

Implementation Marketing 4.0 on MSMEs Fostered Partner of PT Kilang Pertamina International RUU II Sungai Pakning

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Abstract

This purpose of the study to carry out the process of implementing digital marketing for MSMEs as a good strategy to compete in the era of the industrial revolution 4.0. The rapid development of technology in the era of the industrial revolution 4.0 has become one of the most important things in the world of digital marketing. The specific objectives of this project to be achieved are to find out the problems and solutions faced from the initial process of implementing digital marketing, to improve the most effective promotional services in product marketing and also assisting in the creation and management of digital marketing. The results of this project are the implementation of digital marketing by creating accounts on social media in various existing market places and platforms and also promoting MSMEs products assisted by PT. Kilang Pertamina International RU II Sungai Pakning.

Keywords : MSMEs, Digital Marketing, and Revolution 4.0

1. PENDAHULUAN

In the current industrial world, whether in any case, it must be familiar with the industrial era 4.0, because this era is the use of the internet through the digital marketing production movement in the industrial world today in the business process. Changes occur in the industrial world, one of which is in the business and industrial climate, so that they are able to become more competitive because of the development of this information technology.

The issue of the development of the industrial revolution 4.0 has begun to implemented by large and small-scale industry players, but this is a mere assumption that has become a dilemma for business actors, but since 2020, the Covid-19 outbreak phenomenon can cause paralysis in the country's economy (Nirvana, Biduri, 2021). Digital marketing is a promotional activity and market search through digital media online by utilizing various means, such as social networks (Sulaksono, 2020). The virtual world is no longer only able to connect people with devices, but also people with other people all over the world.

There are approximately 5 MSMEs under the guidance of PT Pertamina International RU II Sungai Pakning, one of which is a pineapple farmer cooperative, a mangrove cooperative, a honey business, herbal medicine, hand sanitizer and lemongrass products. For the use of digital marketing, partners use a social media platform, namely Tokopedia. However, there are still many MSMEs that still do not fully use the social media or digital marketing platform because the MSME group still sells directly and still markets in the local market in Pakning, Dumai and Pekanbaru. MSMEs there use the Tokopedia platform for product marketing and are also managed directly by the local BUMDES. Based on the situation analysis, the problems that often occur in MSMEs are the lack of human resources and lack of knowledge about digital marketing and the ability of human resources to create and manage MSMEs, entrepreneurial

characteristics that are not fully owned by MSME actors so they cannot focus on industrial development. 4.0, as well as training that has not been maximized due to lack of assistance.

Especially during the COVID-19 pandemic, which made MSMEs in Indonesia suffer a lot, especially in this day and age, e-commerce applications are indeed very possible to get profits quickly without having to spend a lot of money. Therefore, I am here to help SMEs who are lacking in implementing digital marketing in their business, I chose the case study in the MSMEs fostered by PT. The International Refinery Bill II in Pakning River has approximately 5 MSMEs.

This research is expected to be used as material for thought and consideration for MSMEs in making decisions about the marketing strategy of a product. Able to create creative and innovative ideas that can make MSMEs products develop in the market, reduce promotional costs, increase income for MSMEs, make it easier for MSMEs to promote products that are more effective and on target, follow the development and application of revolution 4.0 technology, and improve human resources for businessmen.

So here the author takes the title Implementation of the Digital Marketing Revolution 4.0 in a case study of MSMEs assisted by PT Kilang Pertamina International RU II Sungai Pakning. This will be a solution for every MSME under the auspices of PT Kilang Pertamina in the process of how to implement Digital marketing in the revolution 4.0 era and what platforms will be used to support the implementation process for MSMEs.

2. TINJAUAN PUSTAKA

Based on research According to Lopez Luis Matosas (2021) the present study aims to provide an overview of the digital marketing strategies in social network services (SNSs) used in America and Europe. This work, unlike previous research that analyze digital marketing strategies in SNSs in a single geographic area, presents as the main contribution and value the use of a comparative approach between continents; specifically, then, an approach that allows comparing the management strategies used in these two areas.

Based on research conducted by Hadi Irfani, Fitri Yeni, and Rika Wahyuni (2020) entitled "Utilization of Digital Marketing as a Marketing Strategy for SMEs in Facing the Industrial Era 4.0." The results of the conclusion are the realization of all activity targets, cooperation with partners is well established, product marketing has a wider reach and appears on google my business searches as well as increasing the competitiveness of the SME business Uberr Snack 88 UKM Solok City.

Based on According to Erni Widiastuti and Arya Surendra (2020) the development of technology and information in the era of the industrial revolution 4.0 has integrated the use of the internet in the production sector in the industrial world. This study aims to analyze the implementation of digital marketing as a competitive superior strategy in the era of the Industrial Revolution 4.0. This research was conducted with a descriptive qualitative design.

