# Marketing Strategies for MSME Products in the Digital Era in Soppeng Regency

**Andi Jenni Indriakati**, *Department of Accounting, Universitas Lamapppoleonro, Indonesia[1]*
**Puji Rahmah**, *Department of Management, Universitas Lamapppoleonro, Indonesia[2]*
**Yusmuliani**, *Department of Management, Universitas Lamapppoleonro, Indonesia[3]*

*Corresponding Author : 4@gmail.com*

| Article Info | Abstract |
|---|---|
| | This study examines digital marketing strategies employed by Micro, Small, and Medium Enterprises (MSMEs) in Soppeng Regency, South Sulawesi, during the digital era. Employing a qualitative descriptive method with surveys and in-depth interviews, the research reveals that while most MSMEs have adopted digital marketing primarily through social media the implementation remains basic and faces significant internal and external barriers, such as limited digital literacy and infrastructure. The study recommends structured training programs and improved internet access to enhance the digital competitiveness of local MSMEs. |
| | |

**How to Cite:** Jenni Indriakati etc. (2025). Marketing Strategies for MSME Products in the Digital Era in Soppeng Regency. Gentara: Management and Accounting Research.1(1). 118-126. Doi: 10.57093/Gentara.v1i1.14

## INTRODUCTION

Employment, especially in the regions. In Soppeng Regency, South Sulawesi, MSMEs are growing dynamically, particularly in the agricultural sector and local processed products such as food, crafts, and leading agricultural commodities like tampaning chili, eggplant, and seasonal vegetables. (Djam et al., 2024)

However, the development of MSMEs in Soppeng and various other regions still faces various classic challenges, including limited access to capital, low technological literacy, and conventional marketing capabilities that are not yet able to reach wider markets. The ongoing digital transformation presents both an opportunity and a new challenge for MSMEs to remain competitive in an increasingly competitive market. The digital era, characterized by advances in information technology, the internet, and social media, has brought significant changes to consumer behavior, business models, and marketing strategies used by business actors. (Nurlia, 2024)

Digital marketing has become the main solution offered in this context. Digital marketing allows MSME actors to reach consumers more broadly, quickly, and interactively. Platforms such as social media (Instagram, WhatsApp, Facebook), e-commerce (Tokopedia, Shopee), and personal websites become strategic channels for distributing product information and building direct relationships with customers. (Zenia Rabbil et al., 2023)

For Soppeng Regency, the challenge of marketing local products is not only related to product competitiveness but also limited distribution access. Therefore, several innovations have been made, one of which is through the Vegetables Makassar Delivery (VMD) program developed by students of Makassar State University. This program aims to help farmers and MSMEs market agricultural products such as tampaning chili digitally to wider areas like Makassar. The results of training and mentoring show that the VMD system was able to increase product selling value, expand market access, and encourage local economic growth. (Djam et al., 2024)

This condition indicates that digital marketing is no longer an option but a necessity for MSME actors in the regions, including Soppeng. Adaptation to digital technology, utilization of consumer data, and strengthening brand identity become important aspects in modern marketing strategies. Furthermore, support from local governments through training, digital infrastructure, and access to information is also crucial so that MSMEs can move up and become highly competitive in the era of the industrial revolution 4.0 and society 5.0. (Nasional et al., 2022)

Based on this background, this study aims to deeply analyze how digital marketing strategies are implemented by MSME actors in Soppeng Regency, the challenges they face, and the potential and impact of marketing digitalization on increasing the competitiveness and income of local business actors.

a.  Definition of MSMEs

MSMEs are productive economic entities managed by individuals or groups and categorized based on the number of workers, assets, and annual revenue. In Indonesia, MSMEs have become the main pillar of the economy because they absorb about 97% of the workforce and contribute more than 60% to the national Gross Domestic Product (GDP). (Nurlia, 2024)

A (World Bank, 2022) report shows that MSMEs absorb almost 97% of the national informal workforce. This makes MSMEs the backbone of the economy, especially post-pandemic.

Table 2. MSME Categories

| Kategori | Aset | Omzet |
|---|---|---|
| Mikro | ≤ Rp50 juta | ≤ Rp300 juta |
| Kecil | Rp50 - 500 juta | Rp300 juta - 2,5 miliar |
| Menengah | Rp500 juta - 10 miliar | Rp2,5 miliar - 50 miliar |

Category Assets Revenue
Micro ≤ Rp50 million ≤ Rp300 million
Small Rp50 - 500 million Rp300 million - 2.5 billion
Medium Rp500 million - 10 billion Rp2.5 billion - 50 billion
Source: Law of the Republic of Indonesia No. 20 of 2008. (Djam et al., 2024)

Various other studies also reinforce that digital marketing is very effective for improving MSME performance. According to Aswin, digital marketing training through platforms like GoFood and ShopeeFood successfully increased the knowledge and income of culinary MSME actors in Padang. (Aswin et al., 2023)

Similarly, other research states that the utilization of social media and marketplaces can increase customer engagement and expand the MSME market. (Kusuma & Fahamsyah, 2023)

b. Concept of Digital Marketing

Digital marketing is the effort to promote products or services through internet-based

digital media and technological devices. According to Chaffey & Ellis-Chadwick in their book Digital Marketing: Strategy, Implementation and Practice, digital marketing includes the following main elements:

· Search Engine Optimization (SEO): Increasing website visibility in search engines.

