

MSME Marketing Trends in the 4.0 Era: Evidence from Indonesia

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Abstract. MSMEs that have carried out the production process automatically produce their business products or services. However, not a few are still confused about how to market the product. This research aims to examine what are the components of promotional media and marketing trends in the era of the industrial revolution 4.0. This research includes library research because the research was conducted to search, analyze, interpretations and generalizations from the facts of the results of thoughts and ideas written by marketing management experts. This research is descriptive qualitative with a secondary data analysis approach. The results of this study state that entering the era of the industrial revolution 4.0 certainly requires knowledge, insight, and skills to carry out promotion and marketing with online media for the business to be run. Online promotional media is a medium that can be used to promote or advertise with digital technology media and the internet. Social media and marketplaces are online media that can be used for promotion or at the same time used as a means to conduct online business. The results of this study are expected to be an evaluation material for MSME players to dare to adopt social media and e-commerce.

Keywords: MSME 4.0, Trends, Marketing

1. Introduction

MSME actors who have carried out the production process have certainly obtained the results of their business products or services [1]. For example, a potato chip entrepreneur with various seasonings can certainly produce potato chip products with their variants [2]. After having the product, the next step is to sell or market it. Marketing is both a function and a set of processes that an organization employs to create, communicate, and deliver value to customers and to manage customer relationships for the benefit of the organization and its stakeholders [3].

It takes a lot of effort and skill to manage this exchange procedure [4]. When one of two parties in a prospective exchange considers how to get the other party to take some action, that party is exercising marketing management [5]. Therefore, we define marketing management as the practice of identifying and satisfying the needs of a target market, as well as developing and expanding that market, through the provision of consistently excellent customer value that is effectively communicated [6].

Every business actor certainly wants to sell his business products or services for various purposes, one of which is to make a profit [7]. Increases in sales and earnings are a sure bet for any company [8]. However, marketing is not an easy thing for many business people [9]. Many of them are not satisfied with the profits they get, because they have not been able to find the right marketing method for their business products or services [10].

Entering the era of the industrial revolution 4.0, there will be many changes and these changes will also occur in business marketing [2]. In marketing, there will certainly be many changes, especially in conventional marketing [11]. Conventional to digital changes, where there will be changes in the world of technology that have an impact on customer changes [12].

Changes in customers will be seen in their behaviour, lifestyle, and interests [13]. As a result, all relevant parties involved in marketing the product or service in question need to be flexible and adjust accordingly [14]. For example, today many consumers before shopping, open various shopping sites and compare products ranging from type, brand, quality, and especially the selling price [15]. Consumers love to see product reviews from various parties who discuss it on social media [16]. With this change, of course, as a business owner who will

market products, you need to think about steps to attract customers in the right way. It would be better for MSME players to make plans and choose the right promotional media before taking marketing steps [17].

Not even 3 years old, the author bought a book entitled "UMKM 4.0" written by Wulan Ayodya, an entrepreneur, writer, and educator in the field of entrepreneurship. In one of the chapters of the book she wrote, there is a discussion about trends in how to market MSMEs in the 4.0 era. She said that entering the era of the industrial revolution 4.0, online promotional media has been very stretched. Therefore, the author is interested in examining what are the components of online promotional media in the era of the industrial revolution 4.0. This interest is the purpose of this research.

2. Method

This research includes library research, which is research that focuses on literature in the form of books, journals, and other publications [18]. This is because this research was conducted to search, analyze, interpretations and generalizations from the facts of the results of thoughts and ideas written by thinkers and experts in MSME marketing management, in this case Wulan Ayodya. The author does not focus on specific publication portals or online media in determining relevant reference sources such as referring to the Emeraldinsight, Researchgate, and Elsevier journal portals, but is more flexible. The search for journals, articles, books, and publications was mostly in the range of articles published between 2015 and now. Not all downloads were referenced but only those that were highly relevant to the topic. In terms of its nature, this research is descriptive qualitative with a secondary data analysis approach.

