

THE INFLUENCE OF DIGITAL MARKETING ON SHARIA MSME INCOME (STUDY OF SHARIA MSMEs IN DELI SERDANG REGENCY)

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Abstract

The use of digital marketing during the pandemic is very helpful for SMEs in developing their business. The purpose of this study was to determine the effect of digital marketing on MSME business actors in Deli Serdang district. The study used quantitative methods with questionnaire data collection distributed using the G-form. The results of this study indicate that digital marketing has a significant effect on the income of Sharia MSMEs in Deli Serdang district. The implication of this research are that with digital marketing, businesses get the opportunity to maintain good relations with customers, expanding market access for their business progress.

Key words: Digital, Marketing, Revenue, Sharia MSME

Abstrak

Pemanfaatan digital marketing di masa pandemi sangat membantu UKM dalam mengembangkan usahanya. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh digital marketing pada pelaku usaha UMKM di kabupaten Deli Serdang. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data kuesioner yang disebarakan menggunakan G-form. Hasil penelitian ini menunjukkan bahwa digital marketing berpengaruh signifikan terhadap pendapatan UMKM di kabupaten Deli Serdang. Implikasi dari penelitian ini adalah dengan digital marketing, pelaku usaha mendapatkan kesempatan untuk menjaga hubungan baik dengan pelanggan, memperluas akses pasar untuk kemajuan usahanya.

Kata kunci: Digital, Pemasaran, Pendapatan, UMKM Syariah

Preliminary

Currently the development of technology is growing rapidly marked by the number of people using technology to help their work. With the use of this technology, people can carry out various activities from home or office and do not have to go into the field. By utilizing the internet, people can do various things, for example, do socialization, communicate, read books, obtain information and can even shop directly from home without having to leave the house (Hadi, 2020)

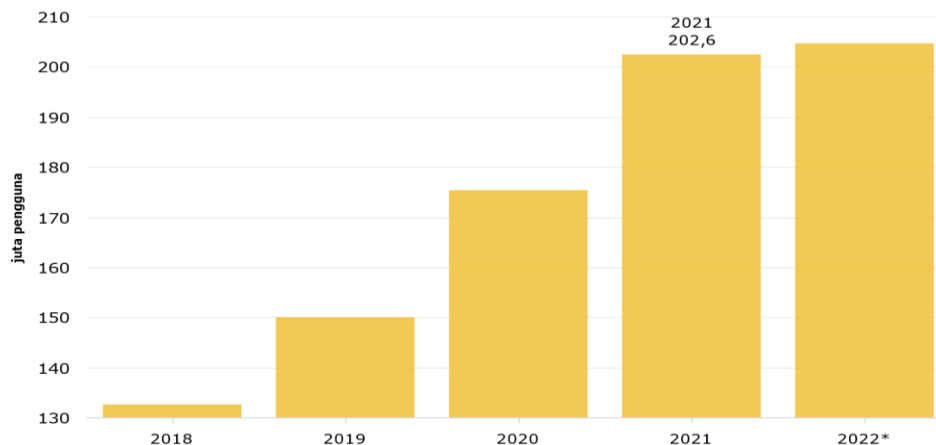


Figure 1. Number of Internet Users in Indonesia

Source: We Are Social, 15 Februari 2022

We Are Social reports, the number of internet users in Indonesia continues to increase significantly. In 2021 the number of users was recorded at 202.6 million users, then increased by 1.03 percent in 2022. There were 204.7 million internet users in Indonesia as of January 2022 (An-nur, 2022). This increase in internet use also helps Sharia MSMEs in marketing their products amid economic uncertainty during the Covid pandemic. That after the COVID-19 pandemic emerged, more and more people shop online more regularly (Juniar 2021). With this internet, MSME business actors can survive in the midst of the economic downturn in Indonesia (An-nur, 2022). In addition to selling online, MSME business actors also carry out promotions by utilizing the internet or commonly referred to as digital marketing. Digital marketing is one of the marketing media that is currently in great demand by the general public to support various activities (Dedi Purwana ES, 2017). People are gradually shifting from conventional/traditional marketing models to modern marketing, especially digital marketing.

