



Analysis of the Role of Digital Marketing in the Development of Micro, Small and Medium Enterprises (MSMEs) in Cibinong District

Iman Arief Setiawan¹, Rudianto², Alfred Inkiriwang³, Marisi Pakpahan⁴

^{1,2,3} IBM Original Management S2, Indonesia

Email : myanas76.stw@gmail.com, rudianto@ibmasmi.ac.id,

marisipakpahan@ibmasmi.ac.id

Abstract This study aims to analyze the role of digital development marketing in supporting the growth of Micro, Small, and Medium Enterprises (MSMEs) in Cibinong District. Along with the increasing internet penetration and use of social media, digital marketing has become a strategic tool to increase market reach and competitiveness of MSMEs. The research method used is descriptive qualitative, with data collection through interviews, observations, and literature studies. The results of the study indicate that MSMEs that implement digital marketing are able to increase sales, expand market share, and strengthen product branding. However, there are still obstacles in the form of a lack of digital knowledge and access to technology, especially among micro-scale MSMEs. Therefore, support is needed from the government and related institutions to improve digital literacy and provide infrastructure that supports the development of digital marketing in this region. Overall, the role of digital marketing for MSMEs in Cibinong District is very significant in increasing competitiveness, efficiency, and market reach. However, to maximize this potential, collaborative efforts are needed between MSME actors, the government, and technology service providers so that existing challenges can be overcome properly. This study is expected to be a reference for the development of effective digital marketing strategies for MSMEs in Cibinong District.

Keywords: Digital Marketing, , Marketing, Technology

1. INTRODUCTION

The relationship between the state and Micro, Small, and Medium Enterprises (MSMEs) has a strong background because MSMEs play a very important role in a country's economy. Contribution to the Economy: MSMEs are the backbone of the economy of many countries, including Indonesia. They contribute significantly to Gross Domestic Product (GDP), create jobs, and drive innovation and local economic development. In the Indonesian context, MSMEs contribute around 60% to the national GDP and provide more than 97% of jobs.

MSMEs are often the main source of livelihood for people in rural and urban areas. By supporting and developing MSMEs, the State can help reduce poverty levels and improve community welfare. MSMEs play a role in economic equality by distributing economic opportunities to various regions and community groups. This is important to reduce economic inequality between urban and rural areas and between community groups.

The state has an important role in creating an enabling environment for the growth of MSMEs through supportive regulations and policies. This includes access to finance, training and capacity building, tax incentives and legal protection. The state can help MSMEs integrate into global supply chains, open up access to international markets and improve their

competitiveness in the global marketplace. This can be done through trade agreements, international exhibitions and export programs.

The relationship between the State and Micro, Small and Medium Enterprises (MSMEs) in the context of digital marketing includes various aspects that are important for understanding how and why the State supports MSMEs in utilizing digital technology for marketing.

In the digital era, digital transformation is important for all economic sectors, including MSMEs. The state encourages MSMEs to adapt to digital technology in order to compete in an increasingly competitive market. Digital marketing is one effective way to achieve this. Digital marketing allows MSMEs to reach a wider market, both locally and globally. The state sees this potential as an opportunity to increase exports and economic growth. With the help of digital marketing, MSMEs can promote their products globally without having to have a physical presence in various locations.

The state also plays a role in creating regulations and policies that support the digital ecosystem, including consumer data protection, cybersecurity, and e-commerce regulations. These policies are important to ensure that MSMEs can operate safely and efficiently in the digital environment.

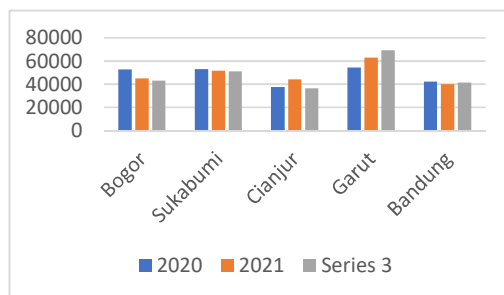
Before the role of micro, small and medium enterprises (MSMEs) developed significantly in Indonesia, there were several phenomena and conditions faced by the economic sector and society in general:

