

IMPLEMENTATION OF DIGITAL MARKETING TO INCREASE SALES OF HOME INDUSTRY PRODUCTS

Dita Diansyah *, Rulhendri

Universitas Ibn Khaldun Bogor

Jl. Sholeh Iskandar No.Km.02, RT.01/RW.010, Kedungbadak, Kec. Tanah Sereal, Kota Bogor, Jawa Barat
16162, Indonesia

Email: ditadiansyah12@gmail.com

Abstract

The development of information technology that is growing rapidly is very influential for the community in supporting various business activities both large and small in order to be known globally. The most noticeable impact is that besides being known to increase sales volume and profit. Digital marketing is one of the most influential marketing media that exerts influence. By using digital marketing in this case is social media, activists of concrete culvert businesses from Sukaslamet Indramayu market home industrial products in the form of concrete culverts with water sand cement material and also split. Initially this business was only pursued by a few people, but now it is precisely many citizens who pursue this business since the western indramayu was announced as a new autonomous region, this business activity as an increase in economic turnover in the household. In the past, the sales activities of this industry conventionally and traditionally, they made products only by order. But after knowing the existence of social media some people like this has started to receive many orders, so the volume of sales is increasing rapidly compared to sales in the old way. 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.

Keywords: Increase in Sales, Home Industri

INTRODUCTION

The development of information technology is very rapid, various small to large business activities take advantage of this development to run their business. The number of competitors is a consideration for entrepreneurs to enter into very tight competition. The right marketing and media strategies are used to be able to reach the target market so that sales volume always increases and profits. Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. Little by little, they began to abandon the conventional/traditional marketing model and switch to modern marketing, namely digital marketing. With digital marketing, communication and transactions can be done anytime/real time and can be global or global. With the number of chat-based social media users being large and increasing day by day, it opens up opportunities for SMEs to develop their market in the palm of

their smartphones. The survey, which was conducted throughout 2016, found that 132.7 million Indonesians have connected to the internet. The total population of Indonesia itself is 256.2 million people. This indicates an increase of 51.8 percent compared to the number of internet users in 2014.

A survey conducted by APJII in 2014 showed only 88 million internet users. "The cause is the development of infrastructure and the ease of getting smartphones or handheld devices," explained APJII Chairman Jamalul Izza when met by Kompas Tekno on the sidelines of the announcement of the 2016 Indonesian Internet User Research, in Jakarta, Monday (24/10/2016), Kompas. As is currently being done by some Sukaslamet residents in marketing the products of their home industry, namely concrete culvert business activists. The home industry is currently an activity that has a big role in helping the household economic turnover.

In supporting these activities, many residents have used mobile phones or smartphones that are quite modern. Apparently they also know and carry out marketing activities by utilizing the smartphone. Communication is done by direct phone, SMS, and has started using social media to make offers such as BBM (blackbbery Mesangger), FB (Facebook), WA (Whatsapp), IG (Instagram). Based on the above reasons, the author is interested in conducting research on whether social media is part of digital marketing used, which affects the sales volume of their home industry.

Problem Formulation

Referring to the above background, in general, the formulation of the problem is how to implement digital marketing, whether it has an effect on increasing the sales volume of home industrial products.

Many things affect the increase in sales volume, promotion, advertising, product quality, price and others. Besides that, in digital marketing, there is also social media and search engine optimization.

Purpose

Based on the formulation of the problem above, the purpose of this study is to generally describe how to implement digital marketing whether it can have an influence on the increase in sales volume of home industrial products of the residents of Sukaslamet Indramayu.

In general, the benefit of the research is to find out whether digital marketing can have an influence on increasing sales volume from the home industry products. For the author, it is an experiment to add insight that can be used as a reference to conduct further research. For some residents, Sukalsamet can be a new discourse to be more innovative in marketing their home industrial products.

