

Implementation of Digital Marketing to Advance Kali Etan Tourism MSMEs in Bringin Village - Kediri

Rahmat Firman Nugraha

University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kota Kediri, East Java, 64112, Indonesia

rahmatfirman1824@gmail.com*

*Corresponding author

Article Information		Abstract
Submission date	06 December 2023	Research aim: The aim of this research is to test and analyze digital marketing for the progress of Kali Etan Pare SMEs
Revision date	10 March 2024	Design/Method/Approach: The method used in this research is a qualitative approach. The qualitative method is a method used with the aim of exploring the experiences, feelings and perceptions of the sources. In this case, the researcher uses an interview technique, where the interview technique is carried out to obtain direct information about certain conditions, and obtain data that is useful for influencing certain situations or parties.
Accepted date	11 March 2024	Research Finding: The research results show that the implementation of digital marketing for the advancement of Kali Etan tourism SMEs in the village of Bringin - Kediri has a significant effect Research limitations: Limitations in the use of digital marketing are still inadequate and there is a lack of employment. Keywords: Digital Marketing, MSMEs, Tourism Village

1. Introduction

The village is the lowest government unit which has an important role in the nation's economy. Most people in Indonesia live in villages, so strong economic milestones should be built from the village level to realize village independence and improve the community's economy [1]. A tourist village is a village that is used as a tourist spot because of its attractiveness, where a tourist village is a form of integration between attractions, accommodation and supporting facilities. Tourist villages are presented in a structure of community life that is integrated with applicable procedures and traditions. Tourist villages are basically an alternative to accommodate the needs of tourists who have special interests. Currently, in the digital era, villages and their communities are faced with rapid technological advances and a wave of digitalization. This global change requires villages to transform and adapt. Digitalisation and Subjective Wellbeing identified that rural transformation and digitalization has led to increased life satisfaction and happiness, especially for those directly involved in production, who have the opportunity to take advantage of developments in science and technology, and use their skills for livelihood strategies in the village [2]. Tourism villages face various obstacles and challenges related to digital marketing, even though they have great potential to expand their exposure and increase the number of visitors [3].

Bringin Village is one of the villages in Badas sub-district, which was previously a Bringin hamlet, part of Bringin Village, Badas Sub-district, which consisted of 4 hamlets, 10 RWs and 44 RTs. Bringin Village is also a village that has a lot of potential both in terms of tourism, natural resources and human resources. In order to utilize their potential, the

residents of Bringin village use this potential to become a Kali Etan Tourism MSME object. The limitations and lack of knowledge of the people of Bringin Village regarding the use of digital technology still have a high percentage, making Kali etan tourism MSMEs in Bringin Village find it difficult to promote tourism businesses so they can compete with tourism MSMEs in other big cities. Therefore, this is often one of the concerns of the Kali Etan Tourism MSMEs regarding increasingly tight digital free market competition. Because in this era of digitalization, MSME players are required to be aware of technology and the various changes that exist. The biggest possible risk is if marketing does not expand into the digital realm, then the target market obtained will have narrow regulations and will slowly be displaced by other tourism MSMEs who are more aware of technological advances.

The development of information and communication technology, especially the internet and social media, has changed the business landscape drastically, in this digital era, digital marketing has become increasingly important for the development and success of Micro, Small and Medium Enterprises (MSMEs) [4]. MSMEs are the biggest contributor to GDP and are a mainstay in absorbing labor, so that during a crisis like this the government pays attention to MSMEs. Cooperatives and MSMEs are types of business that have an important role in increasing the GDP (Gross Domestic Income) of a country, especially in Indonesia, facing the Industrial Era 4.0 [5].

Digital marketing makes sales promotions easier, such as the use of social media which is widely used by marketers. Likewise, Kali Etan Tourism MSMEs use marketing through digital marketing so that their reach is wider and costs are cheaper. The existence of social media has become a means for consumers that can be used to disseminate information in the form of text, images, audio and video with many parties, both between companies and consumers or consumers within companies [6]. Digital marketing is the most powerful means to skyrocket a brand for a product or service. Digital marketing can reach all groups, anytime, in any way, and anywhere. Of course, it is far superior to conventional marketing which is limited by time, location and user reach. This means that currently anyone seems free to disseminate information without going through a gatekeeper. Apart from promoting products or services, digital marketing is able to increase sales, build relationships with customers, and be able to reach as many consumers as possible in a relevant, personal and efficient manner [7].