1. **Dominance of Big Companies:** Indonesia's economy is dominated by large companies, both domestic and foreign. These large companies have greater resources and easier access to markets and capital.
2. **Limited Access to Capital:** MSMEs often have difficulty in gaining access to adequate funding sources. Banks and other financial institutions are more likely to lend to larger companies that are considered safer and more stable.
3. **Limited Market Access:** MSMEs often face difficulties in marketing their products. Limited distribution and lack of knowledge about marketing strategies make it difficult for MSMEs to compete with large companies.
4. **Limitations of Technology and Innovation** MSMEs often lag behind in terms of technology adoption and innovation. Lack of investment in new technologies and training makes it difficult for them to increase efficiency and productivity.

5. **Lack of Government Support** Despite several initiatives, government support for MSMEs is often suboptimal. Existing assistance programs and policies do not always reach or meet the specific needs of MSMEs.

Table 1

Data on the Development of MSMEs in West Java



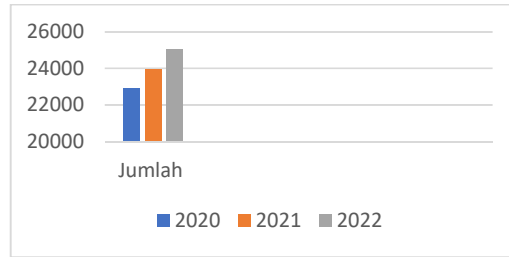
The development of information technology is growing rapidly. Some activities of micro, small and medium enterprises (MSMEs) utilize information technology to run their businesses. The increasing number of competitors is a consideration for business actors to innovate in winning the competition. The right marketing communication strategy is used to be able to reach the target market share so that it can increase sales.

MSMEs are businesses that have great potential in improving the welfare of the surrounding community, awareness of their important role in the economic activities of the community must be balanced with innovation in the appearance of the business premises, not only the taste and shape of the product. Business actors need to provide innovation and attractive marketing by following digital marketing at their place of business in order to survive in very tight competition. The selection of areas in Cibinong District is not based on the largest area in Bogor Regency but rather the selection of the area is seen from the aspect of how many MSMEs have implemented digital marketing in their marketing.

This is based on direct observations conducted in the field. Researchers have conducted pre-research in the field, it turns out that many in the sub-district have used digital marketing. Based on the results of observations that have been carried out on a number of MSMEs in Cibinong District, the author found problems related to the development of MSMEs in the area. Namely the lack of knowledge related to the use of digital marketing for a number of MSMEs, so that many MSME actors, especially micro and small businesses. So that many MSME actors still focus on offline sales because they consider offline sales easier and more practical.

Table 2

MSME Data Using Digital Marketing in Cibinong District



Based on graphic data collected from the Bogor Regency Cooperative and UMKM Service through a literature study in 2020, the number of UMKM was 22,945 business units, in 2021 it increased by 1,001 business units to 23,946 business units. And in 2022 it increased again by 1102 business units to 25,048. One of the sub-districts that experienced an increase in the number of UMKM in Bogor Regency is Cibinong Sub-district

Formulation of the problem.

Based on the analysis of the description in the background above, the following problem formulation can be put forward:

1. How is the development of micro, small and medium enterprises (MSMEs) in Cibinong District?
2. How is the role of the development of micro, small and medium enterprises (MSMEs) in Cibinong District viewed from the aspect of marketing digitalization?
3. What are the supporting and inhibiting factors for the implementation of digital marketing for the development of micro, small and medium enterprises (MSMEs) in Cibinong District?

Objectives and Benefits of Research.

1. Research purposes.

- 1) To analyze the development of micro, small and medium enterprises (MSMEs) in Cibinong District.
- 2) To analyze the role of the development of micro, small and medium enterprises (MSMEs) in Cibinong District from the aspect of marketing digitalization.
- 3) To analyze the supporting and inhibiting factors for the implementation of digital marketing for the development of micro, small and medium enterprises (MSMEs) in Cibinong District.

