

Digital-Based MSME Program Marketing Communication Adaptation

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Abstract

This study analyzes the digital marketing adaptation of SMEs through social media, with a focus on strategies, impacts, and direct interactions with consumers. Qualitative descriptive research method was employed to gather data from relevant journals. The findings indicate that digital marketing enables SMEs to expand market reach and strengthen relationships with consumers through two-way interaction. Relevant and creative content strategies were found to be crucial in standing out in the information-dense online environment. Positive impacts on SME product sales were also observed, particularly through social media platforms such as Instagram and TikTok. Direct interaction with consumers via social media platforms strengthens relationships and allows brands to listen to consumer feedback directly. In conclusion, digital marketing adaptation through social media is essential in developing SME products and expanding their market share.

Keywords: *Social Media, SMEs, Digital Marketing*

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) play an important role in the economic development of people living in the region. As the driving force of the economy, especially after the economic crisis in Indonesia, MSMEs can help the state or local government in creating new jobs that can ultimately support household income.(Fajarianto, Jubaedah, and Erawati 2021).

In the ever-evolving digital age, technological transformation has changed the business landscape dramatically. Micro, Small and Medium Enterprises (MSMEs) face complex challenges and unexpected opportunities in marketing their products. One of the striking aspects of this evolution is the adaptation of digital marketing strategies, especially through the dominance of social media platforms in online interactions. The influence of digital technology has penetrated into various aspects of life, including the way business is conducted. MSMEs must quickly adapt to this change, moving away from conventional marketing methods(Pitaloka& Kardoyo, 2023).

Today, digital marketing has become the center of attention in business strategies, especially for Micro, Small and Medium Enterprises (MSMEs). Technological transformation has introduced new concepts in marketing products and services, with social media being the main platform. This phenomenon creates a dynamic environment where interactions between customers and brands occur online. MSMEs must keep up with these changes quickly, abandoning conventional marketing methods and moving to more responsive and effective digital marketing strategies. By utilizing social media, MSMEs can expand their market reach, increase customer engagement, and increase brand awareness globally (Hadi& Zakiah, 2021).

Digital marketing communication can be defined as a series of communication activities aimed at conveying messages to potential consumers using various digital media with the aim that such communication provides changes in knowledge, attitudes and actions of potential consumers towards a product. (Sutrinoso., 2023).

The transformation of marketing through social media plays an important role in increasing the competitiveness of MSMEs in an increasingly competitive global market. By utilizing an online presence, MSMEs can create stronger brand awareness, interact directly with customers, and gain deeper knowledge about consumer preferences. Digital marketing is not only a necessity, but also an opportunity for MSMEs to develop and compete in this digital era. Digital marketing also opens the door for MSMEs to adopt business models that are more flexible and responsive to market changes (Istiqomah, 2023).

The main reason behind the use of digital marketing is the wide access it offers towards a potential audience. In a digital marketing environment, MSMEs have the opportunity to increase their brand visibility, build closer relationships with customers, and gain a better understanding of consumer preferences. In addition, digital marketing allows MSMEs to adopt business models that are more flexible and responsive to market changes (Nugraha, 2023). The use of digital marketing has become an indisputable focal point in the marketing strategies adopted by MSMEs. Facebook, Instagram, Tiktok Shop, and other similar platforms are the main reason behind this is because of the wide range offered by social media platforms such as Facebook, Instagram, Tiktok Shop, and other similar platforms. Through these platforms, MSMEs have the opportunity to reach a wider audience without having to spend a lot of money. This reverses the traditional marketing paradigm that usually requires a significant financial investment to reach a commensurate audience. Not only has it changed the approach to product marketing, the adaptation to digital marketing has also changed the way consumers interact with brands and products (Saputri et al., 2023).