· Social Media Marketing: Using platforms like Instagram, Facebook, and TikTok to reach customers.

· Content Marketing: Creating informative and engaging content to build consumer engagement.

· Email Marketing: Delivering information directly to consumers via email.

· Pay-Per-Click Advertising (PPC): Paid advertisements displayed on search engines or social media.

· E-Commerce Platform: Direct sales through marketplaces like Shopee, Tokopedia, and personal websites. (Dzreke et al., 2025)

c. Marketing Strategy

Internal marketing means that service companies must effectively train and motivate employees who have customer contact, and everyone in the company supports that work as a team to provide customer satisfaction. However, it is not enough to just assign that task to the marketing department that performs traditional marketing patterns.

External marketing describes the normal work done by the company to prepare, price, distribute, and promote the service to consumers.

Interactive marketing means that the perception of service quality depends heavily on the interaction between the seller and the buyer. In product marketing, product quality depends little on the service of how the product is obtained. But in service marketing, service quality depends on both, meaning it depends on the service buyer and the quality of service. (Rahma, 2018)

d. Relevance of Digital Marketing to MSMEs

The rapid development of information technology has brought significant changes to the way consumers interact with products and services, including in the Micro, Small, and Medium Enterprises (MSME) sector. In this context, digital marketing emerges as a relevant and highly potential strategy to be adopted by MSMEs to remain competitive in the era of digital transformation.

The implementation of digital marketing allows MSMEs to build brand awareness by utilizing various social media platforms such as Instagram, TikTok, Facebook, and websites. Their study on UMKM Rengginang GR Wedoro showed that consistent and strategic use of social media significantly impacted increasing brand visibility. Even in its implementation, they emphasized the importance of effective social media account management, creating quality content, and monitoring performance metrics for ongoing strategy evaluation. (Marjiatul Maghfiroh & Nur Rahmawati, 2024)

**METHOD**

This research uses a descriptive qualitative approach. This method is used to describe and analyze the actual condition of digital marketing by MSMEs in Soppeng Regency, as well as the challenges and strategies implemented. The research was conducted in Soppeng Regency, South Sulawesi, from June to August 2025.

The population in this study were all MSME actors registered at the Cooperative and

MSME Office of Soppeng Regency.

The sample was taken using purposive sampling with the criteria:
· Have been operating for at least 2 years
· Have an actively marketed product
· Use at least one digital media for promotion
· Spread across 8 main sub-districts in Soppeng Regency
The number of respondents interviewed and surveyed was 150 MSMEs.

Data Collection Techniques steps : Questionnaire Survey, to measure the utilization and effectiveness of digital marketing, In-depth Interviews, with MSME actors, to explore experiences and marketing strategies, Field Observation, directly observing digital marketing practices carried out, and Documentation, analysis of reports, social media, marketplaces, and publications owned by MSMEs.

Data analysis was carried out in stages with the following steps: Data Reduction: Filtering important data from interview and survey results, Data Presentation: visualizing data through tables and narratives, Drawing Conclusions: Based on finding patterns and data triangulation, and SWOT Analysis to formulate strategies.

## RESULTS AND DISCUSSION

### 1. Recognition of MSMEs in Soppeng Regency

Soppeng Regency has great economic potential supported by the Micro, Small, and Medium Enterprises (MSME) sector spread across 8 sub-districts.

Geographically, the distribution of MSMEs in Soppeng Regency is relatively even across all regions, with the highest concentration in Watansoppeng District as the regency center (23.2%), followed by Lalabata District (18.7%), and Ganra District (15.4%). Other districts such as Donri-Donri, Lilirilau, Marioriwawo, Citta, and Marioriawa have a fairly balanced distribution between 6-12% of the total MSMEs.

