

## Analisis Penerapan Strategi Digital Marketing Pada Pemasaran UMKM (Studi Kasus Startup Loka UKM)

### Analysis Of The Implementation Of Digital Marketing Strategy On SME's Marketing (Case Study Loka UKM Startup)

Sultan Sunny Pangestu<sup>1</sup>, Mochammad Yudha Febrianta<sup>2</sup>

<sup>1</sup> International ICT Business, School of Economics and Business, Telkom University, Indonesia,  
sultansunnyp@student.telkomuniversity.ac.id

<sup>2</sup> International ICT Business, School of Economics and Business, Telkom University, Indonesia,  
yudhafeb@telkomuniversity.ac.id

#### Abstrak

Loka UKM, sebuah startup Pionir *Digital Agency SMEs Enabler*, muncul dari Program Kewirausahaan WRAP, memberdayakan UMKM lokal melalui solusi pemasaran digital dan *Social Commerce* yang disesuaikan. Studi ini dilakukan di Bandung Techno Park, mengubah digital UMKM melalui penilaian komprehensif, strategi, implementasi, dan evaluasi. Dampak Loka UKM terlihat pada pertumbuhan UMKM dan keterlibatan audien yang autentik. Studi ini menyoroti signifikansi program Kewirausahaan WRAP dalam membina calon pengusaha. Rekomendasi meliputi peningkatan dasbor berbasis web dan strategi pemasaran digital terstruktur. Melalui pemahaman digital, Loka UKM mendorong kemajuan UMKM.

Kata Kunci-pemasaran digital, startup, UMKM, social commerce, e-commerce

---

#### Abstract

Loka UKM, a pioneering Digital Agency SMEs Enabler startup, emerged from the WRAP Entrepreneurship Program, empowering local SMEs through tailored digital marketing and Social Commerce solutions. This study, conducted at Bandung Techno Park, digitally transforms SMEs via comprehensive assessments, strategies, implementation, and evaluation. Loka UKM's impact is evident in SME growth and authentic audience engagement. The study highlights the WRAP Entrepreneurship program's significance in nurturing aspiring entrepreneurs. Recommendations include enhancing a web-based dashboard and structured digital marketing strategies. Bridging the digital divide, Loka UKM fosters SME advancement.

Keywords-digital marketing, startup, SMEs, social commerce, e-commerce

---

#### I. INTRODUCTION

Loka UKM, a pioneering Digital Agency SMEs Enabler startup, emerged from the WRAP Entrepreneurship Program organized by Bandung Techno Park (BTP) - Telkom University, with its establishment on September 20, 2022. With a resolute vision to narrow the digital divide and empower local Small and Medium Enterprises (SMEs) within the dynamic digital landscape, Loka UKM embarked on a transformative journey. Recognizing the catalytic potential of e-commerce, the company has dedicated itself to providing tailor-made 360° digital marketing and Social Commerce services, specifically curated to address the unique requirements of SMEs. Emerging from the WRAP Entrepreneurship Program by Bandung Techno Park (BTP) - Telkom University in September 2022, Loka UKM is a pioneering Digital Agency SMEs Enabler startup with a resolute mission of bridging the digital divide and empowering local Small and Medium Enterprises (SMEs) in the dynamic digital landscape. Recognizing the catalytic potential of e-commerce, Loka UKM offers tailor-made 360° digital marketing and Social Commerce services to address the unique needs of SMEs. This study, conducted within Bandung Techno Park's D

building, aims to digitally transform SMEs by assessing marketing conditions, formulating effective digital strategies, implementing targeted initiatives, and evaluating outcomes. The overarching goal is to gather insights, reinforce SMEs through digital interventions, and optimize strategies for sustainable business growth. Executed from October 31, 2022, to July 30, 2023, the project scrutinizes and reshapes the digital landscape for Bandung's SMEs, propelling them toward enhanced connectivity, expanded market access, and enduring prosperity.

## II. THEORETICAL STUDIES

### A. Theory Summary

#### 1. Marketing

Marketing, as defined by Kotler and Keller (2021), involves the process of identifying and fulfilling human and societal needs profitably. Yones (2021) adds that it encompasses designing plans to attract new customers and fortify consumer relationships, benefiting businesses. Detailed by Kotler and Keller (2016), marketing manages customer engagement and relationships, striving for new customer interest through valuable offerings. Executed through the marketing mix's four Ps—product, promotion, price, and place—marketing requires strategic choices guided by customer value. In essence, marketing entails crafting and implementing plans to captivate new customers while aligning with market trends, presenting a significant opportunity for companies to thrive (Kotler & Keller, 2021; Yones, 2021; Kotler & Keller, 2016).