2. Benefits of research.

- 1) By providing knowledge and explanations about digital marketing, it is hoped that it can increase knowledge about how MSME actors in the Cibinong District, Bogor Regency can adapt well.
- 2) By developing digital marketing, it is hoped that it can help increase profits for MSMEs in the Cibinong District area.
- 3) With the development of digital marketing in the Cibinong District area, it can become an economic driver to maintain the economic stability of the country and the surrounding community.
- 4) By developing digital marketing, it is hoped that the State will play an active role in helping and developing MSMEs in Cibinong sub-district, so that they continue to grow and develop and improve the quality and quantity of the expected results.

2. LITERATURE REVIEW

The basic concept of marketing management refers to the main principles used in planning, organizing, implementing, and controlling marketing activities in an organization. These concepts form the basis for marketing managers to develop effective strategies in meeting customer needs and wants and achieving the company's business goals. ("Basic Concepts of Marketing Management," 2017)

1. Production.

This concept is used by companies that believe that consumers want products that are affordable and easy to obtain, so they are easy to market. (Fahrina Mustafa 2024).

Companies that adopt this concept produce in large quantities to reduce production costs. Thus, they can reduce capital with mass production. This concept can be successfully implemented if market demand is higher than the products offered.

2. Product.

The product concept is based on the assumption that consumers prefer quality products. So the price and availability of the product do not have much influence on purchasing decisions. Companies that use this marketing management concept will produce goods with the best quality and priced at a higher price. According to Basics, this concept has its own drawbacks because companies that only focus on quality will usually ignore other important factors. For example, price, availability, and usability. So, even though the quality of the product is very good, if customers care more about the price, of course it can result in them not being interested in buying the product.

3. Sales (Selling).

Unlike the two previous marketing management concepts that focus on products, the sales concept focuses on product marketing. This concept believes that any product, regardless of quality, price, or market demand, can be marketed if the company sells aggressively. This concept does not prioritize relationships with consumers and tends to only prioritize sales targets and the profits it gets. Therefore, companies tend to ignore customer satisfaction and consumer loyalty.

4. Marketing.

This marketing management concept makes consumers the center of attention. Companies will focus more on consumer needs and try to understand what the market wants. Not infrequently, companies will conduct research first before starting to produce and market products. Companies that use this concept can have more value than their competitors and make consumers more loyal to one brand.

5. Social Marketing.

This marketing management concept is relatively new compared to some previous concepts. In addition to emphasizing the focus on consumers, the social marketing concept also emphasizes the interests of consumers and society in general.

Marketing as is known, is the core of a business. Without marketing there is no company, but what is meant by marketing itself people still feel confused. Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging products with others. Even a very simple marketing theory always emphasizes that in marketing activities it must be clear who sells what, where, how, when, in what quantity and to whom. The existence of the right strategy will greatly support overall marketing activities.

Kotler and AB Susanto (2000) define marketing as "a social and managerial process in which individuals and groups obtain their needs and wants by creating, offering, and exchanging something of value with each other.

The definition of marketing, when juxtaposed with management, will form a combination of meanings that lead to the perfection of the word about the substance of marketing itself. As stated by Kotler (2009: 6) who views marketing management as the art and science of choosing target markets and getting, maintaining, and growing customers by creating (Bahfiarti, 2021).

Marketing is a process and management that enables individuals or groups to obtain what they need and want by creating, offering and exchanging valuable products or services to

other parties or all activities related to the delivery of products or services from producers to consumers.

Some marketing theories according to experts are:

1. Marketing is a system of business activities designed to plan, price, promote and distribute products that can satisfy desires in achieving company goals.
2. Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return, meaning that marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.
3. Marketing is a business process that seeks to align an organization's human, financial and physical resources with the needs and wants of customers in the context of a competitive strategy.

Digital Marketing

Definition of Digital Marketing according to Chaffey and Chadwick (2016:11) "Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives". This means that Digital marketing is an application of the internet and is related to digital technology which is related to traditional communications to achieve marketing goals. Some examples of online platforms used by marketers to offer their products and communicate with potential consumers include Websites, Blogs, Social Media (Instagram, Whatsapp, Line, and so on). In his book, Sanjaya and Tarigan (2016:47) state that marketing activities include branding that uses various web-based media such as blogs, websites, e-mail, AdWords or social networks. Digital marketing is the activity of promoting and offering markets through digital media online using various means such as social networks (Purwana, et.al, 2017).

