
ANALYZING THE UTILIZATION OF DIGITAL MARKETING IN MSME'S (MICRO SMALL TO MEDIUM ENTERPRISE) AT MANADO CITY, NORTH SULAWESI PROVINCE

ANALISA PEMANFAATAN MARKETING DIGITAL PADA PEBISNIS/USAHA KECIL DAN MENENGAH DI MANADO, PROVINSI SULUT

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Abstract: Digital marketing is the marketing of products or services using digital technologies, mainly on the internet, but also mobile phones, display advertising, and other digital medium. Digital Marketing is one of marketing strategy that used by company to promote their business. Digital marketing is a way to promote brands and products online. The aim of this study is To know How is the Utilization of Digital Marketing in MSME'S and what is the impact to the them. In order to achieve these objectives the researcher got information from 10 respondents using qualitative study which is in-depth interview and uses purposive sampling. The results showed that Digital Marketing has a good and positive impact to the business's owner or the MSME'S and also digital marketing become an important role for those who using digital marketing to promoting and selling their product, digital marketing also help all the business's owner to sell a product, through digital marketing also it easy to reached the customer, cost effectitively, and measurable way. Digital Marketing has so many benefits, easy to use, very helpful, useful for the newbie. The recommendation, for the owner of small medium enterprise/business they can learn more about digital marketing.

Keywords: digital marketing, msme's, utilization

Abstrak: Pemasaran digital adalah pemasaran produk atau layanan yang menggunakan teknologi digital, terutama di Internet, tetapi juga termasuk telepon seluler, iklan bergambar, dan media digital lainnya. Digital Marketing adalah salah satu strategi pemasaran yang digunakan oleh perusahaan untuk mempromosikan bisnis mereka. Pemasaran digital adalah cara untuk mempromosikan merek dan produk secara online dan melalui saluran digital lainnya. Tujuan penelitian ini adalah Untuk mengetahui Bagaimana Pemanfaatan Pemasaran Digital dalam UMKM dan apa dampaknya bagi mereka. Untuk mencapai tujuan ini, peneliti mendapatkan informasi dari 10 responden menggunakan studi kualitatif yang merupakan wawancara mendalam dan menggunakan purposive sampling. Hasil penelitian menunjukkan bahwa Pemasaran Digital memiliki dampak yang baik dan positif bagi pemilik bisnis atau UMKM dan juga pemasaran digital menjadi peran penting bagi mereka yang menggunakan pemasaran digital untuk mempromosikan dan menjual produk mereka, pemasaran digital juga membantu semua pemilik bisnis untuk menjual suatu produk, melalui penandaan digital juga mudah untuk menjangkau pelanggan, biaya efektif, dan cara yang terukur. Pemasaran Digital memiliki banyak manfaat, mudah digunakan, sangat membantu, bermanfaat bagi para pemula, pemasaran digital menjadi strategi yang baik untuk memasarkan suatu produk atau jasa. Untuk pemilik usaha kecil menengah / bisnis mereka dapat belajar lebih banyak tentang pemasaran digital.

Kata kunci: marketing digital, umkm, pemanfaatan

Research Background

E-Commerce become an important role for business. It has become renewable trend on business and also growing very rapidly. E-commerce today is no longer technological issue, but is also a business issue. There are many business that applied to e-commerce in order to enter the market. For the past few years, across a globe, e-commerce has improved significantly, the explanatory and conceptual paper presents the ways in which e-commerce give information to the consumers. Electronic commerce or e-commerce has been defined as the ability to perform transactions involving the exchange of goods or services between two or more parties using electronic tools and techniques. Nowadays, E-commerce become one of the most important application of the new communication technology. Manufacturers, traders and consumers can now reach the market more quickly and get more information than they could ever before. The electronic commerce has penetrated the businesses in many ways. E-commerce has tremendously reduced the transaction costs allied with purchase, sales, operating, holding inventory and financial cost. The application of e-commerce through development of web site enhances the potential global market and sales revenue, product, potential new customers, services and geographical areas. In term of non-financial benefits, e-commerce has significantly helped improving human resources and timeliness, quality of services, customers' satisfaction and some other indirect effect.