LITERATURE REVIEW

Turban et al. (2013), Katawetawaraks and Wang (2014) explained that online shopping is the activity of purchasing products (both goods and services) through internet media. Online shopping activities include Business to Business (B2B) and Business to Consumers (B2C) activities. Meanwhile, in the study, online shopping activities are associated with B2C because the intended purchase activity is a purchase activity used by the consumer himself, not resold. Online shopping

activities here are transactions that are retail in nature with individual buyers, so online shopping here is a purchase decision made by individuals online.

E-marketing in it (Chaffey, 2015). Actually, e-marketing is a development of traditional marketing where traditional marketing is a marketing process through offline communication media such as through the distribution of brochures, advertisements on television and radio, and so on. After the rise of the internet and the ease of communication it offers, the application of marketing in companies began to adopt internet media, which was then referred to as e-marketing.

Meanwhile, according to Kotler in Widodo (2014), internet marketing has five major advantages for companies that use it. First, both small companies and large corporations can do it. Second, there are no real boundaries in the advertising space when compared to print and broadcast media. Third, access and search for information is very fast when compared to express mail or even fax. Fourth, the website can be visited by anyone, anywhere in the world, anytime. Fifth, shopping can be done faster and alone.

(Sarwono and Prihartono: 2012) stated that the technique that facilitates access and publication of information uses social interaction through social media. Then Aloysius Bagas Pradipta Irianto in his journal entitled *The Utilization of Social Media to Increase the Market Share of SMEs*, At this time there are two types of marketing, namely offline marketing or traditional marketing which is carried out by looking for customers or clients through face-to-face meetings with those who may be interested in becoming customers or clients. Others use websites as a marketing medium known as online marketing.

From a business standpoint, social media is all about enabling conversation. Social media is also about how this conversation can be generated, promoted, and used as income (Safko, 2016). Social media is a place, a tool, a service that allows individuals to express themselves to meet and share with others through internet technology. Social media is a phase of change in how people find, read, speak, and share information, news, and data with others. Social media has become very popular because of its convenience and provides opportunities for people to be able to connect online in the form of personal relationships, politics and business activities. Social media provides social communication services.

A home industry is a company whose family members are directly involved in ownership and positions or functions. A family business is characterized by its ownership or other involvement of two or more members of the same family in the life and function of the business. (Justin G. Longenecker, et al:2013:35) In this case, it is intended about the business and family members who are involved in the business.

According to Strauss and Frost (2014), the seven stages in e-marketing design are Situation Analysis, E-Marketing Strategic Planning, Objectives, E-Marketing Strategy, Implementation Plan, Budget, Evaluation Plan. The details of the explanation are:

1. Situation Analysis The first stage is the beginning of a business concept by analyzing strengths, opportunities, weaknesses and threats to the company. In this section, the situation analysis used is a SWOT analysis. According to Rangkuti (2014), SWOT analysis is the systematic identification of various factors to formulate a company's strategy. This analysis is suggested on a logic that can maximize Strengths and Opportunities, but at the same time can minimize Weaknesses and Threats. The strategy decision-making process is always related to the development of the company's mission, objectives, strategies, and policies. Thus, the strategic

planner must analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions. This is called Situation Analysis. The SWOT analysis compares the internal factors of Strengths and Weaknesses with the external factors of Opportunities and Threats faced by the business world.

