



Implementation of Digital Promotion and Sales as A Business Strategy for Msmes in South Manado

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ABSTRACT

The right business strategy will make it easier for companies to achieve their established goals. A qualitative method was used by conducting a multi-aspect feasibility study, SWOT analysis, data collection through a survey of MSMEs with 50 informants, FGDs with business actors. Research findings, Technology Readiness Level: Approximately 60% of MSMEs already have access to digital technology, but only 30% utilize it for promotion and sales. This indicates a gap between access to and utilization of technology, Feature Needs: the most needed are ease of use, integration with social media, and sales data analysis. As many as 75% of respondents stated that ease of use is the top priority, Implementation: The assessment of application implementation shows that 70% of respondents feel that existing applications are already good enough, although some still want improvements in terms of user interface and analytical features. The research results show that most MSMEs still have a low level of technology readiness. From the analysis of digital promotion application features, information was obtained that the features most needed by MSMEs are: easy accessibility. The recommended implementation of digital promotion and sales applications is an application that has these features, so that it can help MSMEs improve the effectiveness of their marketing and sales

INTRODUCTION

Background of the Research Problem

Business management, which includes business strategy, is a main pillar in achieving company goals more easily, because it is a field of knowledge concerned with organizing, managing, and developing businesses. Research focusing on business strategy is conducted through a process of solving management and business problems. The achievement of business strategies is supported by various factors such as innovative work, where an innovative attitude can provide a solution for the sustainability of an activity, and can improve community welfare if it is able to adopt an attitude of adaptation to the environment. With this attitude, the government program to accelerate the achievement of the Vision toward a Golden Indonesia 2045 can be realized.

The development of digital technology has certainly brought various significant changes in many aspects of life, including those that are strongly felt in competition and rivalry related to the business world. MSMEs face challenges because they are required to adapt to competition along with these developments in order to remain competitive. Digitalization in promotion and sales has become one of the important strategies for market reach, operational cost savings, and competitiveness.

As a continuation of previous research in which an application was developed and the application will now be used by MSMEs that are ready to promote what they will sell through various forms of promotion while also selling the products they produce because the application is already available to the public so that their products can be quickly known/recognized and the public can decide to purchase their products with certainty because they have been introduced beforehand.

The selection of the research object in the South Manado area was based on an initial survey conducted, where this area is a business center located in North Sulawesi with many MSMEs operating there, and most MSMEs sell their products directly to the public with expensive business rental costs without using digital technology and relying only on customers who visit directly, resulting in minimal profits. The use of applications to promote and sell their products has a very large opportunity or potential for development, but there are still many business actors who have not utilized digital technology optimally. The lack of optimal use of technology is an urgent problem due to the limited knowledge of business actors, in this case MSMEs, the high cost of renting premises to operate their businesses, as well as the lack of readiness of business actors to use technology.

From the explanation above, several problems can be identified, including: 1) limited knowledge of business actors, 2) high rental costs for promoting and selling the products produced, 3) readiness to use technology.

Research objectives:

1. To determine the level of technological and user readiness in implementing digital promotion among MSMEs in South Manado
2. The features that best suit the needs of MSMEs in digital promotion applications

3. The form of implementation of digital promotion and sales applications for MSMEs that meets the needs of MSMEs
Keywords: Implementation, Promotion, Digital Sales, Business Strategy

LITERATURE REVIEW

Digital Promotion

Digital promotion is a modern approach to marketing that utilizes various digital platforms to reach consumers (Khanif Jazuli, Fauza, & Saefullah, 2024). In the context of MSMEs, digital promotion provides opportunities to increase the visibility of products and services at a more efficient cost. Through various channels such as social media, email, and websites, MSMEs can interact directly with customers and obtain valuable feedback. The importance of digital promotion for MSMEs in South Manado is highly significant, considering the increasing use of the internet and mobile devices among the community.

Digital Sales

Digital sales are the process of transactions conducted online, where consumers can purchase products or services through digital platforms. With the increasing adoption of e-commerce, digital sales have become one of the important strategies for MSMEs to increase their sales volume (Damar Aflagaly, Kusumowati, & Listyowati, 2025). This process not only expands market reach but also provides convenience for consumers to shop anytime and anywhere.

