

EVALUATION OF THE IMPLEMENTATION OF DIGITAL MARKETING STRATEGIES IN MSMEs ASSISTED BY THE STATE POLYTECHNIC OF BENGKALIS

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Abstract

The purpose of this study is to evaluate the implementation of digital marketing strategies and to determine the effectiveness of the implementation of digital marketing strategies in MSMEs under the guidance of Bengkalis State Polytechnic. The type of research is descriptive quantitative, namely how the implementation of digital marketing is effective and to measure whether the market place is feasible to be applied to these MSMEs. The data collection techniques used are surveys, observational, questionnaires, and interviews with MSME actors under the guidance of Bengkalis State Polytechnic. By implementing digital marketing as shown in the table, MSMEs can leverage the potential of rapidly developing technology to reach a wider target market, build closer relationships with customers, and improve their overall business performance. On average, the five MSMEs have implemented digital marketing effectively to very effectively. The strongest aspects are brand awareness, traffic, and impact on business performance. Aspects that still need strengthening include engagement, consistent online activity, and digital human resource capacity. Further training and digital marketing mentoring will further enhance business competitiveness and sustainability.

Keywords : Evaluate, Implementation, Digital Marketing, Effective

1. INTRODUCTION

The development of information technology is currently growing rapidly and requires companies to maximize efficiency, effectiveness, performance, and profits. Moreover, today's businesses are increasingly growing with the digitalization of technology. One business that is highlighted by the development of technology is MSMEs (Micro, Small, and Medium Enterprises). In the ever-growing digital energy, the use of information technology is an important key in marketing products. MSMEs or micro, small, and medium enterprises play a vital role in the global economy and with increasingly easy access to technology and the internet, the opportunities to develop their businesses are greater in efforts to market MSME products. Effective strategies are essential for MSME marketing strategy evaluation is a crucial step in ensuring that marketing efforts work well and deliver the expected results. This evaluation allows MSME entrepreneurs to understand whether existing strategies are being used effectively, whether there are any changes needed, and how information systems can support achievement. The advantages of digital marketing include the ability to measure and analyze campaign performance in more detail, target specific audiences based on demographic data and online behavior, and increase brand or product visibility in the rapidly evolving digital environment.

2. REVIEW OF LITERATURE

Related research is research by (Rifatin & Arisinta, 2024) entitled "Evaluation of Digital Marketing Strategies in Increasing Sales Volume on the GrabFood App (Case Study of Restaurants in Bangkalan City)". This study aims to determine the digital marketing strategies implemented by restaurant businesses in Bangkalan City to increase sales volume on the GrabFood app. The results show that restaurants partnering with GrabFood implement digital marketing strategies effectively, thus increasing sales volume.

Furthermore, research by Bellinda Siregar and Zuliestiana (2023) entitled "The Effectiveness of Implementing Digital Marketing Strategies for MSMEs in Tasikmalaya During the PPKM Period." This study aims to determine the impact of the PPKM Covid-19 Pandemic on MSMEs in Tasikmalaya, as well as digital marketing strategies to help MSMEs survive and develop their businesses during the implementation of PPKM Covid-19 pandemic in Tasikmalaya. Based on observations and interviews conducted by researchers, on average, MSMEs in the Rajapolah Tasikmalaya handicraft sector experienced a decline in sales turnover during the Covid-19 disaster.

According to (Kotler & Keller, 2016), marketing is the activity, organization, and process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. According to (Laksana, 2019), marketing is the meeting of sellers and buyers to conduct transactions for goods or services. Therefore, the definition of a market no longer refers to a place but rather to the activity or event where sellers and buyers meet to offer a product to consumers.

Digital marketing is the marketing activity carried out through digital or online media. Typically, these media include websites, online forums, and the most popular, social media platforms like Facebook, Instagram, YouTube, and others. According to Aris Prayitno (2020), internet marketing is a form of marketing by marketers to promote their products and services and build relationships with customers through the internet. This form of marketing is basically a part of direct marketing. Meanwhile, the definition given by Boone and Kurtz about what e-marketing is is not much different, as follows (Corley, J. K., Jourdan, Z., & Ingram, 2013): "e-marketing is one component in e-commerce with special importance for marketers, namely the strategy of the process of making, distributing, promoting, and determining the price of goods and services to the internet market share or through other digital tools." Digital marketing is defined as marketing activities that use various web-based media (Saputra et al., 2020).