Table 2. Distribution of Business Types

| Jenis Usaha | Jumlah | Persentase |
|---|---|---|
| Kuliner | 65 | 43,3% |
| Kerajinan | 35 | 23,3% |
| Fashion | 25 | 16,7% |
| Pertanian/Perkebunan | 15 | 10,0% |
| Lainnya | 10 | 6,7% |

Business Type Number Percentage
Culinary 65 43.3%
Crafts 35 23.3%
Fashion 25 16.7%
Agriculture/Plantation 15 10.0%
Others 10 6.7%

Table 3. Business Scale

| Skala Usaha | Jumlah | Persentase |
|---|---|---|
| Mikro | 105 | 70,0% |

| | | |
|---|---|---|
| Kecil | 35 | 23,3% |
| Menengah | 10 | 6,7% |

Business Scale Number Percentage
Micro 105 70.0%
Small 35 23.3%
Medium 10 6.7%

### 2. *Level of Digital Platform Adoption*

Most MSMEs have utilized digital platforms. Usage is still dominated by social media like WhatsApp Business (80%) and Facebook (63.3%), while the use of e-commerce platforms like Shopee and Tokopedia is still relatively low. This indicates that the majority of MSME actors are more comfortable using more accessible channels that do not require high technical skills.

Table 4. Use of digital Platforms by MSMEs

| Platform Digital | Jumlah Pengguna | Persentase | Tingkat Aktivitas |
|---|---|---|---|
| WhatsApp Business | 120 | 80,0% | Tinggi |
| Facebook | 95 | 63,3% | Sedang |
| Instagram | 75 | 50,0% | Sedang |
| TikTok | 45 | 30,0% | Rendah |
| Shopee | 40 | 26,7% | Sedang |
| Tokopedia | 25 | 16,7% | Rendah |
| Website Pribadi | 15 | 10,0% | Rendah |

Digital Platform Number of Users Percentage Activity Level
WhatsApp Business 120 80.0% High
Facebook 95 63.3% Medium
Instagram 75 50.0% Medium
TikTok 45 30.0% Low
Shopee 40 26.7% Medium
Tokopedia 25 16.7% Low
Personal Website 15 10.0% Low

### 3. *Implemented Digital Marketing Strategies*

The most dominant strategies are Content Marketing (85%) and Social Media Marketing (78%). This is evident from the consistency of posting content on social media, the use of features like stories and live streams, and direct interaction with customers. Meanwhile, Email Marketing and Influencer Marketing are still in the exploration stage and are more commonly applied by small and medium-scale MSMEs.

These strategies are effective for building awareness and emotional relationships with customers, but not many use content performance analysis tools like Meta Insights or Google Analytics.

### 4. *Challenges of Implementing Digital Marketing*

The main internal challenges faced by MSMEs are low digital literacy (83.3%) and limitations of time and capital. This is reinforced by in-depth interviews which show that many MSME actors still manage their businesses traditionally without a digitalization system.

Table 5. Internal Challenges of MSMEs

| Tantangan | Frekuensi | Persentase |
|---|---|---|
| Rendahnya literasi digital | 125 | 83,3% |
| Keterbatasan waktu | 110 | 73,3% |
| Modal terbatas | 105 | 70,0% |
| Kualitas produk tidak stabil | 85 | 56,7% |
| Kurangnya SDM digital | 80 | 53,3% |

Challenge Frequency Percentage
Low digital literacy 125 83.3%
Time constraints 110 73.3%
Limited capital 105 70.0%
Unstable product quality 85 56.7%
Lack of digital human resources 80 53.3%

The prominent external challenges are limited internet infrastructure (63.3%) and digital market competition. Based on the report from the Central Statistics Agency (BPS) of Soppeng Regency (2024), the average household internet speed in rural areas is still below 10 Mbps, becoming one of the significant obstacles.

### 5. *SWOT Analysis of Soppeng MSMEs' Digital Marketing*

SWOT analysis is used to formulate strategies based on the strengths and opportunities possessed by MSMEs while anticipating weaknesses and threats.

Table 6. External Challenges of MSMEs

| Tantangan | Frekuensi | Persentase |
|---|---|---|
| Infrastruktur internet terbatas | 95 | 63,3% |
| Persaingan pasar digital | 90 | 60,0% |
| Kepercayaan konsumen rendah | 70 | 46,7% |
| Biaya iklan online tinggi | 40 | 26,7% |
| Regulasi belum jelas | 45 | 30,0% |

Challenge Frequency Percentage

Limited internet infrastructure 95 63.3%
Digital market competition 90 60.0%
Low consumer trust 70 46.7%
High online advertising costs 40 26.7%
Unclear regulations 45 30.0%

## 6. *Impact Analysis of Digital Marketing*

The impact of digital marketing shows positive results, especially on sales growth. Based on data, 46.7% of MSMEs experienced a sales increase of more than 25% after implementing digital marketing strategies.

Table 7. The Impact of Digital Marketing on Sales

| Kategori Peningkatan Penjualan | Jumlah UMKM | Persentase |
|---|---|---|
| > 50% | 25 | 16,7% |
| 25%–50% | 45 | 30,0% |
| 10%–25% | 50 | 33,3% |
| < 10% | 20 | 13,3% |
| Tidak ada peningkatan | 10 | 6,7% |

## 7. *Findings Interpretation*

The data processing results show that the majority of MSMEs in Soppeng have undertaken initial adoption of digital marketing, but its use is still limited to promotion. Optimization of conversion, customer retention, and the use of data analytics are still not widely performed. This creates an opportunity for the development of long-term data-based strategies and digital marketing.