3. Result and Discussion

Entering the era of the industrial revolution 4.0 certainly requires knowledge, insights, and skills to promote through online media for the business to be run. Online promotional media is a medium that can be used to promote or advertise with digital technology media and the internet. The following are online media that can be used for promotion or at the same time used as a means to conduct online business [2].

3.1 Media Social

Social media is an online medium where users can easily participate, share and create content [8]. Social media includes blogs, social networks, wikis, forums and virtual worlds [19]. Blogs, social networks and wikis are the most common forms of social media used by people around the world [20].

Web-based social networks allow users to set up individual profiles, after which they can link up with others and exchange messages and media [21]. Facebook, MySpace, and Twitter are the most popular social media platforms. The internet is the primary tool of social media, as opposed to paper or broadcast outlets in traditional media. Anyone can join in on the conversation on social media, offering their thoughts and opinions freely, remarking on posts, and sharing links to relevant articles in a short amount of time [22].

If a person has access to the internet, they can still use social media despite the slow connection, without large costs, without expensive equipment, and by themselves without employees [23] and [24]. Content models such as text, photos, videos, graphics, and more can be freely edited, added, and modified by social media users [25]. Entrepreneurs can use this social media to promote their products or businesses at a lower cost than offline media [26]. The following are four social media that are chosen by MSMEs to be used as online promotion media [2]:

1. Facebook

Facebook is the largest social media site today, and almost everyone uses Facebook. With Facebook media, you can build relationships with customers and clients. Facebook is also a very effective place or advertising medium. The trick is quite easy, create a Facebook account specifically for business and then display photos and descriptions about the business. Furthermore, make interesting statuses to add to the network of friends.

2. Twitter

This social media only displays messages of 140 characters but is very effective in delivering important messages in a short time. Entrepreneurs who utilise social media as a marketing medium, and are usually quite successful in attracting the attention of people on the internet. If you want to advertise briefly, you can use Twitter as a medium.

3. LinkedIn

This site is the best place for professionals who want to boost their performance. LinkedIn can reach potential clients for your business. In America, it is the most visited place by entrepreneurs and professionals looking for partners or workers.

4. Instagram

This site is a website that can be used to share photos. The difference with Pinterest is, this site has an application that can give art effects to the photos sent. For example, you want to send photos of business products or people who use your business services, then this site can be used. Instagram is a fairly popular social media to be used as a promotional media.

3.2 Marketplace

Nowadays, many people like to shop online. One of the advantages of shopping online is that it can be done anywhere and can compare prices easily. Online shopping can be done in various online media, one of which is by using a marketplace.

What is a marketplace? The definition of marketplace linguistically means "market" on the internet [2]. Like any other market, this one is also a place to buy and sell goods. With the existence of an unlimited global market, it encourages business people to make innovations to utilize online media as business land [27] and [28]. Moreover, coupled with the increasing number of internet users from day to day, there is nothing wrong with trying to sell online via the marketplace. If you want to sell products or businesses in the marketplace, you can also use it as a promotional media.

Actually, the features in this marketplace can be utilised for promotion, and provide many conveniences for consumers in the online shop world [29] and [30]. The number of marketplaces that appear in the internet world really makes it easier for consumers.

Looking through the products offered in the marketplace freely will provide a sense of comfort for prospective buyers [31]. Moreover, internet media that is free to access provides 24 hours for visitors, so they can come whenever they want without closing hours [32]. While in terms of producers or sellers, this one thing offers a facility in the form of a place to promote a business while selling its products or services. The place is indeed functioned as a gathering place for sellers who both offer products in the form of goods or services [33]. This will certainly be very helpful for them to market goods via the internet without having to bother creating a website. According to [2], Indonesia has several marketplaces that are gaining traction these days, including:

1. Shopee

PT Shopee International has long opened a new market in Indonesia. Seeing that the market is so good for the future, Shopee also follows the competition in Indonesia. The goods here are arguably very complete and the selling price is very affordable. Shopee even provides an interesting feature, namely free shipping with certain total shopping criteria. This is one way of promoting, namely providing free shipping facilities.

2. Tokopedia

Tokopedia was founded by William Tanuwijaya. Tokopedia is one of the marketplace giants in Indonesia. The items offered here are also very attractive and competitively priced.