One aspect that should not be overlooked in digital marketing is the quality of advertising delivered. In an online environment full of information and distractions, MSMEs need to produce engaging and relevant content in order to stand out among their competitors. Taking into account consumer preferences and behavior, MSMEs can design more effective and engaging ads. However, although digital marketing offers great potential, challenges also arise. One of the main challenges is tracking and measuring the effectiveness of digital marketing campaigns. Understanding the relevant performance metrics and analyzing the data obtained from these campaigns is the key to improving marketing strategies in the future (Mardikaningsih, 2023).

The power of social media in influencing product sales has been the subject of significant research. Facebook, Instagram, and various studies conducted on various online platforms highlight the substantial impact of social media such as Facebook, Instagram, Tiktok Shop, and similar platforms on sales performance in online stores. The findings show that not only does a brand's presence on social media increase awareness of the product, but it also directly affects sales levels. Thus, it is not surprising that marketing through social media has become a standard practice in the fashion industry, providing opportunities for local brands to increase the popularity of their products, drive traffic to their mobile applications, and increase interaction with the audience (Sifwah et al., 2024).

As for the business that was pioneered from the beginning by Mr. Saiful Bachri, initially only marketing products offline by renting a store or place, but over time Mr. Saiful decided to market products through digital marketing for awareness in doing business in the era of digitization which is now very competitive, so innovating so that our business opportunities can reach all areas not only in local areas. The products marketed by Mr. Saiful Bachri are computer embroidery services such as making: emblems, embroidery, name tags, clothing. The embroidery used by Mr. Saiful Bachri uses a computerized system to edit the design according to consumer wishes, while the material used is matador fabric as the base fabric and embroidery thread which has 15 needle points consisting of different colors.

The steps implemented by Mr. Saiful Bachri related to starting by selling MSME products: (1) passing through digital marketing has a very clear business purpose such as people who want

to start a journey whose structure is clear and systematic; (2) resetting and segmenting the market after having a goal in implementing a digital marketing strategy, the application that is not right on target only makes all promotional and marketing efforts that have been done just wasted. In conducting research first on prospective consumers in accordance with the business and products to be marketed, so as to attract the attention of consumers; (3) conducting competitor research so that it can learn how they implement targeted digital marketing strategies such as the type of content that is displayed by interacting with their consumers; Facebook installation: (4) creating a social media account as a platform to market products starting to market digitally, by choosing to use the right platform, Mr. Saiful Bachri marketed MSME products with various social media such as Instagram, Facebook, tiktok Shop, as well as to offer products and attract consumer attention; (5) evaluating what needs to be improved both the product problems we promote and the marketing methods we do. Facebook Instagram and Facebook to offer MSME products and create content that promotes the brand of Mr. saiful Bachri and is known quite widely not only the region itself. Consumer response is very positive because ordinary consumers buy products through social media without having to go far to buy products. In that case, consumers can also save time and costs.

Social Media also provides an opportunity for businesses to interact directly with their consumers. Through two-way communication facilitated by these platforms, brands can gain valuable knowledge about consumer preferences and needs. This is useful for designing marketing strategies that are more targeted and responsive to changing market demands. Social Media not only serves as a tool to promote products, but also as a channel to build a closer relationship with their audience. Thus, marketing strategies that utilize social media are becoming increasingly important in this digital era(Leli et al., 2023).

This research is considered important because of its crucial role in improving the competitiveness of MSMEs in the current digital era. In an increasingly competitive business, a deep understanding of digital marketing strategies can be a significant competitive advantage for MSMEs. This research not only helps to understand trends and patterns of consumer behavior in the digital environment, but also provides valuable insights into the digital marketing adaptation of MSME programs. The purpose of this study is to explore how digital marketing adaptation can help in developing MSME products through social media. By understanding the important role of digital marketing and social media in the context of MSMEs, it is hoped that this research can provide valuable knowledge for marketing stakeholders, MSME entrepreneurs, as well as academics and researchers who are interested in understanding business dynamics in the current digital era.

