



# Digital Marketing Strategies to Boost Sales Revenue for Micro, Small, and Medium Enterprises in Parepare City )

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## Abstract

This research is a qualitative study with the data source being micro, small, and medium-sized enterprise (UMKM) operators in Parepare City. The data collection tool is an interview guide, and data collection techniques include observation, interviews, and documentation. The data validity is tested through triangulation of sources and techniques. The research findings are as follows: (1) The sales revenue conditions of MSME operators in Parepare City before implementing digital marketing vary, with some experiencing lower, steady, or unstable sales revenue. (2) There is an increase in sales revenue for MSMEs, ranging from 20-80%, since they started using social media as a digital marketing tool. The majority of MSME operators in Parepare City use Facebook as their primary social media platform for product promotion, followed by Instagram and TikTok. (3) MSME operators align their business operations with the principles and values of Islamic economics, particularly the concept of *falah* (well-being in both worldly and hereafter aspects), as evidenced by their firm adherence to these principles.

## 1. Introduction

Marketing is one of the key factors that determine the success of a company. Consumer satisfaction is a crucial demand for any company aiming for long-term success and profitability. This highlights the importance of the marketing function, as every company must pay close attention to how they market their products (Gunawan Chakti, 2019). Products, whether goods or services, can only be known and enjoyed by consumers through effective marketing. Therefore, the marketing process plays a significant role in identifying human and social needs and fulfilling them. A successful marketing process must also adapt to changes and trends in both individual and societal environments.

This is the core focus of the marketing process (Sudaryo, 2020). Changes in habits, needs, and lifestyles among the public have led business actors to follow the patterns of their surroundings. As a result, many Micro, Small, and Medium Enterprises (MSMEs) have transitioned to modern marketing forms, specifically digital marketing. Digital marketing has similarities with traditional marketing in terms of goals; both aim to promote products to the public. However, the key difference lies in the media used—digital marketing utilizes the

internet, while traditional marketing relies on promotional activities such as banners, direct consumer contact, and print media advertisements like newspapers (Tri, 2020).

Comparing the two types of marketing media, digital marketing has become increasingly important for the future sustainability of businesses. The public's need for information on social media presents a significant opportunity for business actors to promote their products through the internet. In general, 70.2% of Indonesian MSME owners face challenges in marketing their products. Other issues include access to capital (51.2%), fulfillment of raw materials (46.3%), and digital adoption (30.9%) (UMKM, 2021). This data clearly outlines the main challenges faced by MSMEs today, particularly in product marketing. Therefore, the use of various marketing techniques, including digital marketing, is essential.

In Parepare City, the use of digital marketing remains relatively simple. MSME product marketing is largely limited to social media platforms such as Facebook, WhatsApp, Instagram, TikTok, and others. The use of official business websites is still very limited due to a lack of awareness among both consumers and MSME actors themselves. Data



on the growth of micro-businesses in Parepare City shows a significant increase, with the number of micro-enterprises rising from 26,853 units in 2020 to 33,517 units in 2023. Meanwhile, the number of small businesses remains steady at 2,565 units, and medium enterprises still total 96 units (Cooperatives, 2023).

This study focuses on the challenges faced by business owners in Parepare City, particularly in terms of declining sales and difficulties in promoting their products to a broader public. The crucial aspect needed at this time is the utilization of digital marketing strategies to increase sales turnover for MSMEs. Therefore, it is important to assess the effectiveness of digital marketing strategies in boosting the sales turnover of MSMEs in Parepare City.

## 2. Literature Review

A strategy can be interpreted as a program designed to achieve a specific goal, involving steps or actions in response to environmental dynamics to reach that goal. While experts vary in their definitions, most agree on strategy's purpose of guiding actions to reach organizational goals. Empirically, studies have shown that clear strategic frameworks are crucial for businesses aiming to adapt to dynamic markets and achieve sustainable growth (Rangkuti, 2021).