Communication and transactions can take place at any time/real time, and can be local or global.

The use of digital marketing makes it easier for MSME actors to make transactions without having to meet face to face. It speeds up and simplifies transactions; consumers simply click a button to shop and select the items they are interested in. This online shop is fast, convenient, and practical. This is what motivates many MSME actors to enter the online shop business in order to meet the diverse interests of consumers.

According to data from the Coordinating Ministry, Micro, Small and Medium Enterprises (MSMEs) in Indonesia are arguably growing rapidly. The number of MSMEs in Indonesia reached 59.2 million in 2017. MSMEs that have used online platforms to market their products have reached 3.79 million to date. This represents about 8% of all MSME actors in Indonesia (Febriantoro, 2018). The government, especially the Ministry of Cooperatives and Micro, Small, Medium Enterprises (Kemenkop UMKM) and Communication and Information (Kemkominfo), wants to increase the number of MSME actors who use online platforms by launching the 8 million MSME Go Online program (Kemenkop UMKM, 2017). said that digital marketing makes it easy for MSME actors to provide information and interact directly with consumers, be able to expand market share, increase awareness and increase sales of MSME actors. It is the same with (Kusniawan Nur Muhammad Fitra, 2020) which states that digital marketing has an influence on the income of MSME actors in Enggal District.

The impact of the pandemic on the performance of MSMEs (Micro, Small, and Medium Enterprises) is important to study as they contribute up to 35% to the National Gross Domestic Product (GDP) of Indonesia (Tirtayasa, 2021). In Deli Serdang Regency, there are Sharia MSME businesses that have utilized digital marketing in promoting and selling their products or services. Many people already understand the use of digital marketing because competitiveness in business is getting tighter (Julita, 2019). The use of digital marketing that is often used by the public is to register their business on the Gofood, Shopee, Instagram and other promotional media applications. However, the author has not found how

the effect of using digital marketing in increasing the income of Sharia MSME actors in Deli Serdang Regency. The results of previous research indicate that the use of digital marketing as a media for promotion and marketing has a very large influence on the income of MSMEs. Therefore, the authors are interested in discussing the theme "**The Influence of Digital Marketing on Sharia MSME Income (Study of Sharia MSMEs in Deli Serdang City)**".

THEORY

Micro, Small and Medium Enterprises (MSMEs)

MSMEs are the largest business group in the Indonesian economy and have proven to be resistant to various types of shocks due to the economic crisis (Istianti, 2021). The legal framework has set the criteria for business actors classified as MSMEs. According to the Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), in accordance with the mandate of the Decree of the People's Consultative Assembly of the Republic of Indonesia Number XVI/MPRRI/1998 concerning economic politics in the context of economic democracy, SMEs must be empowered as an integral part from the people's economy, with a strategic position, role, and potential to create a more balanced economy (bi.go.id, 2022). Increasing the growth rate of microfinance, such as government programs that provide convenience for the micro business sector to grow (silalahi, 2022).

Digital Marketing

Digital marketing is a marketing activity that includes branding (brand recognition) and using various web-based media such as blogs, websites, e-mail, adwords, and social networks (Musnaini, 2020). Of course, digital marketing is more than just internet marketing. In their journal, stated that the concept of digital marketing started from the internet and search engines on the site. When internet usage peaked in 2001, Google and Yahoo dominated the search engine optimization (SEO) market. And the use of the internet for search grew in 2006, and in 2007, the use of mobile devices increased dramatically, increasing internet usage as people from all over the world began to connect with each other through social media (Sri Rezeki Nasruallah, 2021).

RESEARCH METHODS

The method used in this research is to use quantitative research methods. This research was conducted in Deli Serdang Regency, with the research subjects being Small, Micro, and Medium Enterprises (MSMEs). The data processing used in this research is using the SPSS application. The data for this study were collected using a Google Form with questions addressed to Micro, Small and Medium Enterprises in Deli Serdang Regency. The sample size of this study was 70 Small, Micro, and Medium Enterprises (MSMEs).

