

## ANALYSIS OF THE INFLUENCE OF DIGITALIZATION ON THE DEVELOPMENT OF HALAL UMKM

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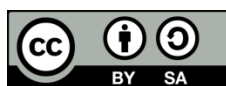
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### ABSTRACT

Digitalization has benefits for business actors, one of which is MSME players. Digitalization has advantages such as making it easier to attract consumers through digital or online marketing, reducing costs, and expanding marketing networks. Digital marketing basically has quite a positive influence, but the use of digital marketing is still very low due to the readiness factor, which is still an obstacle for MSME players in Indonesia. Therefore, this research was made with the aim of analyzing the effect of digital marketing on halal MSMEs around the Gunadarma University campus using the digitalization marketing variable approach (X1) and literacy variable (X2) on the development of halal MSMEs (Y). The method in this study is descriptive-qualitative and uses primary data obtained through structured interviews with halal MSMEs, especially those around the Gunadarma University campus in Kelapa Dua, Depok City. The sample used in this study was 10 respondents from halal MSME actors around the Gunadarma Depok campus.

**Keywords:** Halal MSMEs, Digitalization, Marketing.



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## 1. INTRODUCTION

MSMEs have a fairly important and strategic role in economic development in Indonesia. MSMEs contribute to increasing people's income, opening up employment opportunities and helping to make the community, especially those who are MSME business actors, prosperous. MSMEs are also believed to be able to influence reducing economic problems, namely poverty and increasing Indonesia's economic growth (Utami, 2022).

In addition, halal labels on MSME businesses are very necessary because they provide peace of mind and security to consumers regarding the MSME products they consume. With the halal label, MSME actors will find it easier to gain the trust of consumers, because products that have halal certification are safe and guaranteed products (Makhtum & Salam, 2022).

Digitalization is a system that explains the process of switching technology from printed to digital (for example: creating digital archive documents, online sales marketplaces, e-money and others). The development of the digital era provides positive things for MSMEs. According to Rully Indrawan, Secretary of the Ministry of Cooperatives and SMEs, there are 3 (three) things that are the basis for the digitalization of SMEs that play an important role in making it easier for SMEs to attract consumers online, reduce costs (transportation, storage, promotion), and expand marketing networks outside the region, or abroad (Santia, 2020) (Sufi & Suharti, 2021). Currently, many SMEs have started to utilize information and telecommunications technology to improve and develop their businesses. The shift in business patterns of business owners that refer to the digitalization system means that SMEs must switch to following developments. For SMEs who have large-scale businesses, changes in business patterns that occur are not a problem or obstacle because SMEs that have a large scale have good capital and readiness for changes in business patterns. However, changes in business patterns for SMEs or small and medium-scale business actors are an obstacle because the lack of capital and readiness are the main factors (Idah & Pinilih, 2020).

Journal entitled "Digitalization and Sustainability of Halal Culinary MSMEs During the Covid-19 Pandemic". This study aims to provide an explanation that the digitalization of MSMEs contributes to increasing the number of business marketing and helping the running of MSME businesses during the Covid-19 pandemic. This study uses a descriptive method. The results of the study include: a. The application of digital marketing for MSMEs in the culinary sector increases sales and makes it easier for consumers to buy MSME products in the culinary sector. b. Applications that have a very positive influence on MSMEs in the culinary sector are the Grab and GoFood platforms. (Priyo and Nugroho & Rahman)

In the journal entitled "Strengthening MSME Marketing Strategy during the Covid19 Pandemic: Case Study of Weaving Business Actors in Kulon Progo Regency". This study aims to analyze what marketing strategy is perfect for weaving MSMEs in Kulon Progo Regency, Yogyakarta Province during the Covid-19 pandemic. The method used is qualitative descriptive analysis of 32 business actors as respondents. The data is of the primary data type. Data analysis is by SWOT analysis consisting of Weaknesses, Strengths, Threats and Opportunities. The results of this study are through a turn around strategy, namely an effort to increase skills in human resources (HR) in the use of information technology media; carrying out digital marketing empowerment through social media such as WhatsApp, Facebook, Instagram, Twitter or websites to promote products,

utilizing and increasing communication networks to create partnerships between business actors in various fields and improving the management of business unit management (Utami, 2022).

Journal with the title "Digitalization of MSMEs, Financial Literacy, and Financial Performance: A Study During the Covid-19 Pandemic". The results of the study were conducted to analyze the effects of digitalization and financial literacy on the financial performance of MSMEs during the Covid-19 pandemic. In this study, a survey was conducted on MSME food business actors in the Solo area, Central Java. The method used is a quantitative approach. Data sources were obtained from distributing questionnaires created with Google Form. The hypothesis testing technique uses the Moderated Regression Analysis (MRA) equation with SPSS software. The results of the study stated that fintech price gateways and digital marketing have an influence on the financial performance of MSMEs and their financial literacy. (Octavina & Rita, 2021).

The motivation for this study is that the author is interested in examining whether digital marketing has an important role in the development of halal MSMEs and the author is motivated to seek information on whether digital marketing has an effect on the sales of halal MSMEs, especially around the Gunadarma University campus.

## **2. RESEARCH METHOD**

This study uses a qualitative descriptive method that aims to provide descriptions, explanations and validation of the facts studied. The data used are primary data obtained from structured interviews conducted on MSMEs around the Gunadarma Kelapa 2 campus, Depok City. This study uses samples from 10 respondents who are MSME owners who have been halal certified around the Gunadarma Kelapa Dua campus, Depok City.