Digital marketing According to Chaffey (2002), digital technology is the application of digital technology that forms online channels to the market (websites, e-mail, databases, digital TV and through various other new innovations including blogs, feeds, podcasts and social networks) which contribute to marketing activities..("Basic Concepts of Marketing Management," 2017).

The use of technology in the form of the internet and digital media has supported the running of the modern marketing process, which often gives rise to jargon or labels or terms created by academics and professionals. Digital marketing, web marketing, and internet marketing are examples of jargon or labels or terms that have been created. The use of digital marketing is currently implemented by business people as a means to promote products or

services to prospective buyers through media that is convenient and easily accessible to buyers.(Charviandi et al., 2023).

Digital marketing is a development of traditional marketing activities that were previously carried out face to face by distributing brochures, advertising in print media and television. Digital marketing is one of the platforms for promoting products and services from business actors, small investors and companies. Thus, it can be said that digital marketing has no limits because both business actors and consumers can promote and consume promotions using technological devices that are currently developing such as mobile phones, tablets, laptops, TVs, social media, SEO, videos, emails and so on.

The use of digital marketing in the business world has several benefits. The following are the benefits of marketing activities using digital marketing according to Chole and Dharmik (2018):

1. **Transparent Product and Service Information** With digital information that only requires one click (internet), people are able to obtain detailed, clear and transparent information about products or services.
2. **Ease of updating product or service information**, so that customers can get direct updates. Customers can get information updates easily and quickly about products or services with the availability of product or service information updates that are continuously improved and with the ease of editing on the site.
3. **Comparative Analysis with competitors**, it is easy to compare your own products or services with other people's products. Current technological advances make it easy for a business owner who does digital marketing to compare the company's products or services with products or services from other companies. This can help improve the quality of your own products or services.
4. **Lower costs**. With the help of digital, the costs required to promote products or services through social sites, media channels, and personal emails are inexpensive.

Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSMEs) have several different definitions in each literature. In accordance with Law Number 20 of 2008, concerning Micro, Small and Medium Enterprises (MSMEs), defines MSMEs as follows:

1. Micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the micro-enterprise criteria as regulated in this law.
2. Small Business is a stand-alone productive economic enterprise, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned,

controlled, or are part of either directly or indirectly a Medium Business or Large Business that meets the criteria of a small business as referred to in this legislation.

3. Medium Enterprises are independent productive economic enterprises, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part of either directly or indirectly with small businesses or large businesses with total net assets or annual sales results as regulated. (Rahmadani & Subroto, 2022).

UMicro, Small and Medium Enterprises (MSMEs) are one of the pillars of the national economy. When the economic crisis of 1998 hit the Indonesian economy, MSMEs remained strong, while many large companies went bankrupt. However, MSMEs actually made a positive contribution to economic growth, opened up jobs, and kept the country's economy alive. (Hamdani, n.d.)

3. RESEARCH METHODS

Qualitative research does not offer easy answers, simple truths or precise measurements, but this book attempts to provide a comprehensive and accessible guide for anyone hoping to explore research methodology. (Hadi, 2020).

Gay (1977) stated that it is actually difficult to distinguish between your research (basic) and applied separately, because both lie on the same continuum. Basic research aims to develop theory and does not pay attention to direct practical uses. Applied research is conducted with the aim of applying, testing, and evaluating the ability of a theory applied in solving practical problems.

Determining the type of research before going into the field is significant, because the type of research is the umbrella that will be used as the main basis for conducting research. (Haryadi et al., 2021). Therefore, determining the type of research is based on the right choice because it will have implications for the writing of the thesis.

Creswell in his book entitled *Qualitative Inquiry and Research* explains the case study theory used in social and economic sciences research. (Sri Wahyuningsih, 2013).

Creswell further stated several characteristics of a case study, namely:

1. Identifying cases.
2. A case is a related system.
3. Case studies use multiple sources of information in data collection.
4. Researchers in a case study approach describe the context or setting for a case.

