

DIGITAL MARKETING ANALYSIS SME: A CASE STUDY IN PUSAT PENGEMBANGAN KEWIRAUSAHAAN LPPM UNIVERSITAS SAM RATULANGI*ANALISIS PEMASARAN DIGITAL USAHA KECIL MENENGAH: STUDI KASUS PADA PUSAT PENGEMBANGAN KEWIRAUSAHAAN LPPM UNIVERSITAS SAM RATULANGI*

by:

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Abstract: A lot of enterprises has to implement the internet for their business, especially for small-medium enterprise (SME's) they should use the internet for developing their business. Digital marketing is a powerful strategy to grow up the business and strengthen the brand awareness. This research aims to examine the implementation of digital marketing and analysis the effectiveness young enterprises toward using social media as digital tools to build brand awareness. All of the respondents are from Pusat Penegembangan Kewirausahaan LPPM Universitas Sam Ratulangi as a sample of young enterprises. The result have shown that digital marketing become main purpose while implement this strategy, however there is still gap between customer who are buying through online and offline, also still of lack in feedback from the customer is a main problem. The recommendations for this research are in terms of digital marketing with social media, young enterprise should create social media accounts for businesses that are separate from personal accounts, make account names simple, easy to remember, explain their business, and have the same name as other social media platforms used and also for the sme's that want to use the digital marketing strategy they can consider to use the strategy.

Keywords: *digital marketing, social media marketing, small-medium enterprises.*

Abstrak: Banyak perusahaan harus menerapkan internet untuk bisnis mereka, terutama untuk usaha kecil-menengah (UKM) mereka harus menggunakan internet untuk mengembangkan bisnis mereka. Pemasaran digital adalah strategi yang kuat untuk menumbuhkan bisnis dan memperkuat kesadaran merek. Penelitian ini bertujuan untuk menguji penerapan pemasaran digital dan menganalisis efektivitas perusahaan muda terhadap penggunaan media sosial sebagai alat digital untuk membangun kesadaran merek. Semua responden berasal dari Pusat Penegembangan Kewirausahaan LPPM Universitas Sam Ratulangi sebagai sampel perusahaan muda. Hasilnya menunjukkan bahwa pemasaran digital menjadi tujuan utama saat menerapkan strategi ini, namun masih ada kesenjangan antara pelanggan yang membeli melalui online dan offline, juga masih kurangnya umpan balik dari pelanggan adalah masalah utama. Rekomendasi untuk penelitian ini adalah dalam hal pemasaran digital dengan media sosial, perusahaan muda harus membuat akun media sosial untuk bisnis yang terpisah dari akun pribadi, membuat nama akun sederhana, mudah diingat, menjelaskan bisnis mereka, dan memiliki nama yang sama dengan platform media sosial lain yang digunakan dan juga untuk mereka yang ingin menggunakan strategi pemasaran digital, mereka dapat mempertimbangkan untuk menggunakan strategi tersebut.

Kata kunci: *pemasaran digital, pemasaran media sosial, usaha kecil menengah.*

INTRODUCTION

Research Background

In the history of the development of Small and Medium Enterprises (SMEs), Indonesia has been awarded the title of being the country that has the largest SMEs in 2014 (2014 BPS Data) at that time the number of MSMEs in Indonesia was 57.89 million units. Since then the number of entrepreneurs has also increased to 1.56 percent of Indonesia's population. Even though in 1998 Indonesia had experienced a monetary crisis but Small and Medium Enterprises (SMEs) could survive until now. Small and Medium Enterprises (SMEs) and Micro, Small and Medium Enterprises (SMEs) are similar types of businesses but not the same. Small and Medium Enterprises (SMEs) are businesses carried out by individuals or independent business entities that have assets of 50 million and turnover below 200 million rupiahs. Small and Medium Enterprises (SME) are not subsidiaries. In general, it is a productive business that stands alone according to Law No.20 of 2008 concerning Micro, Small and Medium Enterprises (UMKM).