2. **E-marketing Strategic Planning** In this stage, there is a simple seven-step methodology that helps in evaluating and analyzing market opportunities (Market Opportunity Analysis / MOA), namely: Identifying unmet customer needs Identifying certain customers that the company will target. Assessing competitive advantages, assessing the company's resources to provide an offer, assessing the market readiness for the technology. Determine opportunities concretely. Assess the opportunities of attraction for customers. E-marketing planning strategies include segmentation, targeting, differentiation, and positioning.
3. **Objectives** Objectives in e-marketing include aspects of tasks, quantity, and time. Task (what will be accomplished). Measurable quantity (how much). Time frame (when). Most e-marketing aims to achieve various goals such as: Increase market share. Increase the number of comments on a blog or website. Increase sales revenue. Reduce costs (e.g. distribution or promotional costs). Achieve brand goals (such as increasing brand awareness). Increase the size of the database. Achieve Customer Relationship Management (CRM) goals (such as improving customer satisfaction, purchase frequency, or customer referral rate). Improve supply chain management (such as by improving member coordination, adding partners, or optimizing inventory levels).
4. **E-marketing Strategy** E-marketing strategy includes strategies regarding the 4Ps and relationship management to achieve the plan's goals regarding Product, Price, Distribution Channel, and Promotion.
5. **Implementation Plan** At this stage, the company decides how to achieve its goals through an effective and creative strategy. Marketers choose a marketing mix (4P), management strategy and other strategies to achieve the plan's goals and then draw up an implementation plan. The company also checks to ensure the right marketing organization at the place of execution (staff, department structure, application service providers, etc. outside the company). The internet has transformed the place of exchange from a marketplace (e.g., face-to-face interactions) to a market space (e.g., screen-to-face interactions). The main difference is that the nature of the exchange relationship is now mediated by technological interfaces. With the move from people-mediated to technology-mediated interfaces, there are a number of interface design challenges faced. According to Rayport and J. Jaworski. (2013), there are various elements in designing a website, namely context (the context of the site reflects the value of the beauty and usefulness of the site), content (content is all digital objects contained in a website either in the form of audio, video, image or text), community (a community is a relationship that occurs between fellow visitors or customers of a website due to a common interest or hobby), customization (customization is the ability of a site to modify itself according to the wishes of its users), communication (communication between a company and customers, consisting of Broadcast Dimension, Interactive Dimension, and Hybrid Dimension), connection (the ability of a website to move from a webpage to a website). other webpages or other websites with on-clicks on text, images and other toolbars), and commerce (commerce is a feature of the customer interface that supports various aspects of trade transactions and has dimensions such as (registration,

shopping cart, security, credit card approval, one click shopping, order through affiliates, configuration technology, order tracking, delivery option).

6. Budget The key to strategic planning is to identify the expected results of an investment. During the execution of the plan, marketers will continue to monitor actual revenue and costs to see the results that have been achieved. The internet is one of the tools that can be used to monitor the results because the visitor's technology records every click. To obtain accountable budget information, it is necessary to make calculations about revenue forecasts, intangible benefits, cost savings, and e-marketing costs.
7. Evaluation Plan E-marketing planning is implemented, the success of which depends on continuous evaluation. This type of evaluation depends on the plan's objectives. To determine the marketing results, companies can use a balanced scorecard to measure the success of the internet marketing program and whether the internet marketing program is suitable for the company's objectives.

RESEARCH METHODS

The methodology of this study is divided into research design and research subjects, data collection methods and data analysis methods.

1. Research Design and Research Subjects This research is an observational descriptive research on the home industry in Sukalsamet Indramayu Village, using the triangulation method, which combines structured interview methods, in-depth interviews and observations of some sukalsamet residents and social media used. The subjects in this study were business activists who were selected by purposive sampling. Subjects were selected according to the following criteria: 1) they were business activists, 2) they had used social media in their business communication, and 3) they were willing to be research subjects. The total number of subjects recruited in the study was 10 people.
2. Data Collection Method This research uses primary data obtained based on structured interviews and in-depth interviews with business activists. The data obtained includes data on general characteristics, data on the use of social media in the home industry, including the goals, benefits and obstacles faced
3. Data Analysis, The data obtained is analyzed using descriptive statistics and qualitative analysis and displayed in the form of a table.

RESULTS AND DISCUSSION

The results and discussion of this study are divided into Characteristics of home industry businesses that are the subject of research, the use of social media in the home industry and the influence of social media use for the home industry.

1. Characteristics of Home Industry The subject in this study is a culvert business activist who makes from cement, sand, water, and splits, with specifications for large and small concrete culverts and the length of time they have been running a home industrial business.