The e-commerce industry in Indonesia began to show rapid development. The existence of e-commerce in Indonesia has been very pronounced. Indonesia is one of the highest e-commerce growth countries in the world due to the increasing number of business people who have expanded their business to digital in recent years. The high growth of e-commerce is also motivated by the growing internet usage in Indonesia. The digital marketing industry has introduced various digital marketing channels which helps company target the right audience and attract them towards the product or service being marketed. Based on the data above, it shows that the uses of Digital Marketing is High, especially for the Social Media, there are many strategy of digital marketing that success on promoting and offering product through digital marketing, that is why many business and cooperation nowadays are using Digital Marketing as their strategy to promote and offer their product. All the strategy Marketing that uses internet is a part of digital marketing such as social media and etc. But the highest one was social media.

The rapid development of social media can be one of the keys to business success if it is fully utilized. Businesses that use social media must develop dynamically to keep up with trends so they are not outdated. until now, social media is still an idol for individual users. One person can have many social media accounts, especially residents of big cities. Facebook, Twitter, Path and Instagram have become the most popular social networks here. Its use also varies, ranging from just connecting with many people or friends, to doing business or becoming a media to market their products for free. Social media, which is one of the elements of digital marketing, is a strategy for promotion, increasing sales, as well as awareness and branding. But that does not mean traditional marketing can no longer be used, because every business person has a different promotion according to the character of their product. For business people, using social media or the online world for digital marketing is the right choice

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. A business on the Internet can gain value in the form of time, attention and advocacy from the consumer. For the user, value can be added in the form of entertainment, enlightenment and utility; content marketing is one powerful way to create value. Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should be constantly iterating and evolving. Since the Internet allows for near-instantaneous feedback and data gathering, digital marketers should constantly be optimising and improving their online marketing efforts.

In Manado there are many business exist start from small to medium enterprise, especially by the technology in this era help all the owner of the business to sell their product, like people can use the service of Gojek and Grab to help them to deliver their product, that is why many people open their business even start selling it from their house, and nowadays people does not need to have a store first to open a business, they actually can sell it through online by craeting the small or medium business, that is happened in Manado that people tend to start creating small to medium enterprise and using digital marketing to promote and sellling their product whether they sell product of food, drink, accesories and many various of product, and people in Manado usually having a unique characteristic like tend to try and buying new product especially trying new food, that is

why many people open a small to medium enterprise by also selling food and trying to use digital marketing for promoting a product.

Based on the explanation above, there are any business and company uses digital marketing as the strategy to offer and promote their product because nowadays people tend to use internet or social media whether to buy a product, food, shopping and others that help people to do their activity, In Manado there are many online shopping, the small and medium enterprises business, entrepreneur that uses digital marketing to promote and offer their product to the consumer, and through digital marketing it easy for the seller itself to promote their product and faster spreads among the people, digital marketing has so many function for those who use the strategy to offer and promote their product, and the way they utilize the digital marketing for their small and medium enterprise are different that is why in this research, the researcher wants to analyze the utilization of digital marketing and how is the impact to them.

Research Objectives

To know How is the Utilization of Digital Marketing in MSME'S and what is the impact to the them.

THEORETICAL REVIEW

Marketing

In this theory marketing is the grand theory or the foundation in this research. This theory contains the thought from the expert to support this research. Marketing is the core and the main theory that affected all factors and variable. In this research Marketing is the action of a business of promoting and selling goods. Marketing according is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Kotler, 2012:11).

Digital Marketing

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital Marketing is one of marketing strategy that used by company to promote their business. Digital marketing is a way to promote brands and products online and through other digital channels. At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Like any form of marketing, the purpose of digital marketing is to promote and sell a product or service. More specifically, the purpose of digital marketing is to connect a business or organization with its target audience via digital channels. Digital marketing benefits businesses of all sizes by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalised marketing. The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Digital marketing can help brands improve their customer relationships. Digital marketing tactics like social media are not only great for improving customer service, but they can also help improve customer relationships by allowing brands to better get to know their customers' needs and wants. Digital Marketing is all about marketing using digital platforms like Internet, websites, social media channels and mobiles and list is huge. Digital marketing is concept of communicating with customers and target audience using various digital channels (Gudhka, 2018:1).