In 2017 the number of MSME business players in Indonesia increased to 2.06 percent or reached 1,271,440 business units divided into micro businesses 1,243,322 units, small businesses 26,043 units and medium businesses 2,075. One of the factors causing the growth of this business unit is the SME business actor utilizing the use of digital as a medium used in marketing through social media (kompas.com). In the 2016 data of Internet users in Indonesia there were 132.7 million people. The type of content that is often accessed is 129.2 million people. In the data also shows 45.3 million people (34.2%) often visit personal business (APJII 2016).

Since the digital decade the media has become instantly to access by consumers. Digital marketing is a strategy to promote products or services to brands 'through electronic media. Marketing by using digital helps SME businesses to analyze, plan, and develop their business. That is why the marketing strategy is now shifting from traditional to modern by developing an old strategy into digitalization such as payment transactions, purchases, and forms of promotion. Now there are many E-commerce and E-Business who are supporters of SME business actors such as GO-JEK, GRAB, and Social media (Facebook, Instagram, etc.). Although digital marketing can open up huge opportunities for the SME business, but not all SMEs can implement digital marketing properly. Products that have been sold through the online market, especially the food sector, are only 38%. The lack of knowledge about digital marketing and poor business management systems. SME business actors must strengthen management and financial planning and marketing in building products, strengthening brands, increasing knowledge, and strengthening technology-based management (Garengo and Bititci 2007). In the data the development of MSMEs in the city of Manado has 18.608 business units divided into micro businesses, 11,467 units, small businesses 5,774 units, medium businesses 1,367 units. Entrepreneurship has a positive impact on economic growth in the city of Manado. Being an entrepreneur is a current choice especially young people.

From the data from the SULUT cooperative office, it shows that the public interest in opening a business is high. The large number of people interested in opening a business is a special spotlight from the government to facilitate and assist in access and capital. In addition to the government, this also received special attention from the teaching workforce such as lecturers at Sam Ratulangi University who established a special place for students or alumni who wanted to become entrepreneurs, the place was named the Center for Entrepreneurship Development at LPPM Sam Ratulangi University. Since 2016 under the Sam Ratulangi University LPPM they have established business incubators which are managed by expert lecturers in marketing and business. At present there are ten people who run their businesses which are all in the culinary sector.

For this reason, the researcher interested in conducting research in this place to find out how they implement digital marketing in their businesses, whether business people at the Center for Entrepreneurship Development at LPPM Sam Ratulangi University can apply digital marketing to businesses well and how they manage, create and do promotion in social media.

Research Objectives

Based on the formulation of the research problem, the objectives of this research are to analyze:

1. The management of SME for social media information effectively
2. SME in Pusat Pengembangan Kewirausahaan Universitas Sam Ratulangi using digital marketing for business effectiveness

Marketing

According to Kotler and Keller (2012:33), principles of marketing have a concept to identifying meeting needs at a profit. Business will be success if the entrepreneur used the marketing function appropriately (Richard et al, 2009). SMEs needs to consider the uniqueness of business environment along with skills, abilities, and resources of both owner or manager (O'Dwyer et al., 2009).

Marketing Management

Marketing management is about creating, delivering and communication the customer value for choosing the target market, how to get the customer, keep the loyal customer and growing customer or potential customer in broader population (Kotler and Keller, 2012:76). Marketing management as the process through management of SMEs to creating, implement, control, and evaluates what's customer needs and wants.

Social Media Marketing

Social media has become a tools for SMEs to promoting goods or service which enables marketers to actively communicate with customers. In the very beginning of social media usage, consumers joined social media to keep in touch with family and friend. Social media allows users to communicate particularly among peer groups (Zhang and Daugherty, 2009). Nowadays, consumers can follow their favorite brands on social media sites, such as Facebook and Instagram, to stay informed of the latest products, to receive discounts, to access to special promotions and to get to know more information. Social media marketing is activities to create brand loyalty, value consciousness and brand consciousness. Consumers use social media to find information about desired products with the best prices. Social media takes variety form such as pictures, videos, rating, social bookmarking, sharing content (Ismail, 2017).