## **3. RESULT AND DISCUSSION**

Interviews conducted with 10 halal-certified MSMEs around the Gunadarma University campus were in principle to collect data on: a) whether many MSME actors around the Gunadarma University campus have digitalized marketing in their businesses, b) whether the knowledge factor about digitalization marketing influences the decision to digitalize marketing in MSMEs around the Gunadarma University campus, c) whether digitalization marketing influences sales and income in businesses owned by MSME actors around the Gunadarma University campus, d) find out which digital marketing platforms are most widely used in businesses owned by MSME actors around the Gunadarma University campus, e) find out more between digital marketing sales and sales through direct customers, f) whether the Covid-19 pandemic has an effect on digital marketing sales in

businesses owned by MSME actors around the Gunadarma University campus, g) whether digitalization marketing can advance or develop businesses owned by MSME actors around the Gunadarma University campus. This in-depth interview was conducted with the aim of examining whether Digital Marketing has an influence on the development of MSMEs around the Gunadarma University campus when viewed from the seven factors mentioned.

### **The Use of Digital Marketing in MSMEs around the Gunadarma University**

Of the ten respondents or sources, namely halal MSMEs around the Gunadarma University campus which were the objects of the study consisting of Ayam Geprek Juara business, Teguk beverage business, Batagor business, Zam-Zam beverage business, Chicken Krenyes business, Pisang Blenger business, Sate Madura business, Chicken D'Besto business, Risoles business, Sempol Chicken business, stated that the ten respondents' businesses had used digital marketing as a method to sell their food or beverage products.

### **The influence of the level of knowledge of MSME actors about Digital Marketing on the decision to carry out digital marketing**

The influence of the level of knowledge about digital marketing has a significant role in the decision of halal MSME actors around the Gunadarma University campus to make their businesses use digital marketing. Of the 10 sources, each halal MSME respondent has knowledge about digital marketing. Some answered that digital marketing is a way to market products through online applications such as GoFood, GrabFood, and ShopeeFood. Some respondents are of the opinion that digital marketing is not only marketing products through applications but also through social media such as Instagram, Facebook, and Whatsapp. This indicates that on average, halal MSME actors already have knowledge about digital marketing.

### **The Influence of Digital Marketing on Sales and Revenue in Businesses Owned by MSMEs**

Of the ten respondents or sources, only eight halal MSMEs stated that digitalization had an impact on sales and income in businesses owned by MSME actors, only that the eight halal MSMEs had different answers regarding the percentage of impact of digital marketing on sales and income in their businesses. The Ayam Geprek Juara business source stated that digital marketing has an influence of around 75% because on average the sales are greater through digital marketing, the Teguk beverage business source stated that digital marketing has an influence but only 50% of sales through digital marketing because the sales factor often changes and is uncertain, the Zam-Zam beverage business source stated that digital marketing has an influence of around 40% in his business, the Chicken Krenyes business source stated that digital marketing has an influence of

40% in his business, the Pisang Blenger business source said that digital marketing has an influence on sales and income of the Banana Blenger business by around 80% and stated that more sales are digital/online, the Madura Satay business source said that digital marketing has a big influence, maybe around 70% of their sales, the Ayam Chicken D'Besto source stated that digital marketing has a very big influence on sales from Ayam Chicken D'Besto, which is around 60% of sales through digital marketing, and the Risoles business source said that online sales in his risol business have an influence of around 30%. Only two halal MSMEs stated that digital marketing had no effect on sales and income in their businesses, namely Batagor and Sempol Ayam MSMEs, because the two MSMEs said that in their businesses, there were more offline sales or customers who came to their place of business than from digital marketing sales.

### **Digital Marketing Platforms Used**

The results of interviews with 10 respondents or sources of halal MSMEs around the Gunadarma University campus, they have the same answer regarding the digital marketing platform they use in their businesses. Of the ten respondents or sources, they gave the answer that the digital marketing platform they use consists of the GoFood, GrabFood, and ShopeeFood applications. And each halal MSME has a different answer regarding the highest sales from the three digital marketing applications they have.

## **4. CONCLUSION**

Based on the presentation of the results and discussion, conclusions were obtained from the results of interviews with halal MSMEs, especially around the Gunadarma University Depok campus. The conclusions of this study are as follows: Digital marketing that has been implemented by ten halal MSMEs around the Gunadarma University Depok campus in their respective businesses, it can be concluded that this digital marketing has an impact on the marketing of their products. This can be seen in the answer to the interview question in question number 3 in the results and discussion, namely "how does Digital Marketing affect sales and income in businesses owned by MSME actors". And of the ten halal MSMEs, only two answered that digital marketing had no effect. This indicates that digital marketing has a significant impact on the development of MSMEs through digital marketing.

Halal MSME actors around the Gunadarma University Depok campus already have a fairly good level of knowledge about digital marketing. The ten halal MSMEs have implemented digital marketing based on their knowledge that they feel that after the emergence of online sales or marketing service providers such as GoFood, GrabFood, and ShopeeFood, they feel they will be able to increase their sales.

Of the ten halal MSMEs around the Gunadarma University campus in Depok, digital marketing has a fairly good influence on the development of MSMEs because with digital marketing, seen from the average, 80% have an influence on digital or online sales. Only two MSME actors stated that digital marketing did not have a significant influence on sales where more than 70% of their total sales were made through direct sales while online sales were only 30%.

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