Social Media

Social media marketing is the use of social media platforms and websites to promote a product or service. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Social media marketing involves the use of internet social media tools, such as: Facebook, Twitter, and Instagram in order to reach consumers innovatively. Social networking helps promoting the company and its activities. Active social networks try to attract more new customers or visitors. People are always much more interested in following corporate social networking, than just visiting their websites. In social networks people can directly, very simply and informally interact with business, and create a much stronger two-way communication, which then enhances mutual trust and strengthens brand image, and finally, after a large and long work can be seen increasing corporate

visibility. In order to achieve this, business social networks have to be particularly active, as much as their users, or even more active.

Previous Research

Jeevan (2012) The title is A Study on Digital Marketing - A Case Study with Special Reference to Flipkart consumers brought in an array digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how Flipkart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. The results shows Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's hot in digital.

Verma (2018) The title is A Critical Review of Digital Marketing. The results that the consumer are looking and searching more on internet to find the best deal form the sellers around India as compared to traditional or conventional methods. In this study, we acknowledged that businesses can really benefit from Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology.

Istvanic (2015) The title is Digital Marketing in the Business Environment. This paper presents digital advertising technologies, techniques and media and their advantages and disadvantages. Understanding the way search engines work and advertising thereon are the most critical items for quality product promotion. For a potential buyer to find a website, it is necessary to optimize it, and thus display the product advertised at the top of search. An alternative to search engine optimization is paid advertising on search engines whose most significant advantage is paying only when a user shows interest in the ad, i.e. clicks on it. Since unlike search engine marketing, users are shown different ads and not just those they are interested in, display ads performance is somewhat weaker, but display advertising is still a great way to create product awareness.

Yasmin (2015) The title is Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority.

Conceptual Framework



Utilization of Digital Marketing in SME'S in
Manado

Figure 1. Conceptual Framework

Source: Data Analysis Method, 2019

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. This research is to analyze To know How is the Utilization of Digital Marketing in MSME'S and what is the impact to the them.

This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994:22), qualitative research involves the studied use and collection of a variety of empirical materials - case study, 22 personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample and Sampling Technique

A population is a group of experimental data or persons (Sugiyono, 2005:34). Population is identifiable group of elements (people, products, organizations) of interest to the researcher and pertinent to the information. Population is generalization region consist of object or subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion. The population of this research is respondent which is the business owner that have been using digital marketing to promote their product.

Sample is the subset or subgroup of population and A sample is the selected people chosen for participation in a study. Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result, (Sugiyono, 2007:19). This research use purposive sampling technique in order to get more valid and detailed result. The researcher took about 10 informants.

Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection method divided into primary and secondary data.

Operational Definition of Research Variables

Operational definition is a certain explanation about some issues that measured by certain terms. also the operational definition of a variable is the spesific way in which it is measured in that research. In this research the main variable is digital marketing.

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews and The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

The first step, questions arranged and prepared before interview. This result use qualitative research and use in-depth interview as the tool to gain information. The population of this research is respondent which is the business owner that has been using digital marketing to promote their product.

Informat 1: Hanifah (Owner Roti Maryam, 22th)

Hanifah is a former business student and she was very familiar with business knowledge, especially for marketing and selling some product, because as her experience when she was in college she and her friends was already create product and tried to sell and also join food exhibition and also she learnt it in the class, that's where the knowledge came from. She said that after she graduate she has been thinking to create some product that could be sell, she wants to become woman entrepreneur. Hanifah said the product that she sell was food and the name of the product was Roti Maryam, Roti Maryam is like flatbread with came from indian influence and can be founded in Indonesia, and she tried to make the bread more creative and unique so the customer may like the product itself, she said that she make and produce the product by herself and get idea from her aunty which her aunty gave her the receipt, From the beginning she only made it for herself but people around her, her family said that the bread was very delicious and they recommed her to sell the product, she said even she run the small

business like selling the bread but she is very happy and she said that she also can apply all the knowledge that she gets from college into real life. The main purpose she started her business was because her parents she said that she wants to make them happy and also she wants to become a woman entrepreneur.