RESEARCH METHODS

The research method used is a scientific paper entitled "The Role of digital marketing " this research uses qualitative methods. Facebook Instagram, facebook, and others are the result of this research is the development of digital marketing with social media in improving the development of MSMEs in social media such as instagram, facebook, and others. Qualitative research is the effort of researchers to collect data based on the natural background. Where research is a key instrument, data collection techniques are triangulated (combined), inductive data analysis, and qualitative research results emphasize more meaning than Generation(Hayati et al., 2020).

This approach aims to understand in depth the phenomenon of digital marketing adaptation by MSMEs through social media, as well as its impact on product development and increased sales. Facebook Instagram, Facebook, and TikTok through descriptive analysis, this

study will analyze the digital marketing strategies used by MSMEs, including the type of content shared, interaction with consumers, and management of social media platforms such as Instagram, Facebook, and TikTok. In addition, this study will analyze the impact of marketing through social media on MSME product sales by examining sales turnover data and MSME business performance before and after implementing digital marketing strategies. The study involved six informants, namely a digital marketing expert, two MSME actors with different experiences in digital marketing, one MSME actor who has not yet entered the digital realm, and two consumer informants who represent digital and conventional transactions. With a descriptive qualitative approach, this study provides a comprehensive overview of how MSMEs adapt their marketing to the digital era through social media, as well as its impact on the development of their products and sales.

The theory used in this study is marketing communication according to Kotler and Keller is a means used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell. Kotler and Keller describe the marketing communication mix as consisting of eight main models, as follows : (1). Advertising is the structure of information and non-personal communication arrangement financed and persuasive and promotion of products, services or ideas by sponsors identified through various media; (2). Sales promotion is a variety of short-term incentives to encourage the trial or purchase of a product or service; (3). Events and experiences are company-sponsored activities and programs designed to create daily interactions or brand-related interactions; (4). Public relations and Publicity are various programs designed to promote or protect the image of a company or its individual products; (5). Direct marketing is the use of mail, telephone, facsimile, email, or the internet to communicate directly or solicit a response or dialogue from customers.

RESULT AND DISCUSSION

The importance of Digital Marketing adaptation for MSMEs

The shift from traditional marketing to digital marketing is crucial for MSMEs in today's digital age. Facebook Instagram and TikTok Shop allow them to reach a wider audience at a more affordable cost through social media platforms such as Facebook, Instagram and TikTok Shop. This helps expand the market without the need for a large budget. In addition, digital marketing enables closer interaction with consumers through social media, strengthens brand awareness, increases consumer loyalty, and expands the reach of MSME brands (Salma & Rini, 2023). However, digital marketing is not just about promoting products online, it also requires a deep understanding of the audience and creativity in delivering relevant messages. Engaging and relevant content is key in standing out among competitors and attracting consumers' attention in an information-intensive online environment. Digital marketing adaptation is becoming important for MSMEs in response to technological developments and consumer behavior. Facebook Instagram and TikTok Shop offer a wide reach at no great cost, allowing MSMEs to expand their market without spending a fortune. (Trulline, 2021).

Social media platforms enable MSMEs to build close relationships with consumers through two-way interactions, allowing them to listen to immediate feedback, adjust marketing strategies, and build consumer loyalty. In addition, the platform facilitates the creation of creative content that differentiates brands from competitors through various features such as images, videos and interactive. Analytics provided by social media platforms help MSMEs understand consumer behavior and measure the effectiveness of marketing campaigns, allowing them to optimize the efficient use of marketing resources (Sumarni et al., 2020). Digital marketing allows MSMEs to interact directly with consumers through social media platforms, building trust,

loyalty and close relationships. This is important because consumers tend to choose brands they know and trust. Through digital marketing, MSMEs can listen to consumer feedback, adjust their products and marketing strategies, and stay relevant in a rapidly changing market (Khairi et al., 2024).