### 2.1 Corporate Strategy

Corporate strategy sets the overall direction for a company's development and the management of its portfolio, determining where and how to compete in different business areas. This can involve decisions about whether to expand activities or reduce them to streamline focus. An empirical study by Chandler (1990) found that companies with well-defined corporate strategies typically perform better, as such strategies enable management to allocate resources effectively across divisions, thus enhancing organizational agility. Furthermore, Hill and Jones (2010) demonstrated that corporate strategies focusing on market expansion and diversification correlate

positively with long-term growth, especially in rapidly changing industries.

### 2.2 Competitive Strategy

Competitive strategy is oriented toward business units or product lines, focusing on positioning a company effectively within its market. Porter (1980) identified cost leadership and differentiation as primary competitive strategies. Empirical findings by Dess and Davis (1984) support that companies applying competitive strategies tailored to their industry outperform those without a focused strategy. Additionally, Barney's (1991) resource-based view explains how firms gain competitive advantage through unique resources and capabilities, a concept that has been empirically tested and validated across various industries (Newbert, 2007).

### 2.3 Functional Strategy

Functional strategy is operational and aligns with managerial functions, assisting managers in making decisions that maximize productivity. This type of strategy is often used to optimize specific functions such as marketing, production, or human resources. Research by Mintzberg (1987) indicates that functional strategies significantly affect organizational efficiency, particularly when management adapts these strategies to current market conditions. Empirical evidence from Kaplan and Norton's (1996) study on the balanced scorecard illustrates how functional strategies can improve operational alignment and performance outcomes.

Overall, strategic frameworks play a fundamental role in organizational success, with corporate, competitive, and functional strategies working synergistically. Developing hypotheses from this framework can provide a basis for investigating how these strategies impact company performance. By examining empirical evidence in this context, a comprehensive understanding of strategic management can be formed.



### 3. Research Methods

The research method used in this study is a qualitative research method with a case study approach. This study employs a field research type that focuses on the application of digital marketing strategies in increasing sales revenue of Micro, Small, and Medium Enterprises (MSMEs) in Parepare City. The data sources consist of MSME actors in Parepare. Data collection was conducted through direct observation, in-depth interviews, and documentation. Interviews were guided by pre-prepared interview protocols to ensure comprehensive coverage of relevant topics. To assess the effectiveness of digital marketing strategies implemented through social media platforms such as Facebook, Instagram, and TikTok, the researchers aimed to gather in-depth information regarding the sales revenue conditions of MSMEs both before and after the adoption of these strategies.

The validity of the data was tested through triangulation of sources and techniques, which involved comparing data from various sources and employing different data collection methods to enhance credibility. For data analysis, a descriptive approach was employed, emphasizing the interpretation of results in accordance with the contextual realities of MSMEs in Parepare. The analysis involved coding the data obtained from interviews and observations, identifying themes related to digital marketing strategies and their impact on sales revenue. The researchers systematically categorized the information to highlight trends, challenges, and best practices observed during the implementation of digital marketing initiatives. Additionally, the results of this study were analyzed to determine the overall effect of implementing digital marketing strategies on increasing MSME sales turnover, drawing connections between the findings and established theories in digital marketing and entrepreneurial growth.

### 4. Results and Discussion

The research highlights the impact of technological developments, particularly the digital transformation, on businesses, especially

Micro, Small, and Medium Enterprises (MSMEs) in Parepare City. It reveals how market dynamics have shifted, compelling businesses to adopt digital marketing strategies in response to the growing consumer preference for online shopping. This shift is driven by changes in consumer behavior, which have been significantly influenced by convenience and accessibility through online platforms.