That a case can be studied as an object of study (Stoke, 1995). Thus, case study research explores a particular phenomenon (case) at a certain time and collects detailed and in-depth information using various data collection procedures during a certain period.

Creswell stated that if we are going to choose a study for a case, it can be chosen with various sources of information including Observation, interviews, audio-visual materials, documentation and reports. In this research, case studies will be used as qualitative research as expressed by Patton that the depth and detail of a qualitative method comes from a small number of case studies. (Qualitative Research & Research Design (Creswell, 2015), nd).

According to Creswell, in a qualitative case study, someone can formulate questions and sub-questions through issues in the theme being explored. Likewise, sub-questions can be used as steps in the data collection procedure, analysis and construction of narrative formats.

The research that has been determined according to the title taken is: **Role** Digital Marketing for the Development of Micro, Small and Medium Enterprises (MSMEs) in Cibinong District.

4. RESULTS AND DISCUSSION

In this chapter on research results and discussion, various things will be explained regarding the results of interviews in June-August 2024 conducted at the UMKM Cooperative Service, UMKM Forum and UMKM actors.

According to Moleong in his book *Qualitative Research Methodology* That qualitative research is research that uses a natural setting, with the intention of interpreting the phenomena that occur and is carried out by involving various existing methods, in terms of this research, the authors still question the natural setting with the intention that the results can be used to interpret the phenomena that occur and are carried out by involving various research methods. In qualitative research, the methods that are usually used are interviews, observations and use of documents ". (Moleong, 2007).

Qualitative analysis method is a research method that is carried out to describe the process or events that are currently taking place in the field which are used as research objects, then the data or information is analyzed so that a problem solving is obtained.

Participation of MSME actors who have the benefits of using DigitalMarketing For key informants, the researcher interviewed 1 party at the Bogor Regency Office, and 1 party at the UMKM Forum. For supporting informants, the researcher interviewed 2 UMKM actors who use Digital Marketing.

Interviews conducted by researchers were conducted in stages over a period of June 2024 - August 2024. The results of this study were obtained using in-depth interview techniques with informants as a form of data search and non-participant observation in the field which the researcher then analyzed. The following is a table of interview schedules conducted by researchers.

Next, the researcher conducted an analysis using the stages in conducting observations, where the stages of observation carried out by the researcher are as follows:

1. Visit the Bogor Regency Cooperative and SME Service Office.
2. Visiting the Cibinong District UMKM Forum Unit.
3. Visiting 2 UMKM Actors in Cibinong District (using Digital Marketing).

Informant Identity Table 3

No	Status/Position
1	Secretary of the Cooperatives and SMEs Service of Bogor Regency
2	Chairman of the UMKM Forum
3	MSME actors 1
4	MSME Actors 2

Source: Researcher 2024

Cibinong is a sub-district in Bogor Regency, West Java Province, Indonesia. Cibinong is also the center of government of Bogor Regency. Cibinong comes from two syllables, namely Ci or cai which means river/water flow, and Binong which means the name of a Tetrameles Nudiflora tree.

The history of Cibinong cannot be separated from the origin of the Bogor Regency community, the origin of which was the merger of nine Settlement Groups by Governor General Baron Van Inhof in 1745. The nine groups united to become a community unit that grew larger in later times. The unity of the community is the core of the Bogor Regency community.

The Bogor Government Center was originally still in the Bogor City area, namely in Panaragan, then based on Government Regulation Number 6 of 1982, the Capital of Bogor Regency was moved and determined in Cibinong. Since 1990 the center of government activities has occupied the Government Office in Cibinong. Cibinong was even prepared to replace the Jakarta government city.

In the mid-1980s, there was a discourse to move the nation's capital outside Jakarta. Cibinong was preparing to run at that time. Cibinong has an area of: 4,611.06 Ha with

administrative boundaries: the northern boundary of Depok City, the western boundary of Bojong Gede District, the southern boundary of Sukaraja District, and the eastern boundary of Citeureup District.

Economy is the spearhead of life. No region will live without economy and economic activities. So is the case with Cibinong District, in Bogor Regency, West Java. Cibinong District is one of 40 districts in Bogor Regency, West Java. Cibinong District is located in the north of Bogor City with the center located in Cirimekar Village.