Not only that, digital marketing is also useful for MSMEs to convey personal and targeted messages to their consumers. Through data analysis and audience segmentation, MSMEs can create relevant and engaging content for each segment of their consumers, thereby increasing consumer engagement and response to their marketing campaigns. This helps MSMEs to strengthen their relationship with consumers and gain a better understanding of market needs. Building relationships with consumers through digital marketing also allows MSMEs to provide better and responsive customer service. Through social media platforms, consumers can easily ask questions, provide feedback, or make complaints about MSME products or services. By responding quickly and effectively to these interactions, MSMEs can increase customer satisfaction, strengthen loyalty, and build a positive reputation in the eyes of consumers. Building relationships with consumers through digital marketing is not only important for short-term success, but also for the long-term growth and sustainability of MSMEs. Digital marketing adaptation has become the key to the growth and sustainability of Micro, Small and Medium Enterprises (MSMEs) in today's digital era. According to Mr. Saiful Bachri, a digital marketing practitioner, this adaptation has a significant impact, especially in increasing sales of products offered by MSMEs. By utilizing digital platforms, MSMEs can reach a wider market without being tied to certain geographical boundaries. Mr. Saiful mentioned that through digital marketing, he can attract customers from all over Indonesia, not just from one city or region. This shows that digital marketing allows MSMEs to significantly expand their business reach, which in turn increases the demand for the products offered. Digital marketing adaptation not only provides advantages in terms of sales, but also opens up new opportunities for MSMEs to grow and develop in an increasingly competitive market.

In an interview with Mr. Saiful Bachri, an MSME owner who has not adopted a digital marketing strategy, it was revealed that awareness of the shift in consumer behavior towards digital has not been fully realized. Mr. Saiful Bachri admits that although he has seen this change, he has not been able to identify its concrete impact on his business. The impact causes Saiful Bachri to lose the opportunity to attract potential customers who are actively looking for the products or services he offers through online platforms. The lack of adaptation to digital marketing has left its efforts stagnant, even amid these increasingly digital business changes.

Kotler and Keller emphasize the importance of using digital distribution channels, such as online advertising, to promote products and services to customers. The implementation of marketing communication strategies highlighted by Mr. Saiful Bachri is in accordance with this concept. The use of digital platforms allows MSMEs to expand their business reach, reaching a wider market without being tied to specific geographical boundaries, in line with the principles of Lane theory. On the other hand, the non-adoption of digital marketing strategies, as expressed by Mr. Saiful Bachri, illustrates the consequences of not utilizing effective digital distribution channels according to Lane's theory, which can result in loss of growth opportunities and business stagnation. He observed that most customers are still obtained from conventional promotions such as banners and brochures around his business area. However, he does not yet have a deep understanding of how to leverage digital platforms to reach a wider market.

The importance of digital marketing adaptation for MSMEs is becoming increasingly clear. Consumer behavior that is increasingly shifting to digital platforms requires businesses to adjust their marketing strategies to stay relevant and competitive. By utilizing digital marketing, MSMEs can reach a wider and more scalable target market, as well as increase the visibility and credibility of their business. Through digital platforms, MSMEs can introduce their products or

services to potential consumers who are actively looking for solutions to their needs or problems. Thus, digital marketing adaptation is not only an option, but also an urgent need for MSMEs to survive and thrive in this increasingly digitized business era.

Effective strategies in Digital marketing for MSMEs

An engaging and effective content strategy is important in MSME digital marketing to compete in an information-intensive online environment. Content should be relevant to the needs and interests of the target audience, by identifying the consumer persona to structure the content accordingly. The focus on authenticity and creativity helps MSMEs stand out with unique and original content, differentiating the brand from competitors. It involves the use of compelling visuals, strong narratives, and language styles that fit the brand identity. MSMEs should pay attention to the content format used, choosing a format that suits the message and audience preferences, such as images, videos or text. Consistency in style, theme, and frequency of published content is important for building a strong brand image and an ongoing relationship with the audience. By designing the right content strategy, MSMEs can increase the visibility, engagement, and loyalty of their consumers in the digital realm (Arfan & Hasan, 2022).