3. Bukalapak

Bukalapak was founded by Ahmad Zaky. Of the millions of people, many like to shop at Bukalapak, so there is no reason not to be tempted to shop for good and cheap goods at Bukalapak.

4. Elevenia

In the online business competition, Elevenia also offers the convenience of a safe and reliable way to shop online. Not much different from other marketplaces, the items offered at Elevenia are also complete discounted, and special offers.

5. Blibli

Blibli has a slogan that is Big Choices Big Deal. Blibli is also one of the marketplace options that can be used as a choice of promotional media as well as a place of sale.

However, the entry of MSMEs into the marketing trend of the 4.0 era is not without obstacles. There are still many MSMEs that are technology illiterate. In the era of the industrial revolution 4.0, the development of the online world is indeed difficult to stem. Especially, online business. New business players have emerged due to the growth of online businesses. Then, what is the fate of offline business players in the face of an unstoppable online onslaught? Of course, offline business owners, most of whom are MSME players, must start an online business. Some of these reasons are why MSME entrepreneurs should not be stuttering technology. If you do not master technology early on, then be prepared for your business to have to accept a reality that you never imagined.

Even major businesses, such as multinational corporations and multinational small and medium enterprises (MSMEs), have a chance of falling behind their competitors.

Many large retail businesses that do not keep up with technological developments have to falter. This is evident from several retail giants in Indonesia that had to close some of their offline stores because their operational costs continued to swell, but revenue never grew in balance with operational costs. Currently, the cost of renting or purchasing property for a business is quite high and business proceeds are sometimes unable to cover it.

Many questions often arise from MSME owners. "How can I as an MSME owner learn digital when I am old?" or "How should I learn technology, because MSME entrepreneurs cannot use computers or gadgets?". Therefore, there are many suggestions if MSMEs must start learning not to stutter technology. Even if it's not easy, it doesn't matter, the important thing is to continue to be diligent in learning it until you understand what technology is most important for business. What should be done so that MSME owners can learn and improve themselves and their businesses in the 4.0 era? According to [2], below are some tips for MSMEs to be more familiar with marketing technology trends:

1. **Adaptation**
MSMEs must convince themselves to change for the better. The trick is to start adapting as soon as possible. Remove thoughts that are burdensome and make you not also learn to start adapting. Determine when you will start to adapt to technology.
2. **Join Technology Training for Business**
It is time for MSMEs to learn what technology is needed for business and find out about workshops. Because, by attending workshops, you can gain new knowledge that can be applied to your business. Training can open your new horizons, and become one way to increase knowledge about technology for business.
3. **Looking for Specialized Employees**
Looking for employees with a background in mastering digital technology for business, these employees will be the team that manages your business. Together with these specialized employees, your business development will be faster and can continue to grow. By having employees who are well-versed in digital technology, your business can quickly enter the digital realm and become better. By hiring specialized employees, you can also learn about digital technology at the same time.
4. **Add New Insights about Digital Business**
From now on it would be better if you start reading news and books about digital business to add insight and knowledge. If possible, start learning to practice with the help of tutorials from online media YouTube.

4. Conclusion

In the era of the industrial revolution 4.0, business organizations must be good at capturing opportunities. The opportunity in question is the utility of internet technology that has changed the trend of people shopping. People are now interconnected when using cell phones in the palm of their hands. They can access many things, including the products you sell. If a business is not adaptive in the present, it is possible that it will soon go out of business. Because many businesses are flocking to market their products on social networks and marketplaces so that they are easily accessible to many people wherever they are. Because that way, people will recognize your product through observant eyes. This condition also has implications for the inventiveness of business people. If your business has adopted e-commerce, you must dare to improvise to provide the best products at all times for customers. This is because a person's needs are sometimes beyond the seller's prediction. Therefore, it is time for business actors or MSMEs to go digital and dare to innovate products and marketing management so that the business that has been built so far is not easily disrupted.

The results of this study are expected to be an evaluation and consideration for business actors or MSMEs, many of which are still confused about finding the right way to market their products and do not know where to market them if they decide to venture into adopting social media and e-commerce.

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