Business Strategy

An effective business strategy is the key to achieving a company's long-term goals, including those of MSMEs. In this context, the implementation of digital promotion and sales strategies must be adjusted to the conditions and capacities of the MSMEs (Adnan Hasan, 2023). SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) can be used to evaluate the readiness of MSMEs to implement digital promotion and to determine the strategic steps that need to be taken (Rudy Irwansyah et al., 2021).

Technology and User Readiness

Technology and user readiness are key factors in the adoption of digital promotion. According to Syamruddin and Gatot (2023), the level of MSME readiness for digital technology varies greatly, depending on their understanding of and accessibility to such technology. This readiness includes aspects of infrastructure, skills, and motivation of MSME actors to shift to digital marketing. Adequate use of information and communication technology (ICT) can improve the efficiency and effectiveness of product marketing (Syamruddin, Ruknan, & Khair, 2022).

Suitable Application Features

Digital promotion application features that are suitable for the needs of MSMEs are very important. Features such as analytics, customer support, and ease of use can contribute to the success of digital promotion (Rudy et al., 2021).

Adjusting features to the specific needs of MSMEs in South Manado will help increase interaction with customers as well as significantly increase sales.

Implementation of Digital Promotion and Sales Applications

The implementation of appropriate digital promotion and sales applications must also consider the existing legal framework, including the Electronic Information and Transactions Law (UU ITE), which regulates online transactions and user data protection. In accordance with the SWOT analysis, the implementation of digital promotion strategies will consider the internal strengths and weaknesses of MSMEs, as well as the external opportunities and threats they face (Syamruddin et al., 2022).

The use of applications that are easy to use and aligned with the SWOT analysis and UU ITE is expected to encourage MSMEs to implement business strategies that are more innovative and responsive to market changes.

METHODS

This study uses a quantitative approach with a survey design. Data collection is carried out according to the main requirements, namely primary and secondary data, which complement each other to ensure the validity and reliability of the analysis results.

Primary Data

Primary/main data are collected directly from MSMEs to obtain a factual overview of the needs, readiness, and perceptions regarding the implementation of the digital application being developed. Primary data collection is carried out through the following methods.

a. Survey of MSMEs; The survey is conducted to obtain relevant quantitative and qualitative data, such as;

- a) The level of digital literacy of business actors,
- b) Existing administrative and financial management patterns,
- c) The use of digital payment systems,
- d) Functional needs for digital applications,
- e) As well as interest in and readiness to adopt technology.

The survey instrument is designed in a structured manner with a combination of closed and open-ended questions, thereby enabling descriptive statistical analysis as well as the exploration of qualitative insights. Survey respondents include MSME actors.

The survey results are used as a basis for:

- a) Identifying the digital gap,
- b) Mapping user needs,
- c) As well as estimating the level of application adoption at the initial implementation stage.

b. Focus Group Discussion (FGD) with OPDs and Business Actors

The Focus Group Discussion (FGD) is conducted by involving MSMEs with the aim of:

- a) Exploring policy and institutional perspectives,
- b) Identifying regulatory support and barriers,
- c) As well as aligning the design of an environmentally friendly application

The FGD results provide important policy and institutional context in assessing implementation feasibility and sustainability.

c. In-Depth Interviews with Application Developers

In-depth interviews are conducted with application developers, technology practitioners, who have experience in implementing similar systems. These interviews aim to:

- a) assess the technical readiness and system architecture,
- b) identify challenges in application development and maintenance,
- c) understand best practices in technology adoption by MSMEs

In addition, the interviews are also used to explore views regarding:

- a) Realistic business models,
- b) Feature development strategies,
- c) As well as change management approaches for MSMEs

Secondary Data

Secondary data are used to provide a macro framework and comparison for the analysis based on primary data. These data are sourced from official documents, research publications.

a. Statistical Data

The main secondary data include: economic and social data from the Central Statistics Agency (BPS). These data are used to map market potential

b. Literature Study on MSME Digital Transformation

The literature study includes scientific publications aligned with the research, which serve to strengthen the conceptual and theoretical foundation, identify relevant implementation models

Data Quality Assurance

To ensure data quality and reliability, the following steps are taken:

- a) triangulation of data sources (primary and secondary),
- b) cross-validation between survey, FGD, and interview results,
- c) as well as the use of official and verified data sources.