Unlike other sub-districts in Bogor Regency, this sub-district is far from the natural atmosphere of the countryside. It is very difficult to see green land or rice fields in Cibinong Sub-district, only a few gardens and artificial green areas can be found in Cibinong. In addition, many shopping centers or malls have been established in Cibinong.

The hustle and bustle of the community is exactly like the city community. It is rare for people to still do rural activities, such as plowing fields, farming, or raising livestock. The majority of the Cibinong community does economic activities by becoming entrepreneurs. Then some others serve as civil servants, private employees and laborers.

Economic activities in Cibinong District are indeed dominated by entrepreneurial activities by Small, Micro and Medium Enterprises, or what we usually call MSMEs. Micro, Small and Medium Enterprises (MSMEs) are one of the industries that can grow and be consistent in the national economy. As the name implies, this business is usually done by someone who does not have a large amount of capital to start a business. In addition to not requiring a large amount of capital, starting this business also does not require a certain level of education, does not require special skills or abilities. Then there are also many types of MSMEs, ranging from culinary businesses, clothing, household needs, property, furniture and so on.

Researchers will describe the results of observations and field research interviews based on the title of this research, namely the Analysis of the Role of Digital Marketing for the Development of MSMEs in Cibinong District.

The results of this study were obtained through data collection techniques with interviews, this technique was carried out to obtain natural data. The interview structure that the researcher designed was not a standard guideline, so if the answers given by the informant were unclear, the researcher asked other questions so that the answers given could be further when they explained, then the researcher could analyze them properly.

In the results of this study, the researcher divided the research results into 3 categories based on the formulation of the problem made in this study from the results of interviews with

2 key informants plus 2 supporting informants, namely.

1. Key informant 2 was from the Bogor Regency Cooperative and UMKM Service and the Cibinong District UMKM Forum.
2. Supporting informants believe that the first 2 direct MSME actors are engaged in the food and craft sectors.

Below are the results of direct interview analysis with key informants and supporting informants which were made in the form of direct questions and translated into narrative form with the addition of supporting literature.

In this analysis discussion, the researcher divides the categories of the problem formulation that was created and interpreted in the form of creating questions for each informant based on the results of direct interviews. The results of these interviews will later be used to create an analysis result from the answers provided.

5. ANALYSIS OF FINDINGS

Based on the findings during observations and interviews, the researcher analyzed the findings made during the interviews so that the researcher obtained a summary of the analysis of the answers, namely:

1. Analysis of the first problem formulation regarding the role of MSME development
 - 1) MSMEs show positive growth with government support and the use of digital technology. The food, handicrafts, and clothing sectors are the main focus with significant opportunities in local and online markets. Support in the form of training, digitalization, and mentoring is essential, but challenges such as skills, innovation, and access to funding still need to be addressed to ensure long-term success. The synergy between these factors will determine the success and competitiveness of MSMEs in the area.
 - 2) MSMEs in Cibinong District have experienced significant growth thanks to support from government programs and entrepreneurship training. The culinary sector, creative industry, and processed food production are areas that are growing rapidly. Despite strong support from the government and digital technology that helps with marketing and operations, challenges such as lack of knowledge, limited access to government programs, and fierce competition still need to be overcome. Through increased adoption of technology, human resource development, and ongoing support from associations and the government, MSMEs can continue to grow and compete in the global market.