#### 4.1 Sales Turnover of MSMEs Before Implementing Digital Marketing Strategies

The study shows that before adopting digital marketing strategies, many MSMEs experienced fluctuating or stagnant turnover rates. Interviews with business owners from various sectors (e.g., food stalls, clothing, and snacks) revealed that many MSMEs had either stable or declining sales. This was attributed to their limited customer base, traditional marketing methods, and an inability to reach a wider audience. For instance, businesses like "Shrimp Crisp Marowa" and "Afa Hijab Style" reported consistent turnover, while others, such as "Durian Cendol Ice" and "Corndogs," saw a decrease in sales. This reflected the challenges MSMEs faced in the pre-digital marketing era.

#### 4.2 The Role of Digital Marketing in Enhancing Sales Turnover

The adoption of digital marketing, particularly through platforms like Facebook, TikTok, and Instagram, has proven to be a game-changer for MSMEs. Research findings indicate that after implementing these digital marketing strategies, many MSMEs in Parepare City experienced significant improvements in their turnover. The use of social media platforms facilitated wider customer outreach and increased brand awareness, which in turn boosted sales.

#### 4.3 Digital Marketing via Facebook

Facebook marketing allowed MSMEs to engage directly with consumers through features such as product photos, videos, and interactive communication. Informants



mentioned that Facebook's group features enabled businesses to connect with large audiences, facilitating both promotion and sales. Consumers were attracted to visually appealing product presentations and appreciated the ease of access to product details. In this way, Facebook became a vital platform for MSMEs to increase customer engagement and sales turnover.

#### 4.4 Digital Marketing via TikTok

TikTok emerged as another powerful tool for MSMEs, particularly in sectors such as fashion and beauty. The platform's live feature allowed businesses to demonstrate their products and services in real time, which was especially beneficial for businesses like makeup services. TikTok's video-editing tools and music features also made it easier for MSMEs to create engaging content that appealed to their target audience, leading to increased customer interaction and higher sales turnover. This aligns with other research indicating TikTok's effectiveness in promoting businesses through low-cost, highly engaging content.

#### 4.5 Impact on Sales After Implementing Digital Marketing Strategies

The study found that MSMEs experienced an increase in sales turnover after adopting digital marketing strategies. This was due to the expanded reach afforded by social media platforms, which allowed businesses to attract more customers without the high costs associated with traditional marketing methods. Digital marketing enabled MSMEs to maintain customer awareness, which is critical for sustaining sales growth. The findings suggest that businesses that have effectively utilized digital marketing strategies have seen a significant boost in their overall performance.

### 5. Closing

#### 5.1 Conclusion

Research conclusions This referring to the explanation that :

a. Turnover sales of Micro, Small and Medium Enterprises in Parepare City before implement digital marketing strategies show

that there is three condition turnover sales of Micro, Small and Medium Enterprises before implement digital marketing strategies via social media Facebook, TikTok, and Instagram, where before implementing digital marketing strategies, Micro, Small and Medium Enterprises in Parepare City experience condition more turnover low, steady or tend stable , and not still or tend No stable.

- b. Strategy digital marketing for Micro, Small and Medium Enterprises via Facebook, Instagram, and TikTok then obtained results that majority Micro, Small and Medium Enterprises in Parepare City use social media Facebook to promote the product, improvement turnover sales of Micro, Small and Medium Enterprises can concluded that increase turnover Micro, Small and Medium Business actors range between 20-80% since using social media as means digital marketing.
- c. Analysis Sharia economics on digital marketing strategies in increase turnover sales of Micro, Small and Medium Enterprises show that Micro, Small and Medium Business actors in operate his business own orientation and goals live in harmony with objective Islamic economics viz falah (happiness in this world and the hereafter), p This be marked with principles and values held steadfast by Micro, Small and Medium Business Actors in Parepare City in operate effort and orientation or objective lived life.

#### 5.2 Suggestions

For future researchers, this research is limited to discussing digital marketing strategies in increasing the sales turnover of micro, small and medium enterprises in Parepare City so that researchers only focus on micro, small and medium enterprises. The researcher suggests that future researchers can expand the scope of research or add other research subjects and objects so that this research topic is studied in more depth.



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