compete and develop their businesses in the digital era. This refers to implementing an MSME marketing strategy by following the era of trends that are currently booming in the environment.

According to Gunawan and Septiani (2021), Digital Marketing is stated as a medium for using digital technology in an effort to achieve marketing goals and develop or adapt marketing concepts carried out by companies. Of course, with digital marketing, promotion becomes easy and can reach all geographical areas around which the MSME business is established. Apart from that, digital marketing can help business people and MSMEs to attract consumer interest, apart from that, digital marketing can also help provide product information.

MSMEs are a business sector that has an important role in the Indonesian economy, both in terms of jobs created and in terms of the number of businesses (Rujito, 2022). Business actors and MSMEs with several innovations and updated marketing strategies must of course follow current trends. The goal is that their business does not stagnate in its current position and is able to compete with other MSMEs. As time goes by, new marketing ideas are being used by MSMEs to attract consumers. And the development of technology also makes consumers dynamically move to consume new business and MSME products that meet the needs and desires of consumers. This gives rise to alternative products that enable consumers to switch. This is a potential threat to business people and MSMEs who are developing their business if they are left behind and have not been able to follow the Era of Revolution 4.0, an era that is intensively using digital marketing. Business people are required to be sensitive to the marketing strategies of other businesses and MSMEs that are trying to shift or make their products better than other MSME products. It is important that MSME players implement marketing strategies so that they can help business actors and MSMEs to develop and retain consumers as well as add new consumers to the businesses and MSMEs they run. Moreover, innovation in a good marketing strategy can enable the MSME business that is run to develop well if implemented well. From the description above, the research objective is aimed at discussing the implementation of MSME marketing strategies in Indonesia in the 4.0 era.
METHOD

The method used in this research is the SLR (Systematic Literature Review) method. Available research: In the SLR method, the method is identified, studied, evaluated and interpreted to obtain results. According to Triandini, Jayanatha, Indrawan, Putra, & Iswara (2019) explained that in each process this method follows the steps that have been determined by researchers to review and identify journals systematically. The first stage carried out in this research was searching for articles with appropriate keywords. Next, documentation of the articles obtained is carried out to collect data. Article results obtained from 4 accredited national journal articles were obtained from Google Scholar. 4 articles search results from journal findings totaling four research journal articles discussing the Implementation of MSME Marketing Strategies in Indonesia in the 4.0 Era. The results of research using the SLR method are then summarized into discussion material in this research journal article.

RESULTS AND DISCUSSION

Table 1. The results of this research are summarized

<table>
<thead>
<tr>
<th>No</th>
<th>Researcher</th>
<th>Research title</th>
<th>Research result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nigita Ulfa, Candra Wijayangka (2020)</td>
<td>Analysis of MSME Marketing Strategies in Facing Industry 4.0 (Study of MSMEs in the Fashion Sector in Bandung City)</td>
<td>The results of this research show that the marketing strategy variables marketing strategy formulation and marketing strategy implementation have a significant influence on industry 4.0 readiness.</td>
</tr>
<tr>
<td>2</td>
<td>Nihlatul Qudus Sukma Nirwana, Sarwendah Bidur (2021)</td>
<td>implementation of digital marketing in MSMEs in the era of industrial revolution 4.0 (Study of MSMEs in Sidoarjo Regency)</td>
<td>The research results explain that the implementation of digital marketing in developing industry 4.0 in MSMEs in Sidoarjo Regency has not been implemented due to lack of training, business capital, human resources, unfulfilled development strategies, traditional business characteristics and high consultation costs.</td>
</tr>
<tr>
<td>3</td>
<td>Ni Komang Mela Tri Utari (2022)</td>
<td>Marketing Strategy for Micro, Small and Medium Enterprises (Mumkm) via Instagram in the Marketing Era 4.0</td>
<td>The results of this research show that Zeen Shake carries out a marketing strategy on Instagram by uploading photos and providing information in captions, providing promos on certain days and also uploading testimonials from consumers. Apart from that, researchers found new findings, namely that Zeen Shake also markets its products through mouth to mouth marketing or Word of Mouth Marketing (WOMM).</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>4</td>
<td>Syukron Arjuna, Amron Zarkasih, Siti Lam'ah Nasution, Muhammad Raja Siregar, and Rika Syahmewah Munthe (2022)</td>
<td>Product Marketing Strategy in the Digital Era In MSMEs</td>
<td>The results achieved are that MSMEs can independently market their products using their respective strategies. Each in the current digital era is in line with sales targets, MSMEs know the market share and market developments in the current digital era, and can use media such as marketplaces as a forum for their online sales.</td>
</tr>
</tbody>
</table>