## CONCLUSIONS AND SUGGESTION

### 1. *Conclusions*

Table 8. SWOT Analysis

| Strengths (Kekuatan) | Weaknesses (Kelemahan) |
|---|---|
| Produk lokal unik dan fleksibel | Rendahnya literasi digital |
| Relasi personal dengan pelanggan | Keterbatasan SDM |
| Dukungan pemerintah daerah | Modal minim untuk teknologi |

| Opportunities (Peluang) | Threats (Ancaman) |
|---|---|
| Tren digital dan belanja online | Persaingan produk impor |
| Dukungan program digitalisasi | Ketergantungan pada platform |

| Potensi pasar ekspor | Risiko keamanan data dan biaya iklan |
|---|---|

Strengths Weaknesses

Unique and flexible local products Low digital literacy

Personal relationships with customers Human resource limitations

Support from local government Minimal capital for technology

Opportunities Threats

Digital and online shopping trends Competition from imported products

Support from digitalization programs Dependence on platforms

Potential export market Data security risks and advertising costs

Sales Increase Category Number of MSMEs Percentage

50% 25 16.7%

25%–50% 45 30.0%

10%–25% 50 33.3%

< 10% 20 13.3%

No increase 10 6.7%

1. The majority of MSMEs in Soppeng have used basic digital marketing such as WhatsApp and Facebook, but it is not yet optimal.

2. The main challenges stem from low digital literacy, limited capital, and uneven internet infrastructure.

3. SWOT-based analysis shows that content optimization, digital training, and diversification of digital channels are important steps.

## *2. Suggestions*

· For Local Government: Develop digital marketing training, improve internet infrastructure, and provide advertising subsidies.

· For MSMEs: Improve digital competence, utilize e-commerce platforms, and build local brands.

· For Future Researchers: Study the effectiveness of long-term strategies and create digital business models based on local characteristics.

## REFERENCES

Aswin, U. R., Gustina, L., & Dianti, M. R. (2023). Digitalisasi Marketing Sebagai Strategi dalam Meningkatkan Penjualan UMKM Kuliner di Cafe Uniang Pasca Pandemi Covid - 19 : GOFOOD DAN SHOPEEFOOD. Jurnal Pemberdayaan: Publikasi Hasil Pengabdian kepada Masyarakat, 2(2), 42–47. https://doi.org/10.47233/jpmittc.v2i2.1042

Djam, N., Riski, S., Junaid, M., & Kusmaladi, A. (2024). Digitalization of Marketing of Soppeng Regency ' s Competitive Commodities through the Development of The Makassar Vegetables Delivery ( VMD ) System Digitalisasi Pemasaran Komoditas Unggulan Kabupaten Soppeng Melalui Pengembangan Sistem Vegetables Makass. 5(3).

Dzreke, S. S., Dzreke, S., & Administration, F. A. (2025). Influence of Social Media on Consumer Behavior : Investigating How Social Media Platforms Shape Consumer Purchasing Decisions and Loyalty. 13(2), 1154–1175. https://doi.org/10.4236/ojbm.2025.13 2061

Kusuma, M., & Fahamsyah, M. H. (2023). Strategi Pemasaran Digital Dalam Pengembangan Usaha Umkm Ayam Petelur Di Bojonegoro. Jurnal Investasi, 9(4), 237–248. https://doi.org/10.31943/investasi.v9i4.299

Marjiatul Maghfiroh, & Nur Rahmawati. (2024). Penerapan Digital Marketing Sebagai Strategi Pemasaran Serta Membangun Brand Awareness pada UMKM Rengginang GR Wedoro. Jurnal Nusantara Berbakti, 2(1), 153–166. https://doi.org/10.59024/jnb.v2i1.313

Nasional, T., Riset, K. M., Luhung -, B., & Sukresna, M. (2022). Strategi Pemasaran Digital untuk Meningkatkan Penjualan Produk UMKM SHIBIRU. Jurnal Dinamika Manajemen, 14(1), 111–123.

Nurlia, H. R. (2024). Strategi pemasaran produk umkm di era digital. Jurnal Ilmiah Kajian Multidisipliner, 8(5), 640–647.

Rahma, P. (2018). Faktor-Faktor Bauran Pemasaran Jasa Yang Menjadi Pertimbangan Mahasiswa Dalam Menniih Perguruan Tinggi ( Studi Kasus Pada Simik Lamappapoleonro Soppeng ). Jurnal Ilmiah METANSI "Manajemen dan Akuntansi"