A key factor influencing the effectiveness of digital marketing campaigns for MSMEs is the understanding of the target audience and the quality content. MSMEs need to identify who their target market is, what they are looking for, and how to communicate with them to ensure the success of the campaign. Engaging, relevant, and high-quality content can capture audience attention, increase engagement, and strengthen relationships with brands, while less engaging or substandard content can reduce campaign effectiveness (Saputra et al., 2023). Consistency in brand message, visual style, and posting frequency are key in designing and executing effective digital marketing campaigns. Inconsistencies can damage the brand image and reduce the overall effectiveness of the campaign. In addition, the selection of the right tools and technologies also affects the effectiveness of the campaign. MSMEs need to choose platforms and tools that suit their needs and are able to analyze and monitor campaign performance on an ongoing basis. By leveraging analytics tools, MSMEs can understand campaign performance and make the necessary adjustments to improve their results (Saputra et al., 2024).

Effective strategies in digital marketing for MSMEs play a crucial role in determining business success. Mr. Saiful Bachri as a key informant gave his views on how MSMEs can optimize their digital marketing budgets. According to Mr. Saiful, the first step that must be done is to clearly establish the allocation of funds for digital marketing activities including advertising costs, managing email marketing content, and so on. That way, MSMEs can manage their budgets efficiently and avoid waste. The next step is to run a digital marketing campaign that is precisely targeted to the relevant market segments. Mr. Saiful emphasized the importance of knowing the target audience so that marketing activities are more focused and effective. Mr. Saiful advised MSMEs to create content that is useful, relevant, and interesting for potential consumers. Strong content can attract the attention of consumers and differentiate MSMEs from their competitors. In addition, Mr. Saiful also emphasized the importance of having good financial records. By closely monitoring spending and income, MSMEs can make more informed and efficient marketing decisions in the future. Thus, an effective digital marketing strategy involves not only creativity in content, but also careful budget management and financial analysis.

According to Ms informant, who has been developing digital marketing for more than 3 years, the most successful strategy in increasing awareness and sales of products/services is the use of appropriate targeting-based advertising campaigns. In running digital advertising campaigns, he pays great attention to market segmentation and the preferences of potential consumers. As a result, the efficiency of advertising spending increases significantly because ads are only shown to people who have great potential to be interested in their products/services.

This not only helps in increasing brand awareness, but also directly impacts on increasing sales. MS also emphasizes the importance of consistency and active interaction with consumers through social media. By establishing a strong presence on platforms such as Instagram, Twitter and others, he was able to maintain ongoing communication with potential and existing customers. Through engaging content that is responsive to consumer questions or feedback, he manages to strengthen consumer engagement and organically expand his network of followers. Thus, the MS digital marketing strategy does not only dwell on paid advertising campaigns, but also involves aspects of interaction and active engagement with consumers through social media.

In the context of digital marketing theory, according to Lane, the results of the interview provide an overview of how the practice of promoting products and services using digital distribution channels can affect the success of businesses, especially MSMEs. Establish a clear allocation of funds for digital marketing activities, including advertising and content management costs, in accordance with the principles of Lane theory that emphasize the importance of efficient use of digital distribution channels. Steps such as running appropriately targeted campaigns and creating engaging content for potential consumers, also fit into the concept of digital marketing that focuses on delivering marketing messages to customers in a relevant and engaging way. This view on the importance of using appropriate targeting-based advertising campaigns in increasing awareness and sales of products or services is consistent with Lane's theory which highlights the importance of digital marketing practices, including online advertising, to effectively reach potential customers. The use of Market Segmentation and potential consumer preferences in running digital advertising campaigns reflects the principles of Marketing communicative theory which emphasizes the importance of tailoring marketing messages to the intended audience. The focus on consistency and active interaction with consumers through social media reflects the importance of leveraging digital distribution channels, not only in terms of paid advertising campaigns, but also through aspects of interaction and engagement with consumers directly, as emphasized in Kotler and Keller's theory.