Population and Informants

The research population consists of MSMEs in the South Manado area registered with the local Office of Cooperatives and SMEs. The sample is taken using a stratified random sampling technique, with a total of 50 respondents selected randomly based on business categories.

Data are collected through questionnaires that have been tested for validity and reliability. The questionnaire consists of several sections, including:

1. Technology Readiness Level: Measuring the extent to which MSMEs have utilized digital technology in promoting and selling products.
2. Feature Needs: Identifying the digital promotion application features most needed by MSMEs.
3. Application Implementation: Assessing the suitability of the digital promotion and sales application with the characteristics of MSMEs.

The data obtained are analyzed using descriptive analysis and SWOT analysis to assess the strengths, weaknesses, opportunities, and threats in the implementation of digital promotion. In addition, statistical tests such as chi-square are used to examine the relationship between the level of technology readiness and MSME characteristics (Sukardi, 2019).

Analysis Model

The analysis does not only focus on technical feasibility, but also considers market, risk, institutional, as well as policy and social impact aspects. The analytical framework used combines five main approaches, namely multi-aspect feasibility analysis, SWOT analysis, quantitative financial analysis, risk analysis, and stakeholder analysis. These five approaches complement each other and form the basis for a holistic evaluation.

a. Multi-Aspect Feasibility Analysis

Multi-aspect feasibility analysis is the main framework in the Pre-FS used to assess whether the project has a feasibility basis for application implementation. This analysis is conducted by evaluating the project from various interrelated dimensions, including:

- a) Technical aspects,
- b) Market and business aspects,
- c) Financial aspects,
- d) Legal and regulatory aspects,
- e) Social aspects

Each aspect is analyzed qualitatively and, where possible, quantitatively, with the aim of:

- a) Identifying the strengths and weaknesses of the application
- b) Assessing consistency among aspects (for example, technology readiness with market readiness),
- c) SWOT Analysis

Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is used to identify the strategic position of the project in an internal and external context. This analysis aims to:

- a) Understand internal advantages that can be leveraged,
- b) Identify weaknesses that need to be improved,
- c) Map external opportunities that can be optimized,
- d) As well as anticipate threats that could potentially hinder implementation.

In the implementation of this application:

- Strengths include technological advantages, alignment with policies;
- Weaknesses include limitations in users' digital literacy, initial management capacity;
- Opportunities include MSME digitalization trends, regulatory support, as well as significant market potential;
- Threats include competition with other digital applications, data security risks, as well as policy changes.

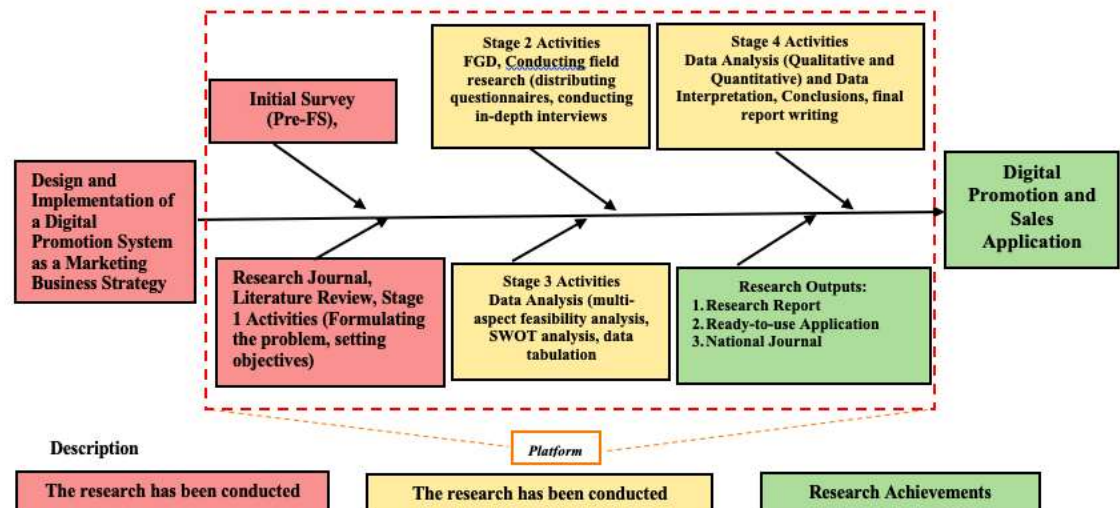


Figure 1. Conceptual Framework (The image has to be in good quality)