Engagement Marketing Strategy

Engagement marketing is a communication strategy to empower and measure a customer to giving a feedback nor influence in order to maximize the marketing functions (Schmitt *et al.* 2011). Engagement marketing strategy can be applied online and offline (Mollen and Wilson 2010). Online media provides customers opportunity not only to engage but also to discuss and interact in discussion in blogs or social media platforms such as Instagram or Facebook. Online customer engagement is a cognitive and affective commitment to an active relationship with the brand as personified by the website or application in order to communicate the brand value. While Offline engagement as the nature of engagement is mainly a one-way communication, such as word of mouth, reviews or referrals another offline engagement like sponsor event, follow event and exhibition activities some examples actions that engaged customers can perform are: provide ideas and suggestions, do some of the work, collaborate, co-create, buy, they recommend a brand or product to family, friends or colleagues and provide feedback (Rowley, 2008).

Digital Marketing

Digital marketing is a new approach to marketing, not just traditional marketing boosted by digital elements (Jarvinen et al., 2012). It has its own characteristics and dynamics, which should be understood in order to be able to select effective marketing tactics some strategies. Digital channels can be classified in various ways. One way to classify the channels is to present them based on the viewpoint of which party controls the communication whether its one-way or two-way. The term digital marketing has specific term describing the marketing of products and services using digital channels it describing the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain the customer and increase sales (Liu, Karahanna and Watson, 2011). In the American Marketing Association's firm centric definition, digital marketing may be seen as activities, institutions, and process facilitated by digital technologies for creating, communicating and delivering value for customers and other stake-holders.

Previous Research

Foroudi et al., (2017) Digital Technology and Marketing Management Capability: Achieving Growth in SMEs. This research evaluates the relationship digital technology between tangible and intangible assets and factors related to SMEs growth. This study is used qualitative analysis and to find out the result they were used

in-depth interview. This study found that there are two components of digital technology as information and service.

Anwar and Daniel (2016) *Entrepreneurial Marketing in Online Businesses: The Case of Ethnic Minority Entrepreneurs in the UK*. This research is to explore the marketing of online businesses operated by ethnic minority entrepreneur. This study using qualitative analysis method and for the result the UK entrepreneurial marketing perspective is not haphazard, the online business appear to offer opportunities for break out, but the reliance on enhancement.

Trevino and Gareli (2017) *Understanding Digital Moms: Motivations to Interact with Brands on Social Networking Sites*. This research is to know the implementation of eight motivations that influence consumers to engage and follow the brands on their social network. This study is using quantitative analysis method. The result the eight motivations influence the consumer to engage and follow the brands based on information, entertainment, networking, knowledge-seeking, social influence, social interaction, brand relationship maintenance, communication, and self-expression.

Rao et al., (2018) *A Study on Marketing Strategies using Social Media in Facebook, Youtube, Pinterest*. This research is to analyses the impact of loyal customers with developing number claiming associations advertising extensive about decisions over that business constructed. This study used quantitative analysis method. The result advertising need to rise, Organization are depending upon relationship marketing to broaden their market share by strengthening customer relationships and building customer loyalty.

Conceptual Framework

This research framework explain how the variables will be use. Research framework is arrangement of logical construction that is regulated in order to explain the variable in the research. With this conceptual framework this research will be more focused on implementation of digital marketing strategy for the business effectiveness.



Figure 1. Conceptual Framework

Source: Data Analysis Method 2019

Digital marketing can help SMEs to expand their market share of business by using digital channels such as social media and other onine platforms. With this digital marketing strategy, the SMEs can track customers responses from their marketing efforts.