Informant 2: Gaby Tumber (Owner Gabby Klappie, 23th)

Gaby is an engineering student but really loves to cook and making a cake, she has a hobby to cooking and making many kind of dessert, even she is an engineering student but she still wants to run a small business and right now she is the owner of Gabby Klappie, the product she sell is food which is selling dessert, she has been running her business around half a year, for the first time she just sell one variant or one types of dessert but because the high demand of the customer she tried to create and making many variant of dessert like pudding with many variant flavor, oreo choco mouse, yogurt, fruit salad, stup up bread, klappertart and others dessert box. She said that the reason or the factor that motivated her to create and running this small business is from her friends, from the beggining she just make the product or the dessert for her friend and all of her friend who ate her dessert said that her dessert was very delicious and they recommend her to sell her product and she decide to run her small business after that.

Informant 3: Marcela Esmerald (Owner Cell'Own, Selling Phone, etc, 23th)

Marcela is a kind of person who really loves to talk about business, she said that since she was in senior high school she already run a small business, she try to sell any kind of product like clothes, shoes, accesories, she said that she has an experience of selling a product, she said that even just a small business, as long as she can earn money by herself thats all that matters. She also said selling product is also the process of gain knowledge, she also said that her family background was entrepreneur, that s why she was quiet familiar about run a small business. According to her, even her business not really running well but she decided to go to business school and then she just graduated and having a bachelof of business. She said that she was ver interest about business that is why along she went to college she still sell several product for her friends and can earn money. According to her she really wants to become woman entrepreneur and makes her parents happy beside that she wants to be financially independent, she said after she graduated she tried to sell a product like handphome, accesories, skincare and others products, she always seek for the chance and opportunity, she said “ *if there are something i can sell and i can earn money ill sell it*”. She said that right now she run a small business, the kind product that she sell like handphome, accesories phone, skin care from korea like mask. She actually has been running her business around 1 year, and she had face so many ups and downs while running her small business. The reason why she tried to sell a product because she saw that theres a chance to get money, and nowadays theres a lot of alternative to run a small business.

Informant 4: Regina Montolalu (Owner of Regina Shoplens, 23th)

Regina owned the regina shoplens since she was in college, the factor of loves to using softlens was also the factor that makes her create her own shop, even she entered accountant major because in order to increase her skill beside wants to be an accountant she also wants to be woman entreprenur, she said that it was really hard at the beginning to find a customer, but she never give up she always tried eveyday until she step on what she had right now. Regina owned the shop named Regina Shoplens, the product that she sell are many variant of softlens, alo with different color, shape, price, and quality, before she sell the product itself she learn about the softlens before, she try to understand everyting about softlens, so she can answered any question when the customer asked to her, because this product is quite sensitive people buy the product and will be put the product on their eyes, that is why she always keep her product safe and hygiene. Regina said that to create this business is not that easy as people thought, there are a lof of ups and downs that she face, she also said that is not that easy to find customer, but through digital marketing it help her a lot.

Informant 5: Christine Wijaya (Owner of TreeLeeves Shop, 23th)

Christine is the owner of small business named TreeLeeves Shop, she has been running her business around 2015, but on the past days she has been through she had faces so many ups and down for her business, from 2015 she gets less customer, but now in 2019 she gets many customer from Manado and another City, Christine sell several product like accesories made from tree leeves and made it into a cute accesories that people can use it for key chain, and she create product like slime, squishy that sell for kids and sell it to the customer and right now she tried to sell a product of cultivation . She sell many kind of tanaman and also produk yang bisa dijadikan gantungan kunci. She said that she create this small business was because she wants to be independent and reason to motovated her was she wants so to help her parents by trying to create a business that she can earn

money and paid her daily needs using her own money. Christine said that she knows about digital marketing, because she has been using digital marketing for her small business and digital marketing is the alternative to promote her product, and also not only know about the digital marketing she also can learn and improve her skills of marketing a product. She said that a small online shopping business is need digital marketing and the platform she use was facebook, whatsapp, instagram, shopee and also through her own youtube channel, and according to her opinion digital marketing is very important especially for the newbie or new business like her.