Data from the Indonesian Ministry of Cooperatives and SMEs for 2019 stated that the number of MSMEs was 65,465,497 units (99.99%), while large businesses (UB) were 5,637 units (0.01%). MSMEs absorb a workforce of 119,562,843 people (96.92%), while Large Enterprises (UB) absorb a workforce of 3,805,829 people. The large number of MSMEs requires the government to pay great attention to the condition of MSMEs, because they absorb around 97% of the national workforce, while large businesses only absorb around 3%. MSME performance will increase by paying attention to internal and external factors. Internal factors consist of human resource competence, financial management, production and marketing processes, while external factors include government policy, social culture, economic conditions and the role of related parties [8].

Micro, small and medium enterprises (MSMEs) have become the pillars of the country's economic recovery. SMEs play an important role in creating jobs, increasing

people's income and reducing economic disparities between regions [9]. According to a statement by the Minister of Tourism and Creative Economy, Sandiaga Uno, MSMEs have again become heroes in the national economy this year, providing opportunities for business and increasing employment opportunities. MSME operators have experienced development from rural areas to urban areas with high population density.

The author chose Kali Etan Pare Tourism as the research object which is located in Bringin Village, Badas District, Pare Regency because in this research the author found several interesting things to study, namely relatively cheap digital marketing, comfortable tourism for relaxing, and a strategic village.

The aim of this research is to test and analyze the implementation of digital marketing for the progress of Kali Etan Pare SMEs.

1.1. Statement of Problem

Lack of public knowledge Bringin Village regarding the use of digital technology Kali etan tourism MSMEs in Bringin Village find it difficult to promote tourism businesses so they can compete with tourism MSMEs in other big cities.

1.2. Research Objectives

The aim of this research is to test and analyze the implementation of digital marketing for the progress of Kali Etan Pare SMEs.

2. Method

The approach used in this research is qualitative through case studies by investigating a matter or group of individuals in depth [10]. The qualitative method is a method used with the aim of exploring the experiences, feelings and perceptions of the sources. In this case, the researcher uses an interview technique, where the interview technique is carried out to obtain direct information about certain conditions, and obtain data that is useful for influencing certain situations or parties. Apart from that, researchers also use observation techniques, which are part of the data collection techniques in qualitative research which are carried out by observing objects directly in the field.

Researchers took 1 informant who was the owner of Kali Etan Pare who had used digital marketing. The data collection technique was carried out using structured interviews to find out how digital marketing was implemented in Kali Etan Tourism MSMEs in Bringin Village-Kediri. Researchers conducted interviews by recording via cellphone. The data analysis technique involves the data reduction stage (taking the most important and appropriate data, and discarding what is not needed), the data presentation stage (presenting and organizing the reduced data so that the relationships and connections are visible), and the conclusion/verification stage (discussion, synthesis), explanation, and drawing conclusions).

3. Results and Discussion

Informant Data

As mentioned, this research uses informants with the criteria found, where there is one informant, namely the owner and the Kali Etan tourist. The following is the informant's data:

Table 1. Informant Data

Name	Work	Informant
David	Tourism Entrepreneur	Informant 1

Interview result

Table 2. Interview Results for Informants' Reasons for Using Digital Marketing

Tourism Entrepreneur Informant

Informant 1 "Yes, research from the local market, yes, regional autonomy is also for us young people. We often use Instagram and TikTok for regional autonomy in Pare and its surroundings. It turns out it's not a little late, yes, but it's still at the point of using Facebook, where the majority of Facebook users are secondary Instagram. Kali Etan Tourism is trying to get into digital marketing so it's not like the others, once they are ready and the place is good, if you can't bring in visitors that becomes a task too, the most important thing is that the place is as good as possible first and then the process of bringing in visitors first."