- 3) The growth of new MSMEs in the food sector in Cibinong brings various positive impacts and challenges. Increased price competition can force MSMEs to adjust their pricing strategies or increase product value. However, the growth of MSMEs also creates opportunities for new market segments, supported by various incentives and support from the government. Collaboration between MSMEs and the enhancement of local business networks offer opportunities for mutually beneficial innovation and expansion. By leveraging government support, exploring collaboration opportunities, and building strong networks, MSMEs can face the challenges of competition and take advantage of growing market potential.
 - 4) In the face of tighter price competition, MSMEs in Cibinong can adopt differentiation strategies through unique product features and improved customer service. Innovation from new MSMEs offers opportunities to adapt and adjust products to changing market needs. Taking advantage of training and mentoring programs can increase the capacity and competence of MSMEs. In addition, collaboration with other MSMEs and networking can expand business opportunities and optimize resources. With this strategy, MSMEs can face the challenges of competition and take advantage of opportunities for business growth and development.
2. Analysis of the second problem formulation regarding the Role of Development (MSMEs) in Cibinong District in terms of Marketing Digitalization Aspects.
- 1) Digital marketing and support for MSMEs in Cibinong District shows positive developments with several key factors supporting success:
 - a) The diversity of business sectors such as food, crafts and clothing provides a solid base for growth.
 - b) Government support and adoption of digital technologies are driving significant growth.
 - c) Training and consulting programs are very helpful in improving the skills and capacity of MSMEs.
 - d) Digital technology plays an important role in marketing and market expansion.
 - e) Innovation, technology, HR skills, and effective marketing are the main keys to the success of MSMEs.
 - f) Various funding sources support business development despite challenges in the access process.
 - 2). Digitalization has had a significant impact on the marketing of MSME products in Cibinong District, enabling them to expand their market reach and improve operational

efficiency. However, challenges such as lack of knowledge, limited access to government programs, and intense competition require attention. With skill enhancement, ongoing support, innovative marketing strategies, and infrastructure development, MSMEs can make the most of digitalization and achieve greater success in the digital market.

- 3). For MSMEs in Cibinong, utilizing digital platforms to expand reach and increase brand awareness is an important step in marketing strategy. Although competition is getting tougher, effective strategies such as using paid advertising, increasing engagement, and integrating online shopping experiences can help MSMEs stand out. Responding quickly and professionally to customer interactions and using analytical tools to understand consumer behavior and measure ROI are also key factors for digital marketing success. With a well-planned and adaptive strategy, MSMEs can overcome challenges and take advantage of opportunities in the rapidly growing digital market.
 - 4). UMKM in Cibinong, an effective digital marketing strategy involves content creation high-quality, relevant and engaging content, using budget efficiently, and using paid advertising and analytics to track and optimize campaign performance. Direct interactions with customers through digital platforms should be handled with professionalism to build trust and satisfaction. Dealing with negative reviews with honesty and re-evaluating customer service strategies can improve brand image. With a planned and adaptive approach, SMEs can leverage the potential of digital marketing to reach a wider audience and increase their competitiveness in the market.
3. Analysis of problem formulation regarding Supporting and Inhibiting Factors for Digital Implementation *Marketing* For Development (MSMEs) in Cibinong District
- 1) The implementation of digital marketing by MSMEs in Cibinong District is influenced by various interrelated factors, including internet access, training programs, digital understanding and skills, technical challenges, organizational culture, and local policies and regulations. Good internet connection and effective training programs are important foundations, while digital understanding and skills and a supportive organizational culture greatly influence success. Local technical and regulatory challenges need to be managed well to maximize the potential of digital marketing. Support from various parties, including the government and related institutions, plays a key role in facilitating the adoption and implementation of effective digital marketing.
 - 2) MSMEs in Cibinong District have many opportunities to succeed in digital marketing through training, access to digital platforms, and community support. However, they

also face significant challenges, such as lack of technical knowledge, high costs, and limited infrastructure. To overcome these challenges, it is important to improve digital marketing skills through affordable training, use low-cost tools and platforms, and develop better digital infrastructure. Creative and innovative marketing strategies will also support the success of MSMEs in a competitive digital environment.

- 3) MSMEs in Cibinong District, adopting digital marketing effectively involves several key steps:
 - a) Continuously increase awareness and knowledge of digital marketing through training and education.
 - b) Fixing digital infrastructure issues such as unstable internet connections and ensuring adequate hardware.
 - c) Leverage e-commerce platforms and secure payment systems to increase online sales.
 - d) Invest in hardware and training to maximize the use of digital marketing tools.
- 4). Choose a digital platform that fits your target market and product or service type. Take advantage of digital platforms that are intuitive and easy to use to get started with digital marketing activities quickly. Look for training and consulting programs that offer ongoing support to troubleshoot and improve digital marketing skills. Make sure that your logistics infrastructure, including shipping services, supports your e-commerce and online sales strategy. Experiment with different platforms and focus on the strategies that give you the best results. Consider hiring experts to help design and manage your marketing campaigns.