Impact of marketing through social Media on MSME product sales

Marketing through social media has a significant impact on MSME sales by increasing consumer awareness of their products and brands. Through engaging content, MSMEs can capture the attention of potential consumers, expand brand reach, and introduce products to a wider audience. Social Media also facilitates an easier buying process with features such as direct shopping buttons, increasing the likelihood of sales conversions. In addition, social media enables direct interaction between MSMEs and consumers, builds trust, increases satisfaction, and strengthens the relationship between brands and consumers through two-way communication (Hamzah & Putri, 2021). Facebook Instagram, Tik Tok, and social Media can be an effective tool for MSMEs in increasing visibility, generating buyer interest, and ultimately, increasing the sales turnover of their products. Thus, they can utilize social media as an effective tool to expand market share and increase their product sales turnover (Harto et al., 2023).

According to forman DB, the presence of advertising or promotion of MSME products on social media significantly affects their purchasing decisions. In today's digital age, social media has become one of the main sources of information about the product or service they want to buy. Especially when the product or service comes from MSMEs, advertising on social media has its own appeal because it often displays unique stories or added value that is difficult to find in mass products. With relevant and engaging ads on social media, DB informants feel more motivated to explore the product further and ultimately make a purchase. In addition, DB informants also emphasize the importance of interactions and testimonials from other users on social media in influencing their purchase decisions. Through platforms such as Instagram or Twitter, they can see directly the experiences of other users who have used the MSME product. Positive testimonials and a clear picture of the quality of the product are decisive factors that

help the DB informer to decide whether to make a purchase or not. Marketing through social media not only expands the product range of MSMEs, but also directly impacts the increase in sales through a positive influence on consumer purchasing decisions.

According to Kotler and Keller, the primary focus is on utilizing digital distribution channels, including online advertising and social media, to deliver marketing messages to customers. In today's digital age, social media has become a major platform where consumers seek information about the products or services they want to buy. When MSMEs use advertising or product promotion on social media, they not only send marketing messages to potential customers, but also take advantage of unique or value-added stories that distinguish their products or services from others. This is in line with Kotler and Keller's theory that emphasizes the importance of utilizing digital distribution channels to attract the attention of customers with relevant and attractive marketing messages. With appropriate and engaging advertising on social media, customers such as DB informants feel more motivated to explore the product further and ultimately make a purchase. The importance of interactions and testimonials from other users on social media highlighted by informant DB reflects the importance of building customer engagement and trust through digital distribution channels, as emphasized in digital marketing theory.

The presence of MSMEs on social media significantly affects their perception of the quality and reliability of the products offered. According to him, the existence of MSMEs on social media gives the impression that they are businesses that adapt to technological developments and have the courage to compete in the digital market. This creates a positive impression that the MSMEs are serious in running their business and have a commitment to the products they offer. The existence of interesting and informative content on social media also provides an opportunity for MSMEs to show their expertise and creativity in producing quality products. DB informants stated that testimonials and reviews from other users on social media also played an important role in shaping their perception of the quality and reliability of MSME products. Through real experiences shared by other consumers, DB informants feel more confident and trust in the quality of the products offered by the MSMEs. Positive testimonials also provide concrete evidence that the MSME product has provided satisfaction to consumers before. Thus, the presence of MSMEs on social media not only affects the perception of product quality, but also increases consumer confidence in the reliability of the business.

Direct interaction with consumers through social Media

Direct interaction between brands and consumers through social media opens up effective two-way communication. Consumers not only receive messages from brands, but also actively participate in the conversation. Through comments, direct messages, or responses to brand posts, consumers can raise immediate questions, feedback, or complaints. This allows brands to listen directly to the needs and desires of consumers and provide quick and appropriate responses. Responsive and affordable customer service can increase customer satisfaction and build a positive reputation. Quick response to consumer inquiries or complaints also strengthens brand-consumer relationships and increases consumer loyalty (Rahman et al., 2024).