Table 3. Interview Answers to What Types of Digital Marketing are Used

Tourism Entrepreneur Informant

Informant 1 "The type of people from Pare and its surroundings are always curious if there is something new, in today's language it is fomo, which is the fear of missing out on trends, from the city it has been around for a long time, but from Pare and its surroundings when there is a new item or a new place and it goes viral, people will be there. Actually, viral can be made not because of fyp, but we can fyp and make it viral ourselves. The impact is a lot of engagement, such as comments and chatting. Before that, our preparations must be good in terms of support, there must be visitors to the map location."

Table 4. Interview Results of Perceived Advantages of Using Digital Marketing

Tourism Entrepreneur Informant

Informant 1 "The problem is the clarity of the caption, perhaps in the internal content, the content includes videos and copy righting. If the owner deliberately makes people curious, such as not telling the location in the caption so that people who want to visit ask questions and then answer them. The second party answers the weakness, so it becomes misguided. The downside of Kali Etan tourism is that standing by in this comment is a task, especially since it is a second party and not the admin himself who answers."

Table 5. Interview Results to Find Out Whether There are Any Perceived Problems Using Digital Marketing

Tourism Entrepreneur Informant

Informant 1 "After carrying out the promotional advertisement, it is immediately released, after a few days, usually 2 or 3 days before opening comments and answering comments from Instagram and Facebook."

Table 6. Interview Results Regarding Increasing the Number of Visitors

Tourism Entrepreneur Informant

Informant 1 “Obviously it multiplies over a certain period of time, in fact, in the past, making advertisements in August was very influential, every weekend there would be an event, it was impossible for people to come to the tour, they would definitely come to events and other things so that income decreased. After August, the owner made the promotion even tighter, finally it became crazy until there were visitors from outside the city such as Tulung Agung, Trenggalek and Surabaya, except for people who were transiting, the point was to come to the English village, looking for it on Google, they found Kali Etan tourism and there were more and more people transiting.”

Table 7. Interview Results Speed Up Promotion in the Use of Digital Marketing

Tourism Entrepreneur Informant

Informant 1 “Yes, it is necessary to accelerate and maintain the name of a brand even though there is a point of survival, especially on Mondays to Fridays, it is difficult and not as busy as Saturdays and Sundays. To make other people think it is still busy from Monday to Friday. Kali Etan Tourism creates content, content is king, like making a shoot that gets a lot of attention after it is uploaded.”

Digital marketing makes Kali Etan Tourism MSMEs go viral faster, simply by using a smartphone, visitors can use social media to find out where the Kali Etan Tourism MSMEs are located.

Based on research conducted on Kali Etan Tourism MSMEs, this business has used digital marketing. Tourism entrepreneurs as informants said that using digital marketing was done because they followed developments in technology and information. Informants were also helped by digital marketing so they could speed up promotions.

Visitors who use digital marketing are dominated by young people, but there are still few users among older people. The results obtained based on interviews show that digital marketing is very helpful in the promotion process. Based on interviews conducted by researchers with tourism entrepreneurs at Kali Etan Tourism MSMEs regarding the practice of using digital marketing, the following results were obtained:

Word of Mouth Promotion

Before digital marketing, visitors found out information through word of mouth. This is confirmed by the small number of visitors who come to the Kali Etan Tourism UMKM.

Promotion Using Digital Marketing

If seen from the informants, the use of digital marketing is very effective in the present and the future, it can be seen that the positive response is greater, the conclusion is that the use of digital marketing. With the presence of digital marketing, many benefits have been gained, this is proven by carrying out promotions on digital marketing which can be seen through social media which is used to attract visitors, making it easier for Kali Etan Tourism MSMEs to go viral.

Obstacles to Using Digital Marketing in Kali Etan Tourism MSMEs

In using digital marketing, there are still several obstacles to its use, both for business actors who use digital marketing. This research also reveals several obstacles in the use of digital marketing, such as from the perspective of business actors, after carrying out promotions on social media they are immediately released so that comments are ignored 2 to 3 days later and then the second party responds and not from the business actor. Then another obstacle is that there is still a shortage of workers to always be ready on the Kali Etan Tourism MSME social media.

