

# Peran Digital Marketing dalam Meningkatkan Daya Saing UMKM di Era Ekonomi Digital

Fadali Rahman<sup>1</sup>, Adriani Kusuma<sup>2</sup>, Akhmad Maulana Afrizal<sup>3\*</sup>, Nurul Hidayah Ansori<sup>4</sup>, Rahmadani<sup>5</sup>

Universitas Madura

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\*Correspondence: Akhmad Maulana Afrizal

Email:

[akhmadmaulanaafrizal9@gmail.com](mailto:akhmadmaulanaafrizal9@gmail.com)

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**Abstract:** *The advancement of digital technology has brought significant changes to modern marketing systems, particularly for MSMEs Micro, Small, and Medium Enterprises. In the digital economy era, digital marketing has become a crucial strategy for increasing competitiveness and expanding market reach. Many MSMEs have begun utilizing social media platforms, marketplaces, and websites to effectively promote their products. Through this approach, MSMEs can interact directly with consumers, build brand image, and increase sales without incurring large marketing costs. Digital marketing also provides access to a variety of data and analytics that help businesses understand market behavior and needs, allowing for more precise marketing strategies. However, challenges such as limited digital literacy, a lack of competent human resources, and uneven digital infrastructure remain major obstacles for some MSMEs. Therefore, government support, education, and ongoing training are needed to help MSMEs optimize their digital marketing potential. With the right digital strategy implementation, MSMEs have a significant opportunity to compete more effectively in the increasingly dynamic digital economy.*

**Keywords:** *Digital Marketing, MSMEs, Digital Economy*

## Introduction

The advancement of digital technology has resulted in substantial transformations across multiple dimensions of life, particularly within the economic and business sectors. One such development is evident in the increasing use of digital marketing as a primary strategy for more effective product and service promotion (Rahman et al., 2023; Rahman, Yuliatin, et al., 2025). Within the digital economy era, the utilization of digital technologies not only a trend but also a necessity for businesses to remain relevant and competitive. Digital marketing provides opportunities for businesses to expand their market, increase brand visibility, and interact directly with consumers through a range of digital platforms including social media, marketplaces, websites, and other marketing applications.

For micro, small, and medium enterprises msme or msme within Indonesia, digital marketing holds significant potential for driving business growth. msme, previously limited by geographic location, can now reach consumers widely without physical boundaries (Rahman et al., n.d.; Rahman, Lestari, et al., 2025). However, the use of digital marketing by msme still faces various challenges, such as limited technological knowledge, a lack of adequate resources, and low digital literacy.

Therefore, it is important to understand the contribution of digital marketing to increasing msme competitive performance amidst the evolution of the digital economy (Rahman, Gymnastiar, et al., 2025). This study aims to present a comprehensive overview of the benefits, challenges, as well as appropriate strategies for msmes in maximizing opportunities in the digital economy era.

## Methodology

This research uses a qualitative descriptive approach to describe and analyze the contribution of digital marketing to increasing msme competitive performance msmes within the digital economy era (Li et al., 2024; Maiorino et al., 2024). This approach was chosen because it provides a comprehensive insight into the phenomena, strategies, practical experiences as well as challenges faced by msmes in utilizing digital marketing for business development.

The data used comprises both primary and secondary data sources. Primary data was collected using semi-structured interviews with msmes who have implemented digital marketing in their business marketing activities (Ahmadi & Javidan, 2024; Venkatesan et al., 2025; Wu et al., 2025). Respondents were selected using a purposive sampling technique, selecting informants deemed to have relevant knowledge and experience related to the research topic. In addition, direct observation of digital marketing activities such as the use of social media, marketplaces, and content strategies was also conducted as part of the data collection.

Meanwhile, secondary data was obtained through a literature review, including scientific journals, books, government reports, academic articles, and other reliable sources discussing digital marketing, msmes, and the digital economy.

As a complementary element, this research also conducted a simple mini-experiment testing the implementation of basic digital marketing strategies on one selected msme, such as the use of digital advertising or social media content optimization (Ahmadi & Javidan, 2024; Mehak et al., 2024). The purpose of this experiment was to observe market response and changes in consumer interaction levels in a practical, short-term manner.

The data obtained were analyzed using thematic analysis techniques, which is the process of grouping data based on categories, patterns, and themes relevant to the research focus (Cho et al., 2025; Gao et al., 2024). The analytical findings are presented in descriptive form to systematically explain the research findings.

## Result and Discussion

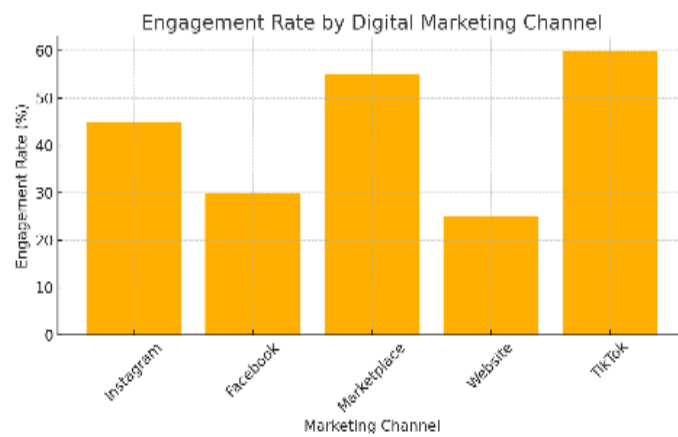
Research results show that the implementation of digital marketing has a considerable effect in improving msme competitive performance msmes within the digital economy era. Based on interviews, observations, and mini-experiments, it was found that digital marketing platforms such as tiktok, marketplace, and instagram are capable of generating higher levels of engagement than traditional social media platforms like facebook or standalone websites.