Nigita Ulfa, Candra Wijayangka (2020) in their research stated that it is very appropriate for MSME players to run their business using current marketing strategies where times have developed into the industrial era 4.0 because MSME players can choose whatever market segmentation is needed by them. It doesn't stop there, MSME players can also determine quality products that suit the needs and desires of consumers in the 4.0 era, so they can position the market using an appropriate combination of marketing mix and match consumer orders with quality products from MSME players. This is different from research conducted by Nihlatul Qudus Sukma Nirwana, Sarwendah Bidur (2021), the results of which state that the implementation of digital marketing in the development of the industrial revolution 4.0 era in MSMEs in Sidoarjo Regency has not been realized properly. MSME actors have not been able to implement digital marketing because human resources and MSME actors are still not ready and lack competence in knowledge of marketing strategies through digital marketing. Several other things include a lack of training, business capital or
capital assistance, the development strategy for existing aspects has not been fulfilled, the characteristics of the business being run are still traditional, and high consulting costs. The advice obtained from this research in the journal article is that if there is further research that carries out research on the same topic, it would be better to focus on training and mentoring evenly, for MSMEs in Sidoarjo. Therefore, if the Marketing strategy using digital marketing in the Industry 4.0 era has not been implemented properly, it will affect the MSMEs that are being run. Research conducted by Ni Komang Mela Tri Utari (2022) with the title Marketing Strategy for Micro, Small and Medium Enterprises (MSMEs) Via Instagram In the Marketing Era 4.0, the results show that Zeen Shake implements a marketing strategy using Instagram's digital marketing features. The rapid development of technology has caused all communities to become connected to each other through social media. The Industrial Revolution 4.0 is becoming dominant, causing an influence in people's lives to change to the era of internet use. Research by Syukron Arijuna, Amron Zarkasihm Siti Lam'ah Nasution, Muhammad Raja Siregar, and Rika Syahmewah Munthe (2022) showed that product marketing strategies in the digital era such as increasing sales and understanding of human resources regarding technology and internet literacy and MSME players must also understand sales media that uses digital strategies. Strategic emphasis must be made to achieve maximum goals and profits. Based on the results of the summary and presentation of the article, Table 1 numbers 1, 3 and 4 of the research conducted obtained similar results. research discussing the Implementation of MSME Marketing Strategies in Indonesia in Era 4.0. Each article found that the marketing strategy had indeed been implemented in accordance with existing methods. By following technological developments, several marketing strategies using digital marketing have become strategies used to market MSME products. These results are in line with the statement by Ali (2021) which states that digital marketing is the use of digital technology in order to achieve marketing goals as well as adapt and develop marketing concepts, be able to communicate globally and change the way the company does business with customers. Different from the results of research that has been carried out implementation of digital marketing for MSMEs in the era of industrial revolution 4.0. Study on MSMEs in Sarwendah Bidur (2021) with results of MSME actors in Sidoarjo Regency still not being able to face industrial developments in Era 4.0 due to several things such as the characteristics of human resources who are still not competent. MSME actors experience difficulties in capital and entrepreneurial training and still have difficulty in obtaining capital and training because distribution has not been carried out, which results in limitations and obstacles and the implementation of development strategies has not been implemented. This is because many MSMEs still have little human resources in this era, this industry 4.0. This means that the MSME Marketing Strategy in Indonesia in the Era of Industrial Revolution 4.0 has not been fully implemented properly. This is due to several factors and obstacles experienced by MSMEs in Indonesia. Even though only 4 journals were obtained which were related to the discussion of MSME Marketing Strategy in Indonesia in the Era of Industrial Revolution 4.0, the results obtained can add insight regarding the
implementation of MSME Marketing Strategy in Indonesia in the Era of Industrial Revolution 4.0.

CONCLUSION

Based on the explanation above, conclusions can be drawn on MSME Marketing Strategy in Indonesia in Era 4.0. Each article found that the marketing strategy had indeed been implemented in accordance with existing methods. By following technological developments, several marketing strategies using digital marketing have become strategies used to market MSME products. However, there is 1 journal article whose results still do not implement MSME marketing strategies. This is caused by many aspects experienced so that it becomes an obstacle to implementing marketing strategies. Starting from the Human Resources Aspect, the difficulty of obtaining capital to develop their MSME business, and other limitations experienced by MSME actors. The advice given for the results obtained is that in order to adapt to developments in the Industrial Revolution Era 4.0, it is best to maximize marketing strategies using digital marketing. Apart from that, in terms of Human Resources aspects, their competence in understanding Digital Marketing access is further improved. Suggestions for further research focus more on developing human resource competencies in implementing MSME Marketing Strategy in the 4.0 era.

REFERENCES