Informant 6: Jesica Suatan (Owner Lash Me Up)

Jesica has already own her store for her business, she start her business by creating her business social media account and after that decide to make a small place or store for her business. Right now Jesica has running beauty business Named Lash Me up and she already have her own store located in Kairagi Manado, she has been running her business for around 3 years, She said that her business is a about beauty and not only product or service, the product and service she offer are eyelash extention, mani padi, nail art, waxing, reflexy for woman. Jesica said that she started this business because she has a hobby and she really wants to create her own store and right now she already have 10 employees to work with her. In her store also she sell product like skincare, mask, eyelash serum. She said hobby motivated her to create her own Business. According to Jesica she use digital marketing for her business, she said the reason why she use digital marketing so people may know about her business, she create her own media social account and people can visit her account online, that is why she prefer to use digital marketing to promote her product. The platform of media social she use are Instagram, Facebook and also Word of Mouth by telling her friends about her business. She said digital marketing has become an important role and its good use digital marketing to promote a produc, for example she use digital marketing so many people can get to know that her business exist because nowadays people tend to use social media because through social media or through digital marketing can help her to promote her business to the customer. She said that digital marketing was very helpful for these past 3 years, she gets many customer through online.

Informant 7: Angga Longdong (Owner of Ourway)

Angga is a young entrepreneur who have owned his small business, the product he sells was Merchandise like T-shirt, Hat, Straw with the unique design, and he has been running this business around 4 years, he said that he wants to become an entrepreneur by creating a good and unique merchandise, His business is focusing to sell many kind of souvenirs like merchandise, key chain, totebag, that mostly people buy for souvenirs, he said that when he started this business there are a lot of ups and downs in the beginning, but he always keep trying until his business known by people, Angga said to having a small business is not that easy he have to create an idea everyday and keep maintain his product in order to make customer get interest about his product. According to Angga, he knows about Digital Marketing and he said nowadays as an entrepreneur digital marketing is a part of his business, and as an entrepreneur he has to know about digital marketing. Angga said that he use digital marketing to promoting his product and nowadays he wants to utilize digital marketing as good as it can, because digital marketing is part of business, digital marketing have many benefits and very important, he usually promote and always marketing his product in order to get benefits.

Informant 8: Ladis Siau (Delicious Dessert)

Ladies has owned her dessert shop, she has been running her small business around 3 years, the product she sell is Food, especially making a dessert with many variant like Fruit Salad, Pudding, Dessert Cake. She said that things that motivated her to create this business just because a random thought but ended up cause she has a hobby of making a cake and she decided to sell all the product to the customer. She said she wants to create products of food by making dessert and she believe the product she sell might getting a positive feedback from others. According to Ladis, starting to making a small business is not easy, its not easy to get customer, but fortunately she knows about digital marketing and slow but sure she use digital marketing as the alternative way to promoting her product of dessert. She said that since the very beginning till now she has been using digital marketing in order to promote her product through her social media account, she said that it easy to doing marketing through digital because she just need to chatting with the customer through phone and answering all the question from the customer. She also using digital marketing because it can help her sell dessert and sending the product itself.

Informant 9: Veiby Manuahe (Owner D'Queenby, 22th)

Veiby is the owner of D'Queenby By Veiby Manuahe, she already run a business that categorized as Medium Business, she already open her store almost a year and running it till now, Veiby is graduate manjoring Economy and took international business as her major, she was very familiar about running a business because her family background was from entrepreneur, the reason why she wants to have her own store because she wants to sell her own product create by herself. She said business is about challenging, people should challenge themselves especially to those who wants to deal with business. She said there are a lot of up and down she face but she ner give up until she can create her own store. From the beggining Veiby only sell health drink, but right now she started to sell many kind of product like milk, mango ice, parfume, bag, accesories, and also she provide a treatment on her store. She said to sell a product and services she had run it around a year. Right she sell her healthy drink or almond milk for a year, and it start because she likes to \drink almond milk, and at the time almond milk is hard to find in Manado even the benefits of Almond Milk is very good to human health, she said that at the time she thought that Almond Milk has many benefits for people's health and she decided to create by herself and tried to sell it in Manado.