RESEARCH METHOD

Research Approach

This study will analyze Digital Marketing for SME's. This research is qualitative research. Qualitative research is primarily exploratory research. It used to gain an understanding of underlying reasons, opinions, and motivations.

Population, Sample and Sampling Technique

In order to acquire the appropriate data, a researcher must specify the population to be researched. Population refers to the entire group of people, events or object of interest that the researcher seeks to investigate (Sekaran and Bougie, 2013:86). The term social situation is the equivalent of the population. It is consists of three elements, which are the place, actors, and activity that interact synergistically (Spradley, 1980). In accordance those three elements, then the place of this research is Pusat Pengembangan Kewirausahaan Universitas Sam Ratulangi, the actors are the owners that meet the researcher's specifications, and the activity is the implementation of digital marketing.

The research is qualitative research and the data collected by in-depth interview with structure question. The information from an informant in interviews is important and used in conducting and analyzing problems with qualitative research. In this research, the sample of the research respondents or participants that are part of the population or the targeted population. Sample are participants that represent a population. The sample is part of the number and characteristics of the population (Sugiyono, 2007). This research using a sample size of 10 informants.

Purposive sampling is another common term. In this strategy, particular settings, persons, or activities are selected deliberately to provide information that is particularly relevant to the questions and goals, and that cannot be gotten as well from other choices (Palys, 2008). For example, Weiss (1994) argued that many qualitative interview studies do not use samples at all, but panels—people who are uniquely able to be informative because they are expert in an area or were privileged witnesses to an event.

Type and Source of Data

According to Hair *et al* (2006), Primary data are the result of conducting some type The data needed for this research were gathered through interview and observation in the social situation. On this research, researcher using In-depth interview for obtained data. Secondary data is a data which refers to an information collected from the available sources, such as notes, company's documents, government publication, internet (Sekaran and Bougie, 2013).

Instrument of Research

In qualitative research, the researcher acts as the main tool in research (key instrument). Means that, person who will determine the success or failure of a study. Research that will determine what kind of field data quality will be obtained (Ibrahim, 2015). For understanding of how small and medium enterprises consumer implementation the digital marketing strategies, it will use in-depth interviewing technique, as a data collection tool.

Data Analysis Method, Validity and Reliability

In analysis of qualitative data, validity and reliability in qualitative research have a slightly different meaning in qualitative research in comparison to quantitative research (Sekaran and Bougie, 2013), the reliability in qualitative data analysis includes category and interjudge reliability Test the validity of data in research is often only emphasized on the validity and reliability test. Validity and reliability in qualitative research have a slightly different meaning in qualitative research in comparison to quantitative research (Sekaran and Bougie, 2013). According to Sugiyono (2007), there are two kinds of validity of the research namely Internal Validity and External Validity.

RESULT AND DISCUSSION

Result

The interview results part will cover the answers encountered for each question. The population in this research are Owners that have to operate the business in Pusat Pengembangan Kewirausahaan Universitas Sam Ratulangi then already applied digital marketing to their business.

Informant 1, Snow Blast

Informant 1 is a Praisly Tamon aged 26 years, a graduate student from BINUS University that graduated in 2015, she has no permanent job yet, unless she is the owner of her business name's Snow Blast. Informant started her business since 2017. Her business is selling beverage product such as ice blend, coffee, tea, and milk. To expand her business she's used social media as her tools to promote her products and she's resisted as a GOJEK partner since 2017 after her open her business in Pusat Pengembangan Kewirausahaan LPPM Universitas Sam Ratulangi. She said, I saw become as GOJEK partner is a good opportunity to expand my business because my customer can still consume my products although their not around campus area. As a newcomer at that time she did some strategies to make people know her brand by using social media. She said, there is several strategies that I used like given buy 2 get 1 promotion, using Instagram Ads, uploaded testimonial photos, uploaded endorsement, I think what I do at that time make people interest and paying attention to my business. Informants said that she also using several traditional marketing such as giving brochure, poster, and standing banner that she put in front of her booth.