Table 1: Characteristics of Home Industrial Businesses

NO	FEATURES	QUANTITY	%
1.	Types of Culverts		
	Standard Culverts	5	75%
	Long Culverts	5	25%
2.	Culvert Specification		
	Large Culverts	7	50%
	Small Culverts	3	50%
3.	Long Term of Effort		
	0-1 Year	6	80%
	1-2 Years	4	20%

2. The Use of Social Media in SMEs Some of the residents of Cipacing in this study use social media as a medium of information and communication for their business activities. The average used is facebook in displaying company profiles. E-mail, Black Berry Messenger (BBM) and WhatsApp (WA) and Instagram (IG) for production images.

Table 2: Social Media Used by Residents Partially Successful

NO	VARIABEL	TOTAL N=10	DIGUNAKAN
1.	Facebook	10	100%
2.	Instagram	10	75%
3.	Blackberry Messenger	5	25%
4.	Whatsapp	10	75%

3. The Influence of Media Use by Some Sukaslamet Residents

The use of social media for some Sukaslamet residents is very useful, among others, as a means of direct contact with customers, as a means to promote the work of the home industry, record consumer desires, convey responses to consumers and as a basis for decision-making in transactions. In addition, social media is also useful as an online discussion forum, monitoring customer developments, customer surveys, recording the needs of distributors/agents, displaying product photos.

Table 3: Benefits of Social Media Use by some Cipacing residents

NO	BENEFITS	QUANTITY	%
1.	Means of Direct Contact with Bookers	10	100%
2.	Means To Promote	10	100%
3.	Recording Consumer Desires	10	100%
4.	Delivering Responses to Consumers	7	70%
5.	As a Transaction Decision Making	6	60%
6.	Discussion Forum	10	100%
7.	Monitoring Customer Progress	5	50%
8.	Customer Surveys	10	100%
9.	Recording Customer Needs	10	100%
10.	Recording Distributor Needs	4	40%
11.	Displaying Industrial Product Production Photos	5	50%

Some residents of Sukaslamet really feel the great benefits obtained by using social media as a means of marketing their home industry products. Social media is one of the driving elements for some sukaslamet residents to continue to use it in developing products, communicating with consumers and customers, distributors, and developing a wider market network, thereby increasing a larger sales volume.

This is as conveyed by (Safko, 2016). Social media is a place, a tool, a service that allows individuals to express themselves to meet and share with others through internet technology. Social media is a phase of change in how people find, read, speak, and share information, news, and data with others. Social media has become very popular because of its convenience and provides opportunities for people to be able to connect online in the form of personal relationships, politics and business activities. Social media provides social communication services. (Kartika, 2013).

The results of this study show that some Sukaslamet residents get an increase in orders from consumers after using social media. Besides that, communication is also effective and efficient because it can communicate directly and save money. Then they can also develop their business bigger because they can transact directly and payments can also be transferred, besides being able to develop their business with agents/distributors. The following is that the impact of social media resulted in an increase in sales volume Because the assessment of sales volume was based on the results of interviews with some cipacing residents in a cross sectional manner, so as to measure the increase in sales volume before and after using social media based on the estimated monthly final results.

CONCLUSIONS

The conclusion that can be drawn from this study is that some Cipacing residents use social media as a means to run their home industry. The most widely used social media are Facebook (FB), Whatsapp (WA), Instagram (IG), Blackberry Message (BBM). The most perceptible benefit is that communication with customers and suppliers is more intensive and effective and efficient, because it can communicate directly for 24 hours/real time. The transaction process is easier and cheaper because the communication medium only incurs credit fees to support communication. The best promotional media because it can display and share images through the media to the community

and the public. Information updates can be done at any time. And most importantly an average 100% increase in sales volume.

Suggestions

Some Sukaslamet residents are advised to optimize the development of existing information technology to the maximum. This means starting to make new innovations on how to promote the results of the industry to make it more attractive by utilizing existing social media so that the continuous increase in sales volume can increase and develop.

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