Informant 10: Lily Deasy (Owner PhoBoey Shop, 30th)

Lily is a kind of person who loves to shopping, the small business she run was selling Accesories and also Korean skin care, it started when she like to buy many Korean Skin Care product, because she use Korean skin care for herself, and she realized that the product of korean skin care works well on her skin, and many online shopping selling the korean skin care, and when she wants to buy korean skin care she have to buy it through online because its quite hard and rare to find in Manado, and she decide to open online store and selling Korean Skin Care. She has been running her small business for several months and she said that it went quite well, She started this business because she saw the demand of korean skin care was quite high in Manado, the first time she promote about her product many customer asked to her about the product and said that they wants to buy the product itself. According to Lily, nowadays there are many alternative or access to open a small business, and she decide to open and run the business by selling korean skin care, and she tried to keep up date her product based on customer needs and wants, and she tried to find a good distributor from korea, that sell a good, an original product and of course a product that has a good quality.

Discussion

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital Marketing is one of marketing strategy that used by company to promote their business. Digital marketing is a way to promote brands and products online and through other digital channels. At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Like any form of marketing, the purpose of digital marketing is to promote and sell a product or service. More specifically, the purpose of digital marketing is to connect a business or organization with its target audience via digital channels. Digital marketing benefits businesses of all sizes by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalised marketing. The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Digital marketing can help brands improve their customer relationships. Digital marketing tactics like social media are not only great for improving customer service, but they can also help improve customer relationships by allowing brands to better get to know their customers' needs and wants. All the informants that has been interviewed before are very happy with the existence of digital marketing they always keep updaing their product on their social media in order to get customer and they can promoting and selling their product, from the explanation before it can be seen that digital marketing is very important, the informants using social media of digital marketing to promote their product, based on the intrview from all the informants, they gave a positive answer about the digital marketing, they said that digital marketing was very important for those who own a small or medium business and for all the entrepreneur who wants to promoting their product. Digital marketing was very helpful for those who wants to selling a product, but beside that they have to keep marketing, keep learning how to give a good respond and good service to the customer because through using digital marketing they may talk and chatting to the customr through online, doing marketing online is easy but every owner of the business itself should learn how to respond the customer. But overal using digital marketing giving so many positive impact and also very helpful and useful. Through digital marketing the owner of the business itself can easy to promoting their product and especially people get to know faster about their shopping online, the owner also using instagram, facebook,

shopee, whatsapp, youtube as their alternative of digital marketing. Digital Marketing become an important role for all the young entrepreneur who already own their business, digital marketing also is the best alternative to keep improving their skills to promoting online. The related journal that specifically support this discussion is the journal with the title 'Digital Marketing with a Framework and the review' by Kanna and Alice, it says that The digital marketing gave a significant impact on product strategy especially to those who sell a product by using digital marketing and the facilitation of mass customization. The digital interface makes it easy for customers to choose options and configure products according to their specifications. The good news is that digital marketing has seen such collaboration and this is a good sign for the future especially for the business owner.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion from the previous chapter it can be concluded that Digital Marketing has a good and positive impact to the business's owner or the MSME'S and also digital marketing become an important role for those who using digital marketing to promoting and selling their product, digital marketing also help all the business's owner to sell a product, through digital marketing also it easy to reached the customer, cost effectively, and measurable way. Digital Marketing has so many benefits, easy to use, very helpful, useful for the newbie, digital marketing become a good strategy to marketing a products or services. Most importantly Digital Marketing helps all the business's owner to present their business to all the customer and through digital marketing makes the business's owner easy to promoting and selling their product and people easy to know the shops through digital marketing.

According to all the informant's answer which is the business's owner OF MSME'S, Digital Marketing is good and become an important role to be part for all the small and medium enterprise or to the business owner. The way to utilize the digital marketing by keep using and promoting everyday about their products and services, keep updating the product, keep promoting the product or services, keep sharing all the product and service to the customer also keep respond the customer question and fast respond. Also all the business's owner said that the best way to utilize the digital marketing by being active to promoting/offer their product in order to get profit and also to get the customer especially to get the loyal customer. Overall all the business's owner of MSME'S utilize well the digital marketing in order to keep their business survive and also keep doing promoting and marketing to get profit and loyal customer, and most important digital marketing gave a positive impact, many function and benefits to the business's owner. Digital Marketing has a many function to influence all the MSME'S owner to grow their business.

Recommendation

The recommendation on this research are for the owner of small medium enterprise/bussis they can learn more about digital marketing in order to keep improving their business, keep promoting, and through this research they will aware more about the utilization of digital marketing for their business also for the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the current research, specially for the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about Digital Marketing.

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