3. METHOD

This research falls into the exploratory descriptive category, namely research that attempts to describe a phenomenon, event, or occurrence occurring currently. In other words, descriptive research addresses or focuses on actual problems as they exist at the time the research is conducted (Sudjana, 2004).

Data collection was conducted using questionnaires and documentation techniques. The questionnaire method was used to determine how digital marketing is implemented in MSMEs.

In this study, the data analysis technique used was descriptive statistical analysis, namely frequencies, percentages, and averages by classifying the data. "Descriptive statistical analysis serves to describe or illustrate the object of study through sample or population data as it exists, without conducting analysis or drawing general conclusions" (Sugiyono, 2009).

4. RESULT & DISCUSSION

4.1 Evaluation of the implementation of digital marketing strategies in MSMEs under the guidance of Bengkalis State Polytechnic

Data obtained shows that MSMEs in Bengkalis prefer using social media marketing. This indicates that social media is an effective channel for selling their products. Interviews and observations revealed that business owners use social media platforms such as Facebook, Instagram, and WhatsApp Business to promote their products and services. Social media allows businesses to interact directly with potential customers, share engaging content, and build a strong brand image. MSMEs can reach a wider audience.

Table 1. Forms of Digital Marketing Implementation in MSMEs Fostered by Bengkalis State Polytechnic

No	Business Name	Digital Media
1.	Bola-Bola Ayam Mecca	Facebook, Instagram, Whatsapp
2.	S & Z Coconut Art	Facebook, Instagram, Whatsapp, tiktok, Shopee
3.	Jajanan Kembar	Instagram, Whatsapp
4.	Bumbdesa Kuala Alam	Facebook, Instagram, Whatsapp
5.	Bumdesa Langgam Sako	Facebook, Instagram, Whatsapp

By implementing digital marketing as shown in the table, MSMEs can leverage the potential of rapidly developing technology to reach a wider target market, build closer relationships with customers, and improve their overall business performance.

4.2 The Effectiveness of Digital Marketing Implementation for MSMEs Assisted by Bengkalis State Polytechnic

The implementation of digital marketing offers numerous benefits for MSMEs when implemented effectively. Effective digital marketing allows businesses to monitor the development of their products and businesses.

Table 2. MSME Revenue Turnover

Business Name	Monthly Revenue		Percentage Increase in Income
	Initial Business Income	Current Business Income	
Bola-Bola Ayam Mecca	Rp 3.000.000	Rp. 4000.000	33%
S & Z Coconut Art	Rp 3.500.000	Rp 6.000.000	71%
Jajanan Kembar	Rp 7.000.000	Rp 11.000.000	57%
Bumbdesa Kuala Alam	Rp 10.000.000	Rp 15.000.000	50%
Bumdesa Langgam Sako	Rp 8.000.000	Rp 12.000.000	50%
Average			52%

Based on interviews and observations, digital marketing implementation is highly effective in increasing business revenue. The table above shows the average percentage increase in revenue for MSMEs is around 52%. Analysis of the effectiveness of digital strategy implementation shows positive results. Digital marketing implementation successfully contributed a significant additional 52%. Revenue Increase: There was a 52% increase in revenue thanks to the implementation of digital marketing. Strategy Combination: Although offline sales still dominate, the combination of offline sales and digital marketing may be a key factor in success. Using data obtained from digital marketing can help MSMEs understand customer behavior and optimize their strategies. In addition, other factors can also be seen, such as: brand awareness, engagement, traffic, conversion, customer loyalty,

Table 3. Aspects of Digital Marketing Effectiveness Assessment

No	Rated aspect	Assessment Indicators	BA	SZ	KA	LS	JK
			Score 1-5				

1	Brand Awareness	a. Increased number of social media followers	5	5	5	5	5
		b. People are becoming more familiar with the brand/product	5	5	4	5	5
2	Engagement	a. Content receives many likes, comments, and shares	4	4	5	5	5
		b. Customers frequently interact via messages	3	5	4	4	4
3	Traffic	a. Increased number of visitors to the marketplace/social media	5	5	5	5	5
		b. There are visitors from outside the region	4	5	4	4	3
4	Conversion (Konversi Penjualan)	Many customers purchase after seeing online promotions.	4	5	5	4	5
5	Customer Loyalty	There are customers who buy again	4	5	5	4	5
6	Digital Content Quality	Content according to community needs	4	5	4	5	5
7	Consistency & Online Activity	Quick response to customer inquiries	4	5	4	4	4
8	Utilizing Digital Platforms	Using various digital platforms	4	4	4	4	4
9	Digital HR Capacity	Managers must have digital marketing skills	4	4	4	4	4
10	Impact on Business Performance	Revenue increased after digital marketing	5	5	5	5	5
Average				4,8	4,5	4,5	4,5
			4,2				