#### 2. Digital Marketing

Digital marketing, as defined by Yasmin et al. (2015) and Wardhana (2015), encompasses diverse strategies spanning the Internet, mobile phones, social media, and more, engaging consumers through targeted online campaigns. These efforts leverage various digital channels to enhance brand visibility, forge customer connections, and influence purchasing decisions, facilitating both online and offline transactions. Chaffey and Smith (2018) identify six primary digital marketing channels: Search Engine Marketing (SEM) for optimized web discovery, Public Relations Online for community engagement, Online Partnerships for collaborations, Interactive Ads for brand awareness, Marketing Emails for customer retention, and Social Media Marketing for amplified brand presence. These channels collectively empower marketers to navigate the dynamic digital landscape, cultivating meaningful interactions and driving business growth (Yasmin et al., 2015; Wardhana, 2015; Chaffey & Smith, 2018).

#### 3. Social Media Marketing

Social Media Marketing, as defined by Ananda et al. (2016), entails utilizing social media tools to meet marketing objectives and engage target markets. Alamsyah and Putra (2019) highlight its role in transforming social interactions, becoming a potent avenue for product promotion and information dissemination. It has evolved into a vital aspect of marketing, encompassing advertising, customer engagement, and internal communication (Prasetio et al., 2022). This category within digital marketing, emphasized by Chaffey (2015), facilitates customer interactions on platforms like Facebook, Twitter, blogs, and forums, contributing to effective brand marketing and customer relations. In essence, Social Media Marketing leverages social networks to enhance marketing strategies and promote products and services (Ananda et al., 2016; Alamsyah & Putra, 2019; Prasetio et al., 2022; Chaffey, 2015).

#### 4. E-Commerce

E-commerce, as defined by Kedah (2023), modernizes business by enabling seamless global product, service, and information exchange across computer networks. Alfianur and Kadono (2019) highlight how information and communication technologies (ICT) drive cost reduction and expand market reach for businesses, offering consumers convenient online shopping experiences. Amid intensified global competition in Indonesia, effective strategies, informed by understanding consumer behavior (Rachmawati et al., 2016), are essential for local enterprises to captivate consumers and bolster their market presence.

## III. WRAP ENTREPRENEURSHIP ACTIVITY

The WRAP Entrepreneurship program is a dynamic college initiative tailored for aspiring entrepreneurs, offering a comprehensive journey from ideation to execution within a semester. Guided by adept faculty, business associations, and experienced entrepreneurs, students receive mentorship and support. The program's key objectives encompass

fostering entrepreneurial skills, stimulating innovative thinking, and providing hands-on business exposure, cultivating adept and visionary entrepreneurs.

The program unfolds in distinct stages throughout the first semester: Initial business idea registration and team selection occur from July 1st to July 31st, 2022. Teams and ideas are announced between August 16th and August 31st, 2022. The subsequent steps encompass course planning, attending specialized classes, fulfilling assignments, aligning products with consumers through interviews, consulting with experts, developing low-fidelity and high-fidelity prototypes, and presenting startup progress. This comprehensive approach empowers students to gain practical insights, refine skills, and build the mindset necessary for entrepreneurial success (WRAP Entrepreneurship Program).

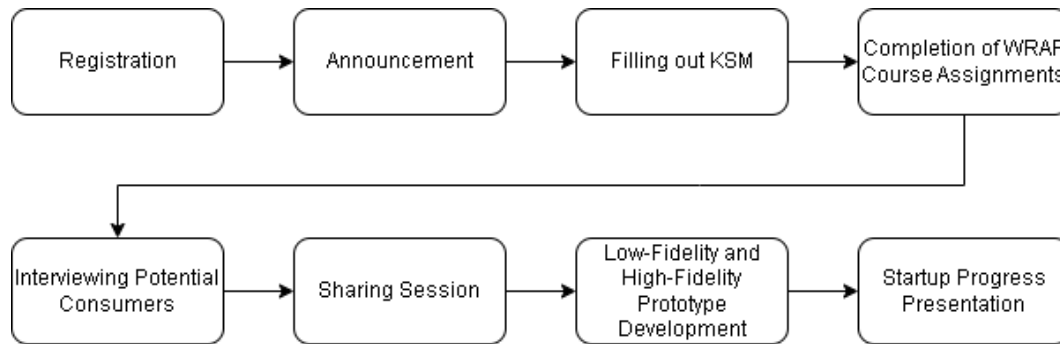


Figure 3.1 WRAP Entrepreneurship Step Odd Semester A.Y. 2022/2023 (Data by the author)