RESULTS

Results of the Multi-Aspect Feasibility Analysis of the Implementation of Digital Promotion and Sales for MSMEs in the South Manado Area

1. Technical Aspect

- Infrastructure Availability: Evaluation of the internet infrastructure and technological devices used by MSMEs.
- Ease of Use: Trial of the proposed digital promotion application to ensure that it is user-friendly for MSME owners.
- System Integration: Analysis of the application's ability to integrate with existing systems, such as existing hardware and software.
- Data Security: Assessment of the security of user data and transactions within the digital promotion application.
- Technical Support: Availability of technical support from the application developer to assist MSMEs during implementation.

2. Market and Business Aspect

- Market Segmentation: Identification and analysis of suitable market segments for MSME products in South Manado.
- Consumer Demand: Survey to determine the level of consumer demand for products offered through digital promotion.
- Competition: Analysis of competitors who already use digital promotion strategies and how competitive advantages can be achieved.

- d) Business Model: Design of a clear business model for the digital promotion and sales application, including the revenue scheme.
- e) Brand Reputation: The impact of using digital promotion on the image and reputation of MSME brands.

3. Financial Aspect

- a) Implementation Costs: Calculation of the costs required to implement digital promotion and sales, including application development and training.
- b) Revenue Projection: Analysis of the potential revenue that can be generated through digital promotion compared to traditional methods.
- c) Return on Investment (ROI): Calculation of the ROI that can be achieved in the short and long term.
- d) Funding Sources: Identification of available funding sources to support the implementation of the digital application.
- e) Financial Risks: Analysis of financial risks that may arise from investment in digital promotion.

4. Legal and Regulatory Aspects

- a) Legal Compliance: Review of applicable regulations related to the use of digital technology in promotion and sales.
- b) Personal Data Protection: Analysis of consumer data protection policies that must be followed by MSMEs.
- c) Licensing: Procedures and permits required for the operation of the digital promotion application.
- d) Intellectual Property Rights: Protection of copyrights and trademarks in the context of digital applications.
- e) Legal Responsibilities: Explanation of the legal responsibilities that may be faced by MSMEs regarding promotional content.

5. Social Aspect

- a) Public Acceptance: Survey to measure the level of public acceptance of the use of digital promotion by MSMEs.
- b) Social Impact: Evaluation of the social impact of digital transformation on local communities and the economy.
- c) Education and Training: The need for education and training for MSME owners and employees in the use of digital technology.
- d) Community Participation: The ability of MSMEs to involve the community in product promotion through social media.
- e) Response to Social Issues: Ways in which digital promotion can be used to address social issues around MSMEs.

SWOT Analysis Results

1. Strengths

- a) Potential for broader access through digital platforms.
- b) Ability to reach consumers in real-time.
- c) Reduction in promotional costs compared to traditional media.

d) Flexibility in marketing campaigns.

2. Weaknesses

- a) Lack of digital skills among MSME owners.
- b) Dependence on technological infrastructure that may not be evenly distributed.
- c) Low adoption rates among certain consumers.
- d) Data security and privacy risks.

3. Opportunities

- a) Growth in internet and social media use among the public.
- b) Potential to develop a loyal customer community through social media.
- c) Partnerships with digital platforms to expand market reach.
- d) Support from the government and relevant institutions for MSME development.

4. Threats

- a) Intense competition in the digital market from larger companies.
- b) Changes in regulatory policies that may affect operations.
- c) Increasing cyber risks, including cyberattacks on customer data.
- d) Rapid and dynamic changes in consumer behavior.

Analysis Results and Findings

1. Technology Readiness Level: Approximately 60% of MSMEs already have access to digital technology, but only 30% use it for promotion and sales. This indicates a gap between access to and utilization of technology.
2. Feature Requirements: The features most needed by MSMEs in a digital promotion application are ease of use, integration with social media, and sales data analysis. As many as 75% of respondents stated that ease of use was the top priority (Table 1).
3. Application Implementation: The application implementation assessment showed that 70% of respondents felt that the existing application was good enough, although some still wanted improvements in terms of the user interface and analytical features.