Experimental data conducted on one msme showed positive changes in increased consumer interaction and sales after implementing a digital marketing strategy. This is evident in the graph and table of measurement results below.

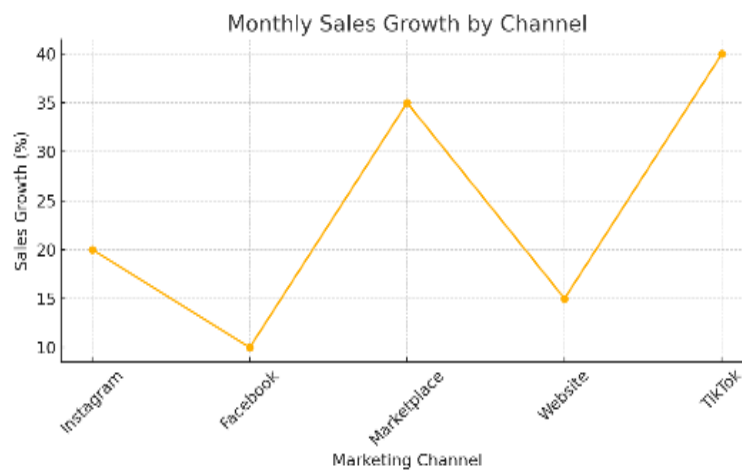
All figures and tables should be cited in the main text as Figure 1, Table 1, etc.

**Table 1:** Summary of Digital Marketing Impact

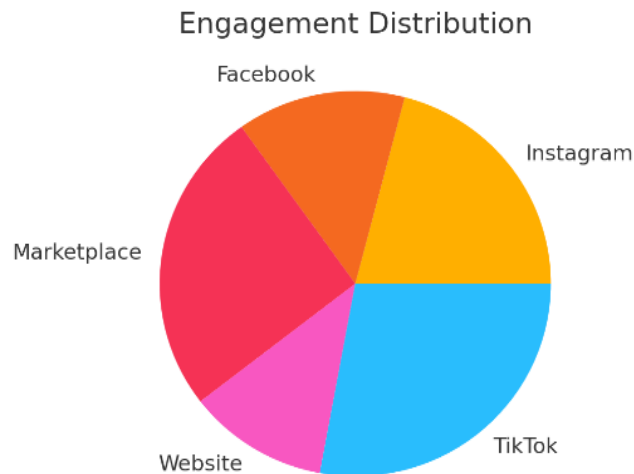
Marketing Channel	Engagement Rate (%)	Sales Growth (%)
Instagram	45	20
Facebook	30	10
Marketplace	55	35
Website	25	15
TikTok	60	40



**Figure 1.** Engagement Rate by Digital Marketing Channel.



**Figure 2.** Monthly Sales Growth by Channel.



**Figure 3.** Engagement Distribution

Overall, these findings demonstrate that digital marketing serves an essential function in increasing the visibility and competitive performance of msme. The better integrated msme are with the right digital marketing strategies, the greater the opportunity to increase revenue and expand their markets within the digital economy era.

### Discussion

The findings of this research indicate that the implementation of digital marketing has a substantial influence in improving msme competitive capacity msme within the digital economy era. Based on the findings in the Results Section, there has been a shift in consumer behavior and market strategies, with digital media becoming the primary channel for interaction and transactions. This aligns with global trends showing the increasing use of digital platforms in economic activity.

According to figure 1 engagement rate by channel, platforms such as tiktok and marketplace demonstrate the highest engagement rates compared to other platforms. This fact suggests that video-based content and marketplace-based shopping systems attract more consumers and drive higher engagement than traditional methods.

This is reinforced by figure 2 monthly sales growth by channel, which shows a correlation between high engagement and sales growth. tiktok showed a 40% increase in sales growth, while marketplaces saw a 35% increase. This finding supports the digital marketing theory that customer engagement contributes to increased sales.

Furthermore, figure 3 engagement distribution shows the distribution of engagement across platforms. tiktok and marketplaces dominate nearly 50% of the total engagement distribution, demonstrating the significant role of these two channels in the msme digital marketing ecosystem.

These findings align with Table 1, which presents a summary of the cross-platform comparison. The results of a simple experiment conducted on one msme demonstrate that a digital marketing strategy not only increases brand visibility but also has a significant impact on sales activity.

the context of the capital market, digital marketing can be a catalyst for msme growth, enabling them to expand and, in the future, meet the criteria for becoming listed on the capital market, such as through digital-based funding (equity crowdfunding or small-scale IPOs). With increased competitiveness and sales, msmes have the potential to achieve more stable valuations and attract investors.

## Conclusion

This study shows that the consistent use in digital marketing practices increases the competitive performance of msmes within the context of the digital economy. Digital marketing strategies can strengthen business presence, expand market access, and enhance interaction with consumers, thus positively impacting business growth. Furthermore, digital marketing opens opportunities for msmes to develop more professionally and potentially connect with modern financing sources, including future capital market schemes. Although challenges such as limited digital literacy and infrastructure remain, the study results indicate that digital marketing is a key factor in driving the transformation and sustainability of msmes in the digital economy era.

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