#### IV. RESEARCH REPORT

Loka UKM is dedicated to empowering Small and Medium Enterprises (SMEs) through strategic digital marketing. Their structured approach involves four phases: Firstly, they collaborate closely with clients for a comprehensive business assessment, understanding objectives and target audience. Secondly, based on this, they conduct thorough market research and formulate personalized digital marketing strategies, encompassing content planning and channel selection. Thirdly, they execute the plan by creating engaging content, managing campaigns, and fostering social media interactions. Lastly, Loka UKM evaluates performance, analyzing key indicators, gauging goal attainment, and delivering insightful reports to guide ongoing optimization. This holistic framework ensures SMEs leverage digital marketing for enhanced online presence and growth (Loka UKM Framework). Loka UKM expertly navigates Small and Medium Enterprises (SMEs) through a strategic digital marketing journey via a dynamic digital marketing funnel. Their impact is evidenced by the rapid growth and brand recognition achieved by startups like Smart Bag and Feelsbox. Through precisely targeted social media campaigns and compelling visual content, Loka UKM propelled online engagement, resulting in significant Social Media Traffic increase and successful lead conversion. Clients benefit from real-time insights through Loka UKM's intuitive analytics dashboard, enabling informed decision-making. The effectiveness of Loka UKM's approach is exemplified by their Smart Bag product teaser campaign, reaching 10,000 individuals in just 3 days at a cost of IDR44,000. Similarly, their Social Media Management service for Feelsbox's Art-Therapy workshop saw impressive results, engaging 725 individuals within 7 days. Loka UKM not only drives external success but also undertakes internal projects, exemplified by their promotional e-book initiative, showcasing their dedication to innovation and improvement (Loka UKM Digital Marketing).

#### V. CONCLUSIONS & RECOMMENDATIONS

In conclusion, the WRAP Entrepreneurship program, led by Bandung Techno Park, has proven to be a dynamic platform for nurturing aspiring student entrepreneurs, exemplified by Loka UKM. Founded through this program, Loka UKM has emerged as a catalyst for new ideas and business growth, focusing on empowering local SMEs by offering tailored digital marketing and Social Commerce solutions. Their success in enhancing the online visibility of numerous SMEs demonstrates their effectiveness in bridging the digital divide and leveraging the potential of e-commerce for SME advancement.

Loka UKM's meticulous approach to digital marketing has enabled SMEs to authentically connect with their target audiences, showcasing the significance of their thoughtful strategies. Moving forward, certain enhancements

can be considered to further bolster Loka UKM's endeavors. Firstly, a fully developed web-based dashboard for comprehensive social media analysis could be prioritized, providing clients with deeper insights. Secondly, refining the analytical dashboard to encompass crucial functionalities like client profiles, billing systems, service categorization, and payment processing could enhance operational efficiency. Lastly, adopting a structured approach to digital marketing strategies, integrating thorough research and implementing the TOTE framework for advertisements, could amplify Loka UKM's impact, ensuring continued growth and success (Loka UKM Conclusions & Suggestions).

#### REFERENSI

- Alamsyah, A., & Putra, M. R. D. (2019). Measuring Information Dissemination Mechanism on Retweet Network for Marketing Communication Effort : Case Study: Samsung Galaxy S10 Launch Event. 7th International Conference on Information and Communication Technology, ICoICT 2019. <https://doi.org/10.1109/icoict.2019.8835380>
- Alfanur, F., & Kadono, Y. (2019). Analysis on E-commerce Purchase Intention and Decision in Java and Sumatra. 2019 International Conference on Information Management and Technology (ICIMTech). <https://doi.org/10.1109/icimtech.2019.8843731>
- Ananda, Artha S. & Hernández-García, Ángel & Acquila-Natale, Emiliano & Lamberti, Lucio. (2019). What makes fashion consumers 'click'? Generation of e-WoM engagement in social media. *Asia Pacific Journal of Marketing and Logistics*, 31. 10.1108/APJML-03-2018-0115.
- Chaffey, D. (2015) *Digital Business and E-Commerce Management*. Pearson, New York
- Chaffey, & Smith. (2018). *E-Marketing: Excellence*. UK: Butterworth. Heinemann.
- Kedah, Z. (2023). Use of E-Commerce in The World of Business. *Startuppreneur Business Digital (SABDA Journal)*, Vol. 2 No. 1 (2023): *Startuppreneur Business Digital (SABDA)*, 2(1), 51–60. <https://doi.org/10.33050/sabda.v2i1.273>
- Keller, K. (2021). *Intisari Manajemen Pemasaran*. Yogyakarta: ANDI
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. In Pearson Edition Limited.
- Prasetio, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, M. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Rachmawati, I., Sary, F., & Perdani. (2016). Influence of the use of brands in a foreign language (english) on the purchase decision process of. *Pertanika Journal of Science and Technology*, 24, 51–62.
- Wardhana. (2015). *Digital Marketing Strategy and Its Implications on the Competitive Advantage of SMEs in Indonesia*. Proceedings of the National Seminar. IV, pp. 327-227. Bandung: UPI.
- Yones, P. C. (2021). *The Influence Of E-Wom On Tiktok Towards Purchase Intention Of Local Skincare*. Bandung: bachelor's degree from International ICT Business Study Program.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *The International Journal of Management Science and Business Administration*. <https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.15.1006>