Table 1: Digital Promotion Application Feature Requirements

Feature	Percentage (%)	Remarks
Ease of use	75	
Social media integration	70	
Sales data analysis	65	

Meanwhile, the subsequent findings in Table 2 show that most MSMEs in South Manado still have a low level of technology readiness. Approximately 65%

of respondents indicated a lack of knowledge about the use of digital technology in product promotion and sales. Only 20% of respondents have used digital technology for promotion, while the remaining 15 % still rely on traditional methods.

Table 2: Technology Readiness Level

Application Readiness	Percentage (%)	Remarks
Lack of knowledge	65	
Technology Use	20	
Traditional methods	15	

From the analysis of digital promotion application features, information was obtained that the features most needed by MSMEs can be seen in Table 3:

Table 3: Most Needed Features

Application Readiness	Percentage (%)	Remarks
Easy accessibility	40	
Integration With Social Media	30	
Analytical Metrics for Performance Monitoring	15	
Inventory Management Features	10	
Traditional Methods	5	

The recommended implementation of the digital promotion and sales application is an application that has these features, so that it can help MSMEs improve the effectiveness of their marketing and sales.

DISCUSSION

The results of this study show that the level of technological readiness among MSMEs in South Manado is still low even though access to digital technology is already available. This is in line with research showing that many small business owners are still reluctant to switch to digitalization due to a lack of knowledge and skills (Halim & Nugroho, 2020).

The most important feature needed by MSMEs is ease of use. This reflects the characteristics of MSMEs, which often have limitations in terms of human resources and training. Therefore, the digital promotion application developed must consider usability aspects so that it can be accessed by users who do not have a technical background (Rizki & Pramudianto, 2022).

The implementation of digital promotion and sales applications suitable for MSMEs needs to be supported by training and outreach programs from the government or relevant institutions. This is important to improve technological readiness and encourage broader technology adoption. In addition, collaboration between application developers and business owners is essential to ensure that the resulting application truly meets the needs of MSMEs (Yani, 2023).

CONCLUSIONS AND RECOMMENDATIONS

In this study, the level of technological and user readiness of MSMEs in South Manado in implementing digital promotion was analyzed and evaluated. The results of the study show that:

- 1) Level of Readiness: Most MSMEs in South Manado show varying levels of technological readiness in implementing digital promotion. Although there is a basic understanding of digital technology, many MSME owners have not fully utilized the digital potential for promotion and sales.
- 2) Application Features: The features most suited to the needs of MSMEs in digital promotion applications include ease of use, integration with social media, and analytical capabilities to monitor promotional performance. These features are considered important for increasing the effectiveness of the marketing strategies implemented.
- 3) Digital Implementation: The implementation of appropriate digital promotion and sales applications is highly necessary to increase the competitiveness of MSMEs. The success of this implementation is influenced by the level of digital literacy of MSME owners as well as support from relevant parties, such as the government and educational institutions.

Recommendations

Based on the research findings, several recommendations that can be given are as follows:

- 1) Training and Education: More intensive training programs are needed to improve the digital literacy of MSME owners. This training should cover the use of digital promotion applications, marketing through social media, and online sales strategies.
- 2) Infrastructure Support: Local governments are expected to improve information technology infrastructure that supports MSMEs, including better internet access and the provision of workspaces or innovation centers.
- 3) Collaboration with Educational Institutions: Cooperation between MSMEs and educational institutions needs to be strengthened to create programs that support digital business development. Students can be involved in real projects to assist MSMEs in designing and implementing digital promotion strategies.
- 4) Flexible Application Development: Application developers are advised to create applications

FURTHER STUDY

This study still has limitations, so further research on the Implementation of Digital Promotion and Sales as a Business Strategy for MSMEs in the South Manado Area is needed to increase the income of MSMEs in the South Manado

area, as well as to refine this study and enhance the insights of readers and the author. This study still has limitations, so further research on Judul is needed to refine this study and enhance the insights of readers and the authors.

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- Relevansi: Artikel ini membahas pentingnya digitalisasi dalam pemasaran UMKM, sejalan dengan tujuan penelitian ini.
- Relevansi: Buku ini menjelaskan metode penelitian kuantitatif yang relevan untuk penelitian ini.
- Relevansi: Dokumen ini memberikan konteks tentang kebijakan pemerintah terkait digitalisasi dan UMKM.
- Relevansi: Penelitian ini menyoroti penggunaan teknologi digital oleh UMKM, mendukung argumen dalam penelitian ini.
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