Informant 2, Eat Jo

Informant 2 is a Brigitta Kalangi aged 25 years, a graduate student from Sam Ratulangi University that graduated in 2016, she has no permanent job yet, unless she is the owner of her business name's Eat Jo. Informant started her business since 2017. Her business is selling culinary product such tuna rise box and chicken rise box, sambal matah is her best-selling product To expand her business she's used social media as her tools to promote her products, she's been made instagram business account since her business launched. She also registered as a GOJEK partner. She said, my product is designed as a take-away concept, a simple food to take anywhere, it's very suitable if I registered as partner with GOJEK. She's joined opened business in Pusat Pengembangan Kewirausahaan LPPM Universitas Sam Ratulangi it because her friend was giving a recommendation to her for open up business and also she didn't have a real job back then. To develop her business, she did some strategies by using social media. She said, to introduce my product I made buy 2 get 1 promotion at the moment I launched my products, uploaded endorsement from friend, usually to make a content I post photo such as new variant, attend a bazaar, or daily quotes, I rare post photo or videos less than 5 times a week.

Informant 3, Brownice

Informant 3 is a Zefanya Mokodongan aged 25 years, a graduate student from Sam Ratulangi University that graduated in 2018, she is the owner of her business name's Brownice. Informant started her business since 2016. Her business is selling beverage product such as ice blend with ice cream, soda, and milk, her best-seller product is a Milo Monster, and Chocolate with cream cheese. To expand her business she's used social media as her tools to promote her products. She's resisted as a GOJEK partner since 2017. Informant become one of volunteer that open up business at Pusat Pengembangan Kewirausahaan LPPM Universitas Sam Ratulangi, she said, at that time is very difficult, many people don't know our product, I remembered when I only sell 5 cups and its very frustrated, but as in passing time I can survive and right know I can sell 100-150 cups per day and 50-100 cups buying through oline such as Grab-food and Go-food. She's quite knowledgeable about digital marketing and keep did innovate to her product, I really concern about packaging, I always updated about something new. This time I change my cups with better one, so I don't have to buying a sticker to stamp in the cup, it's already there.

Informant 4, Blendcho

Informant 4 is a Yansi Madonsa aged 22 years, a student in Sam Ratulangi University, Informant started her business since 2016. Her business is selling beverage product such as fresh juice. To expand her business, she's used social media as her tools to promote her products and she's resisted as a GOJEK partner since 2017. She said, I hope with become a partner with Gojek will increase the profit. As a small business I need to think what strategy to be used, and then I made social media as channel for me to connecting with my customer. I often posted informative content such information about promotion, new variant, testimonial, also give a giveaway but rarely. I used social media to strongly my brand, I more like made a promo like card loyalty (e.g if their card is full of 8 stamp their will get free drink). Informant do not do much active in her social business account, she has 200 followers, 86 uploaded and 15 visitors. Every day there is 100-150 cups are sold and <50 cups are sold through Go-food.

Informant 5, Pinwei

Informant 5 is a Cliff Oroh aged 25 years, a graduate student from Sam Ratulangi University that graduated in 2017, he is the owner of his business name's Pinwei. Informant started his business since 2017. His business is culinary which is selling chicken rise box. To expand his business, he's used social media as tools so customer will be aware about his brand. Sins 2017 he become partner with Gojek. He said, as owner I concern about service because I want my customer serve the best service, with good service it will be increase to loyalty of customers. To know if my customer satisfied or not I made social media business account, I analyses by seeing their behavior through media social. Customer loves if we give them a reward like repost their post into our media social, it will appreciate them. I love sharing all my activities like cooking process to break the gap between customers and brands; we need to stay close with our customer. When I post something on instagram I usually take a hashtag so customer knows what caption is writing about. I also joined some kuliner bazaar or events like last two months ago I attend events that located at Manado Town Squere, it's my third times and the feedback is pretty well. In my booth I put a QR code from Gojek and Grab voucher so they can pay with gopay and OVO.