6. DISCUSSION OF ANALYSIS RESULTS

Discussion of the results of the analysis of MSMEs in Cibinong District shows significant developments, especially with government support and the use of digital technology.

1. Local government support actively provides support in the form of training, digitalization, and mentoring. This step has been proven to encourage increased skills of MSME actors, especially in adopting digital technology to expand the market.
2. The adoption of digital technology, especially in marketing through digital platforms, has driven significant growth for MSMEs in Cibinong. Digital marketing provides opportunities for wider market access, both locally and globally.

3. Training programs provided by the government and related institutions greatly assist MSMEs in improving technical and managerial skills. These activities increase the capacity of human resources in facing business challenges in the digital era.
4. Product innovation and effective marketing strategies are the main keys to the success of MSMEs. The use of digital platforms for promotion and innovation in the products offered has helped MSMEs to remain competitive.
5. Determinants of Digital Marketing Implementation: Digital marketing implementation in Cibinong District is influenced by stable internet access, relevant training programs, and an organizational culture that supports technology adoption. A deep understanding of digital marketing strategies and technical skills play an important role.

Thus, the results of the analysis discussion need to be conveyed as reference material in the development of MSMEs, especially in Cibinong District, which is expected to be a benchmark in the development of MSMEs to be even better.

7. CONCLUSION

Based on the results of the research that has been conducted in Qualitative research, there are several conclusions that need to be conveyed regarding matters regarding the development of MSMEs, the use of digital marketing and supporting and inhibiting factors in the development of MSMEs in the Cibinong District area.

The results of the conclusions from this research are as follows:

1. MSMEs in Cibinong District show positive growth with government support and the use of digital technology. This is supported by the government in the form of training and digitalization has contributed significantly to the growth of MSMEs. And shows that supportive policies and technical assistance are very effective in encouraging the growth of the MSME sector. The food, handicraft, and clothing sectors have great potential in both local and online markets. This shows that there is strong demand in these sectors that can be utilized by MSMEs for expansion.
2. Inadequate skills and lack of innovation can hinder the development of MSMEs. There is a need to increase the capacity of skills and innovation capabilities so that MSMEs can compete and adapt. With Limited access to funding can be a major barrier for MSMEs to grow their businesses and make necessary investments. To face fierce price competition, MSMEs must focus on product differentiation and improving customer service. This can include developing unique products and improving customer experience.

3. Striving to create innovation in products and services, as well as the use of digital technology, is the key to competing in an increasingly competitive market. Good managerial and technical skills are needed to run a business efficiently and adapt to market trends. Further education and training programs are needed to help MSMEs understand how to utilize technology and marketing strategies. This must also be followed by MSMEs developing a differentiation strategy and utilizing competitive advantages to compete.

8. BIBLIOGRAPHY

- Bahfiarti, T. (2021). *Marketing communications: Concepts and applications in the digital era*. Airlangga University Press.
- Basic concepts of marketing management*. (2017).
- Fahrina Mustafa. (2024). Marketing management in the digital era. *Pena Muda Media*, June.
- Hadi, I. P. (2020). Qualitative media research. In *Qualitative media research*.
- Hamdani, S. E. M. S. (n.d.). *Getting to know micro, small and medium enterprises (MSMEs) closer*. Uwais Inspirasi Indonesia.
- Haryadi, B., Seputro, H. Y., & Bullah, H. (2021). Revealing the meaning of “profit” in the Paroan system of fattening Madura cattle. *Agriekonomika*, 10(1), 68–87.
- Qualitative research & research design* (Creswell, 2015). (n.d.).
- Rahmadani, R. D., & Subroto, W. T. (2022). Analysis of MSME development strategy in Sidoarjo Regency during the COVID-19 pandemic. *Journal of Office Administration Education (JPAP)*, 10(2), 167–181.
- Sri Wahyuningsih. (2013). *Case study research method: Concept, theory of communication psychology approach, and research examples* (p. 119). Z-lib.org.