RESULTS AND DISCUSSION

Normality Test

This test is conducted to determine whether a population is normally distributed or not. Data that is considered normal if the data is in a curve with a slope of the left and right sides, and is not skewed to the left or right, but to the center with a bell-like shape with close to zero. Based on the results of processing on SPSS on the data obtained, it can be seen as shown below:

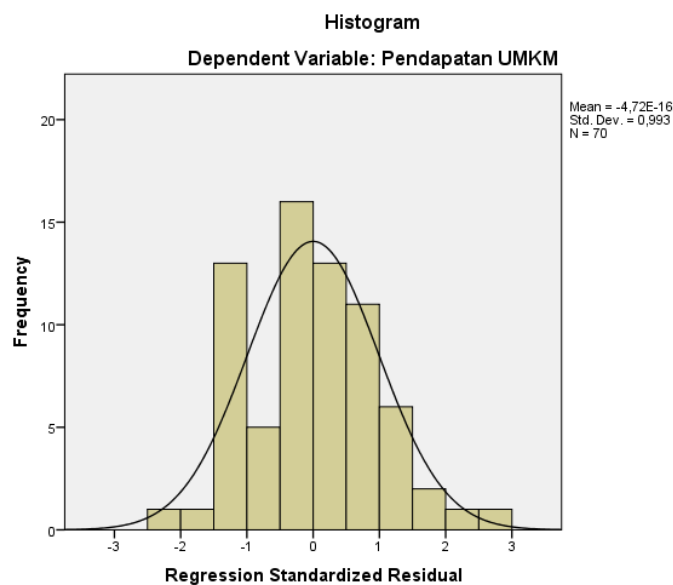


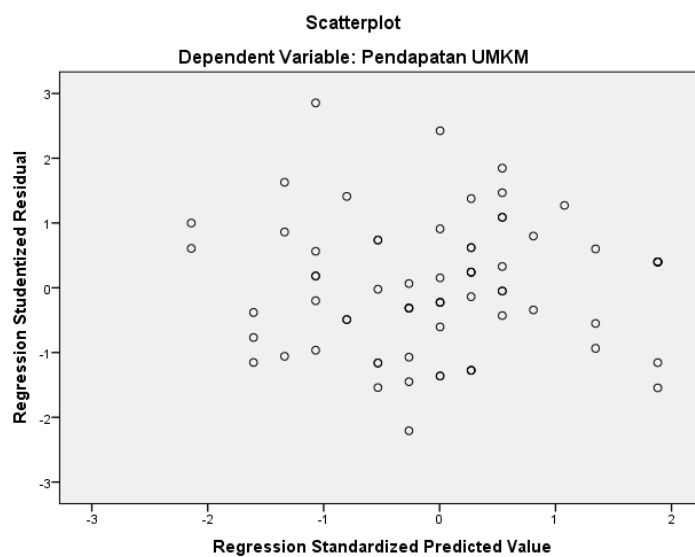
Figure 2. Histogram to test the normality of the data

Based on the figure, it shows that the data is normally distributed. This happens because the residual point comes from data with a normal distribution

and follows a diagonal line or a linear line. Thus, it can be concluded that the regression has met normality.

Heteroskedastisitas Test

Heteroscedasticity test can be done if the data is homoscedastic, which is a condition where the variance of the data is the same for all observations. If the variance of the residuals from one observation to another remains, then it is called homoscedasticity and if it is different then it is called heteroscedasticity. The following are the results of the heteroscedasticity test observations:



Based on the picture above, it can be seen that the points spread randomly and are spread both above and below the number 0 (zero) on the Y axis. It can be concluded that there is no heteroscedasticity problem in the regression model, so the regression model is feasible to use to determine the effect of digital marketing on MSME income.