Analysis of Digital Marketing Effectiveness of 5 MSMEs namely MSME BA – Average Score: 4.2 (Effective) The advantages are that they already have good brand awareness; people are starting to know the product, Traffic and online visits are quite high, indicating that the digital promotion strategy has succeeded in reaching a wide market, Business turnover has increased after implementing digital marketing. The obstacles that occur are that the level of interaction (engagement) and consistency of posting are not optimal, there is still a need for improvement in two-way interaction with the audience, digital human resources are still limited so that content and platform management are not optimal. From this analysis, it can be suggested that it is necessary to increase interactive activities such as quizzes, giveaways, or educational content to increase engagement, hold digital marketing training for the management team to be able to optimize social media and marketplaces.

Next is UMKM SZ – Average Score: 4.8 (Very Effective) The strengths are that it is very strong in all aspects — from brand awareness, engagement, to sales conversion, HR has good

digital skills and is active on various platforms, turnover has increased significantly, indicating that the digital strategy is well-directed. The only obstacle is that there is a slight need for improvement in content diversification so that the audience does not get bored and suggestions can be given to develop a variety of content (short videos, customer testimonials, behind-the-scenes production) and maintain upload consistency and increase collaboration with local influencers to expand reach.

KA MSMEs – Average Score: 4.5 (Very Effective) the advantages are that digital marketing has a positive impact on sales and customer loyalty, the brand is widely known, both within and outside the region, high Engagement; customers actively interact on social media. The constraints are that the quality of digital content still needs a little improvement to be more visually appealing, it needs regular innovation to remain relevant to market trends and can be given suggestions to strengthen the quality of design and content storytelling to be more emotionally engaging and monthly content performance evaluation to find out the most effective type of content.

LS MSMEs – Average Score: 4.5 (Very Effective) has the advantage of fairly consistent online activity, with a stable increase in sales, the brand is starting to be widely known and has loyal customers, turnover has increased significantly after using digital marketing strategies. The constraints are that engagement and speed of response to customers still need to be improved, digital human resources are still limited in terms of creative content management. From these constraints, suggestions can be given, namely forming a small team specifically for digital marketing to ensure a fast response to customers and Use the auto-reply feature and automatic posting schedule to keep activities consistent.

JK MSMEs – Average Score: 4.5 (Very Effective) The advantages are that all aspects of digital marketing are running well, especially brand awareness and sales conversion, turnover and market reach have increased significantly, loyal customers and provide many positive testimonials. The obstacle is still a lack of variety in the use of digital platforms (need to expand to other marketplaces or social media), content needs to be continuously updated to avoid monotony. From these obstacles, it can be suggested to expand the platform to TikTok Shop, Shopee, or your own website and use digital analytics (Insights/Google Analytics) to monitor the effectiveness of each platform. From the analysis above, it can be concluded that on average, the five MSMEs are Effective to Very Effective in implementing digital marketing. The strongest aspects are: Brand Awareness, Traffic, and Impact on Business Performance. Aspects that still need strengthening: Engagement, Consistency of Online Activities, and Digital HR Capacity. Advanced training and digital marketing mentoring will further increase business competitiveness and sustainability.

5. CONCLUSION

1. The implementation of digital marketing successfully provided a significant additional contribution of 52%. Revenue Increase: There was a 52% increase in revenue thanks to the implementation of digital marketing. Strategy Combination: Although offline sales still dominate, the combination of offline sales and digital marketing may be a key factor in success. Data Use: Data obtained from digital marketing can help MSMEs understand customer behavior and optimize their strategies.
2. On average, the five MSMEs have implemented digital marketing effectively to very effectively. The strongest aspects are brand awareness, traffic, and impact on business performance. Aspects that still need strengthening include engagement, consistent online activity, and digital human resource capacity. Further training and digital marketing mentoring will further enhance business competitiveness and sustainability.

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