Direct interaction through social media provides an opportunity for brands to understand their audience in depth. By monitoring consumer interactions, brands can gain insights into consumer preferences, trends, and expectations, supporting the design of appropriate marketing strategies. It creates a close and personal relationship, building trust and empathy with the consumer. Through sharing stories and relevant content, brands not only sell products, but also build sustainable communities and relationships. Direct interaction through social media is an important aspect in strengthening brand image and increasing consumer engagement (Nurmiarani et al., 2023).

In digital marketing dominated by social media, understanding consumer preferences is key to designing a responsive marketing strategy. Listening to consumer feedback through comments, direct messages, or online surveys helps brands gather first-hand information about their preferences and needs. This allows brands to respond instantly and adjust marketing strategies according to feedback. It is also important to pay attention to trends outside of social media such as lifestyle, demographics, or technology, which can have an impact on consumer preferences (Syafii & Budiyanto, 2022).

Social Media plays an important role in building a close relationship between brands and consumers in digital marketing. The Platform allows brands to communicate directly with consumers through features such as comments, direct messages, and live chat, creating a more personalized bond. Brands can also share relevant and engaging content based on consumer preferences understood through analytics data and direct interactions. By presenting appropriate content, brands can capture consumers' attention, increase engagement, and strengthen relationships with them. Social Media provides an opportunity for brands to show the human and social side of their business. With content that reflects brand values, social activities, or the story behind the product, brands can build emotional closeness with consumers. This helps create more meaningful and sustainable relationships, where consumers feel more personally connected and have greater trust in the brand. In addition, social media facilitates the formation of communities around brands (Hendrian et al., 2023).

According to informant WM, which has only implemented digital marketing on its products for less than 1 year, direct interaction with consumers through social media has a very important role in increasing customer awareness and loyalty to its products. For him, social media is not only a platform to market products, but also a place to build a more personal relationship with consumers. Through comments, private messages, or even live streaming, he can interact directly with consumers, listen to feedback, answer questions, or even provide special offers. Not only does this help raise awareness about its brand, but it also strengthens the emotional bond between the brand and the consumer, which ultimately contributes to long-term customer loyalty. WM also sees that direct interaction with consumers through social media can help in understanding the needs and preferences of customers in more depth. Thus, direct interaction with consumers through social media not only helps in building customer awareness and loyalty, but also becomes a valuable source of information in improving product quality and customer satisfaction.

Kotler and Keller's marketing communication theory emphasizes the use of digital distribution channels, including direct interaction through social media, as a means to promote products and services to customers. Through this direct interaction, it is possible to build a more personalized relationship with the consumer, in accordance with the principles of digital marketing theory that emphasizes the importance of sending marketing messages to customers in a relevant and attractive way. By utilizing features such as comments, private messages, or live streaming, you can communicate directly with consumers, listen to feedback, answer questions, and provide special offers. Direct interaction with consumers through social media can help in understanding the needs and preferences of customers in more depth. This is in accordance with the theory of digital marketing according to Kotler and Keller, which highlights the importance of understanding the target audience so that marketing activities are more focused and effective. By communicating directly with consumers through social media, it can add a deeper insight into the needs, wants, and preferences of their customers. Thus, the implementation of digital marketing practices focused on direct interaction through social media by WM not only fits the concept in digital marketing theory according to Lane, but also provides concrete examples of how such practices can increase customer awareness and loyalty to products.

CONCLUSION

In developing MSME products through social media, digital marketing adaptation is essential for business continuity and growth. Marketing Communications enable MSMEs to reach a wider audience at an affordable cost through popular social media platforms. Direct interaction between brands and consumers on social media strengthens a closer and more personal relationship, creating opportunities for brands to listen to consumer feedback directly and respond quickly to market needs. By presenting content that shows the human and social side of their business, brands can build emotional closeness with consumers and form a community around the brand. Thus, the adaptation of digital marketing through social media is key in developing MSME products and expanding their market share.

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