Informant 6, Snackit

Informant 6 is a Findiyanti Pade aged 26 years, a graduate student from Sam Ratulangi University that graduated in 2015, she worked at Indomaret Group, also she's owner of her business name's Snackit. Informant started her business since 2017. Her business is culinary selling product such as banana fries, French fries, and snacks. She said, I know I just serve ordinary menu but I try to innovate it with packaging, i also used media social as a platform for me to doing promotion through digital media as giving a giveaway. I once give my customer a reward by give a gift. I take a hashtag for several photo in instagram to made a keyword (e.g hashtag snackitodanam) it used to easier the user to search my brand. On her business account she has only 177 followers, 60 uploaded, 10 visitors. An average there's only <50 package that are sold and <50 package are sold through Gofood. Informant has problem to control, monitoring, and focused it because she has her mainly job in Indomaret Group, that's why her business hardly to grow.

Informant 7, Tore-Tore

Informant 7 is a Nova Pasaribu aged 21 years, a student from Sam Ratulangi University, she's owner of her business name's Tore-Tore. Informant started her business since 2019. Her business is culinary selling product such as chicken wings with various flavor. She's said, as a newcomer I still analyses the market, what customer wants, so I made a instagram account for my business to know customer interest to my product. I usually posted content witches photo product and information as prices. In her instagram page there are only 29 followers, 14 posted, 6 visitors.

Informant 8, D'Cendol77

Informant 8 is a David Mengko aged 24 years, a student from Sam Ratulangi University, he is the owner of her business name's D'Cendol. Informant started his business since 2016. His business is selling beverage product such as traditional drink that innovated into modern concept. To expand his business his's used social media as her tools to increase brand awareness. He's resisted as a GOJEK partner since 2017. Informant is one of the oldest members at Pusat Pengembangan Kewirausahaan LPPM Universitas Sam Ratulangi, he said, strategies that I've been used at my first step is I shared broadcasting contextual message about buy 1 get 1 promo, it's given huge impact of positive feedback from users. At that time my brand awareness increases. After that, I've using social media to maintain my brand awareness. I often posted my business activities as environment around my business location and also post information content such as information, promotion, events. I concise information based on captions and every caption I used hashtag.

Informant 9, Kobong Kopi

Informant 9 is Syaloom Kario aged 20 years, a student from Sam Ratulangi University, she's owner of her business name's Kobong Kopi. As its names he business are selling coffee beverage. Informant started her business since 2019. She's said, I think by using digital channels such as media social will help my business to increase the brand awareness, I'm as a newcomer using instagram to sharing information. Instagram tools I've often using story-gram, I repost peoples photo that tagged to my business account. Every day there are only <50 cup are sold and <50 are sold through online. In his instagram he has 83 followers, 16 uploaded and 9 visitors.

Informant 10, Something Sweet

Informant 10 is Jessica Michele aged 24 years, a graduate from a beauty class, she's owner of her business name's Something Sweet. She started her business since 2017. Her business is selling beverage product such as soda and milk iced blended. To expand her business, she's used media social as he tools to promote her products. She became partnership with gojek since 2018. She said, I've used media social so my customers will find me on internet, I post information about my product but rarely. My followers on Instagram is only 98 and 10 visitors in a average. Every day I can sell 50-100 and below of 50 people buying through online.

Discussions

Mobile marketing is marketing activities using channel such as smartphone, tablet, or other mobile device to share contextual message. There is various type of mobile marketing such as broadcasting message, post notification and QR code. Broadcasting message is one of frequently thing that SMEs have been used. It's kind of contextual promotion that delivered to certain phone numbers or mostly clote to the site of business. Those who have implemented mobile marketing are informants 1,3,4,5,6,8,10. These informants use a QR code from GJ

that attaches to their booth. Only 8 informants who used broadcasting messages in the form of sending messages to all Telkomsel users in the coverage of campus areas.