According to Eric M. Olson, at all. (2020) the internet brought disruptive change to the business landscape through the creation of a whole host of digital marketing tactics. But with these new tactical options has come the need for marketing managers to prioritize what they wish to accomplish and determine which digital marketing tactics to invest in.

According to Ganesh dash, at all. (2020) This study explores the evolution 4.0 and empirically examines its impact on customer satisfaction and purchase intention Marketing 4.0 This study provides an empirical test of this newer model by analyzing all four of its

components with customer satisfaction and purchase intention. Using structural equation modeling to analyze 508 prospective real estate first-time homebuyers, this study evaluates the role of the components of Marketing 4.0 in maximizing customer satisfaction and influencing purchase intentions.

3. METODE PENELITIAN

Method and Accomplishment “Implementation Marketing 4.0 on MSMEs Fostered Partner of PT. Kilang Pertamina International RU II Sungai Pakning). This project is carried out in 4 stages, namely the Project Preparation Plan, the Implementation Plan, the Project Completion Plan, and the Project Reporting Plan.

After the implementation of the project, a report on the final project will be made to evaluate the business activities, such as evaluation related to the implementation of Digital Marketing in the MSMEs. The project reporting system is carried out once four months during the activity and will be consulted with the supervisor.

1. Report on the Implementation of Digital Marketing

The report on the implementation of this activity is the form of an activity report during the project implementation starting from processes mentoring, determined agenda, and preparing all the equipment needed, until the implementation of Digital Marketing.

2. Financial Reports of Project Activity Implementation

Financial reports on the implementation of project activities will be reported starting from the total costs incurred for the process of Digital Marketing, such as the costs required for implementation in the form of internet data and other supporting equipment.

4. HASIL PENELITIAN DAN PEMBAHASAN

1. Project Preparation

Therefore, it is necessary to make preparations before implementation of digital marketing so that the implemented projects can be successful as expected.

a. Setting Project

The first thing I did in preparing for the implementation of digital marketing was to collect products from MSMEs that would be applied in digital marketing so that they could be successful.

b. Make market place/ social media

In implementation digital marketing for MSMEs, the author uses an existing market place and registers these MSMEs on social media such as Facebook, Shopee, Instagram, websites, WhatsApp Business.

c. Editor, design, caption and Hashtag

An editor is needed to edit, design photos and videos so that the MSMEs products that will be posted can make customers interested by just looking through social media, besides that they also add hashtags after giving captions so that our products can FYP and more easy for others to find.

d. Equipment needed

The equipment I need to succeed in implementation digital marketing in MSMEs is a tool or cellphone, the canva application another editing applications, laptop as a medium to promote products and also internet quota that can be accessed by anyone and is adequate.

e. Promotion Product

Do product promotions on social media by making good edits and designs so that customers are interested in buying, and also post daily MSMEs products on social media.

2. Implementation

The project Implementation plan will be explained bellow, including; Promotion on social media, editing and hashtag, getting potential customer.

a. Promotion on Social Media

Planning marketing strategies, creating value for consumers and building strong and profitable customer relationships, and using marketing strategies. And also how to make MSMEs that are not active become active again and are widely known so that MSMEs products can be sold more widely.

b. Editing and hashtag

Making a good and attractive design for photos and videos of MSMEs products and providing hashtags that are easy for others to search for then giving a coming soon sign for the next product post so that consumers are curious and interested in seeing the our product.

c. Getting potential Customers

Get customers who buy products through the social media link that was created earlier so that the product is more famous and customers don't have to bother coming

5. KESIMPULAN DAN SARAN

After the explanation in the previous chapter, in this chapter the author will conclude from the previous chapters as follows:

1. With the application of digital marketing to MSMEs, it can provide solutions and alternatives to the problems that occur in MSMEs in marketing their products on social media, and also digital marketing is able to provide opportunities and make it easier for MSMEs to sell their products to a wider audience.
2. Helping MSMEs in solving problems in the product sales process using the internet in the 4.0 era by marketing products using digital marketing and providing solutions from the beginning of the product implementation process to the product marketing stage.
3. Product marketing using Digital marketing that will be carried out is to take advantage of the existing marketplace and create an online store account on social media. One of the marketplaces that will be used later is Shopee, Instagram, Whatsapp.
4. With product marketing using digital marketing in the 4.0 era, it is able to have a big impact, one of which is that MSMEs products are able to compete with a wider range of products that are sold in a wider market with digital marketing, with digital marketing cheaper promotional prices, more effective and efficient promotions get many benefits and discounts in the process of product promotion.

With the existence of digital marketing promotions, it is able to improve promotional services that are very effective for both consumers and sellers because it makes it easier for sellers to market their products on social media, sellers also don't have to bother promoting products every day and every hour with one upload, the product can be seen at any time.

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