4. Conclusion

This research on Kali Etan Tourism MSMEs shows that the use of digital marketing can help business actors experience developments in the promotion of Kali Etan Tourism MSMEs. The results of the interviews obtained showed that business actors as informants said that the use of digital marketing had an influence on the development of daily mobility.

The intention of Kali Etan Tourism MSMEs to use digital marketing is formed from several things, namely in terms of perceived usefulness, perceived convenience, and understanding of digital marketing. Positive perceptions of digital marketing form a strong intention to develop the promotion system, and on the contrary, negative perceptions or obstacles to the use of digital marketing, such as from the perspective of business actors, after carrying out promotions on social media, are immediately removed so that comments are ignored 2 to 3 days later. answer to a second party and not from the business actor. Then another obstacle is that there is still a shortage of workers to always be ready on the Kali Etan Tourism MSME social media.

In this research, the author provides suggestions to Kali Etan Tourism MSMEs to add new workers. Apart from that, considering the large contribution of MSMEs to the development of Kali Etan Tourism MSMEs, promotions on social media should be designed by further optimizing promotions, captions and comments. This research only focuses on tourism MSMEs such as Kali Etan Tourism MSMEs in Kediri. These findings may be less relevant in other regional contexts which have different characteristics from Kediri. In this way, this research is perfected and it is hoped that it can be further developed with a large number of informants and can become material for further research.

References

- [1] Susetyaningsih A, Sari MM, Febriyanti T, Ajhar AN, Mubarok EAH, Wildan M, et al. Application of Technology for the Development of the Cinunuk Tourism Village. *J PkM MIFTEK*. 2023;3:90–6.
- [2] Nurul Hidayat, Arnold Surya N, Ria Restina Robiyanti, Tatik Purwaningsih. Strengthening Digital Literacy to Improve MSMEs in Supporting Tourism Villages in Cirumpak, Tangerang Regency. *Kreat J Pengabdian Masyarakat Nusant*. 2022;2:106–15.
- [3] Diwyarthi NDMS, Pratama IWA. PKM activities take the form of Strengthening Tourism Villages in the Form of Digital Marketing Training in the Cemagi Tourism Village. *J Service to the Community*. 2024;9:297–303.

-
- [4] Apsari CM, Putra MS, Herdianti NF, Wardhani MK, Priamsyah CD, Abdurrahman Z. Application of Digital Marketing and Environmental Graphic Design in Cupak Village: Case Study of KKN University 17 August 1945 Surabaya. *J Community Service Akad.* 2023;1:29–39.
- [5] Marbun DSN, Simanjuntak M. The Influence of Digital Marketing on Increasing the Marketing Performance of Tourism MSMEs in Toba Regency, Indonesia. *Semin Nas Economics and Business Pros.* 2021;1:130–42.
- [6] Chiranthan C V., Krishna Prasad M, Shreyas R.Y. Digital MCB. *Proc 2017 Int Conf Smart Technol Smart Nation, SmartTechCon 2017.* 2018;3:1514–8.
- [7] Nugroho BS, Purnamasari E, Prahara T, Ayuwardani M. Implementation of Kaizen Production and Integrated Digital Marketing Strategies to Increase Productivity and Sales of Ornamental Plants. *Surya Abdimas.* 2022;6:361–70.
- [8] Batam UP. Yuli-Revised Governance Proceedings. *Snistek 4.* 2022;5–20.
- [9] Devotion J, Community K. Jl. Rungkut Madya No.1 Gunung Anyar, Surabaya – East Java. 2023;2:70–6.
- [10] Meilina R, Sardanto R. Dampak Perubahan Lingkungan Kerja Non Fisik Masa Pandemi Covid-19 Bagi Karyawan Toserba Barokah Kota Kediri. *Jurnal Penelitian Manajemen Terapan (PENATARAN)* 2020;5:46-5. <https://journal.stieken.ac.id/index.php/penataran/article/view/462>