Simple Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	4,771	1,577
Digital Marketing	,768	,086

a. Dependent Variable: Pendapatan UMKM

Based on the table, it can be seen that the independent variable, namely digital marketing, has a positive effect on the dependent variable, namely MSME income. Where every increase that occurs in the independent variable will be followed by an increase in the dependent variable. In addition, from these results, it can be seen that the independent variable has a fairly high percentage of 0.768 or equal to 76.8%.

Test Hipotesis

Coefficients^a

Model	T	Sig.
1 (Constant)	3,025	,004
Digital Marketing	8,941	,000

a. Dependent Variable: Pendapatan UMKM

Based on the table, it can be seen that the t-count value is 8.941 with a significance of 5%. If the t table for the amount of data is 70 (n) and the variables are 2, it is 1,995. Then we compare, if $t_{count} >$ than t_{table} , then the variable is declared significant. Because t_{count} for variable X (8.941) is greater than t_{table} (1.995) then the decision H_a is accepted, meaning that the digital marketing variable has a significant effect on the opinion of MSMEs.

DISCUSSION

Based on the test results above, it shows that digital marketing has an influence on MSMEs in Deli Serdang Regency. The most frequently used social media platforms in Indonesia as of January 2017 are Youtube (49%) and Facebook (48%). The next position is occupied by Instagram (39%), Twitter (38%), Whatsapp (38%), and Google (36%). The rest are occupied sequentially by FB Messenger, Line, LinkedIn, BBM, Pinterest, and Wechat Wechat (Rahmat Setiawan, 2021).

Digital marketing is one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitization, some companies are gradually starting to leave the conventional marketing model and switch to modern marketing. With digital marketing, communication and

transactions can be done any time / real time and can be accessed all over the world, one can also view various goods via the internet, most of the information about various products is already available on the internet, ease of ordering and the ability of consumers to compare one product. with other products.

This is in accordance with what was obtained by researchers in the field that digital marketing has an influence on MSMEs in Deli Serdang Regency. The influence of digital marketing on the sales performance of Asti Gauri MSME products in Bantarsari Cilacap District (Andi Hendrawan, 2019). Digital Marketing at MSMEs in Banjar Village is included in the very good category and has a very strong correlation between variable X (Digital Marketing) and variable Y (increased sales) (Ujang bubun, 2022). Digital marketing is seen as the best medium as the most effective and efficient means of promotion and is able to increase sales volume significantly (Risa ratna gumilang, 2019). The application of digital marketing has an impact, including 1) there is an increased understanding of the importance of technology to business; 2) increased ability in internet technology management; 3) increase in market absorption; 4) Improved communication skills for partners in managing websites and Social Media Marketing, namely the ability of partners to communicate products and product brands so that they have a list of regular customers on the website who have the potential to purchase products on an ongoing basis (Dedy harto, 2019). That digital marketing has a positive and significant effect on the income of Micro, Small and Medium Enterprises (MSMEs) in Enggal sub-district. Digital marketing is also able to increase revenue with unlimited time efficiency (Kusniawan nur, 2020). Based on the explanation above, it can be seen that the use of digital marketing as a promotional tool provides an increase in MSME revenue.

CONCLUSION

Based on the results of the research above, it can be concluded that digital marketing has a positive and significant influence on the income of Sharia MSMEs in Deli Serdang Regency. This is indicated by the value of t_{count} for the variable X (8.941) which is greater than t_{table} (1.995) then the decision H_a is

accepted, meaning that the digital marketing variable has a significant effect on the opinion of Sharia MSMEs. This research is strengthened by Sugeng Haryono, Nurlaela (2019), "Effectiveness Use of E-Commerce Media to Increase MSME Income Viewed from Business Ethics". The results of the analysis have a significant influence significant e-commerce media in retail business to increase revenue MSMEs in Depok with Sig value = $0.000 < 0.05$ and t count = 6,700. And also strengthened research by Ida Ri'aeni (2017) "Digital Marketing Communication Strategy for Culinary Products Traditionally, digital marketing is now an important part significant influence of reach target consumers"

Further research is recommended to expand the analysis and improve the limitations of this study, as well as increase the number of samples and data collection methods in order to obtain comprehensive results.

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