Content design is essential to digital marketing that describe as textual, graphic, video, or interactive communication through online media. Content gives value for a reason why user must visit the website or social media. With good implementation of content design, SMEs can increase their brand awareness in media online. All informants used design content in the form of post endorsement and photo or video testimonials, information content such as information about products, activities or events, utilizing Instagram tools such as IG-tv, instagram-story, online ads, informants 1,3,8 are the most active in creating content. Informants 3 had posted mostly posted through story-gram, most of the content contains information about promotions, discounts when taking order through Gran applications, and testimonial. Informant 8 mostly had posted about his new product and promotions. Informant 1 mostly posted about testimonial and photo product on story-gram.

Social media engagement helpful for evaluating social media performance whats user like, comment, and share through social media. Most popular social media site today is Instagram. On Instagram share and likes are describes popularity and followers meaning of quantity people who wants to see the content. There are several factors influence the users as frequent daily post (e.g with do some frequently post keeps the brand visible for customers), use image (e.g using image can increase interaction rateson social media), be personal (e.g be personal will show the audience the characteristic of brands), listen (e.g listen what customers saying, respond, either critiques about the branda and do evaluation), contest (e.g with made contest as giving a giveaway is a good way to increase customers interest). Of all the things they do on social media like making content can be influential in building relationships with their customers on social media.

Traffic sources are driving the visitors to the business page and provides comparison such as the number of profile visit or the number of people seen post. The impact of lack of intentional and consistency in creating content and the lack of utilizing digital tools, namely the number of visitors who visit their business page instagram. from the data informants 6,7,9,10 it is not enough to use digital tools and get bad results, due to the small number of visitors and the very small number of followers. Meanwhile, informants 1,3,8 have the most number of visitors.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and analysis, the conclusion given in this research is as follows:

1. The SME has using media social as their tools doing promotion their business. From the case all of business owner in *Pusat Pengembangan Kewirausahaan LPPM Universitas Sam Ratulangi* are using Instagram as their main digital tools. In media social they are using several strategies to attract people on Instagram such as make online ads, uploaded business activity, share testimonial photos, share business profile videos, using hashtag, using *Instagram-story*, make quiz on Instagram, give a giveaway, posting information about promo. They said Instagram is a right platform to share all the activities of their business because Instagram is the most commonly digital application that used millennials that suits with their target market.
2. From the interview, we can conclude that digital marketing was effective in business. Using digital marketing can help businesses to improve their brand awareness. It used various promotional techniques to reach the customer by applying digital tools. In addition to efficiency, the cost of promotion by using cheap digital is suitable for SMEs. Digital marketing can show the number of audiences who visit their business account profiles so they can find out the number of people who are interested in their promotional posts. Although using digital strategy can make it easier for owners to do promotions, but not all of them use all the tools available, such as on the Instagram application, on average they only upload photos on Instagram feeds and stories and only one of the nine tenants who have used paid online ads on Instagram. All informants have different strategies to improve their business, some are focused on increasing sales, some focus on building an awareness brand. Because different focus strategies and results are definitely different too.

Recommendation

As the result are gained, these are some recommendations for the SME's business for the future researcher that would like to make similar research.

1. In terms of digital marketing with social media, young enterprise should create social media accounts for businesses that are separate from personal accounts, make account names simple, easy to remember, explain their business, and have the same name as other social media platforms used, post regularly and regularly, adjusted to the golden moment, try every post is always related to effort, make a unique hashtag that

characterizes our business and use it at every post, answer all questions asked by followers to indicate that the account is active.

2. For the sme's that want to use the digital marketing strategy they can consider to use the strategy. Can strengthen the brand image received by consumers, identify and attract new customers, costs far cheaper than conventional marketing, broader reach, can do engagement or reach consumers because communication takes place directly and in two directions so that business actors build relationships and foster consumer trust, Increase in short-term income and long-term sales, ease of promotion with social media platforms.

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