

THE IMPLEMENTATION OF DIGITAL MARKETING IN INDONESIA'S MSMEs BY USING BIBLIOMETRIC METHODS AND SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

One of the economic forces that supports the country's economy is micro, small, and medium enterprises (MSMEs). There are 83.8% of MSME players who digitalize to support their business operations. This requires a comprehensive study to optimize the potential of digital marketing to provide greater benefits for MSMEs. In this research, several analytical approach methods will be used, namely PRISMA (The Preferred Reporting Items for Systematic Reviews and Meta-Analysis), Bibliometrics using VosViewer, and Systematic Literature Review. From the results of the study, it was concluded that research related to digital marketing for MSMEs is still relatively small, with only 109 published documents produced throughout the world for various types of published documents until 2024, and there is a downward trend in 2022. Indonesia is in the highest position in Asia in terms of a number of publications but is second in Asia in a number of citations behind India. This shows that Indonesian journals are still less interesting to cite even though the number of publications is greater. The digital marketing aspect is still the dominant object of research, furthermore related to trade, marketing, and MSMEs. This shows that it is very open for further research to be carried out on topics other than digital marketing, for all regions of the country, especially in Asian countries including Indonesia.

Keywords: Digital Marketing, UMKM, The Preferred Reporting Items for Systematic reviews and Meta-Analyses, Bibliometric, Systematic Literature Review

JEL Classification:

INTRODUCTION

Information technology is currently developing very rapidly. Various micro, small and medium enterprises (MSMEs) take advantage of this development to run their businesses. The large number of competitors is the reason why entrepreneurs follow very tight competition. By choosing the right marketing and media strategy, sales and profits of MSME players will always increase because MSME players can reach their target market.

Digital Marketing is one of the marketing strategies that is currently in great demand by the public to support various activities carried out. Little by little they are starting to abandon traditional marketing models and switch to modern marketing, namely digital marketing. Digital Marketing allows communication and transactions to occur at any time, in real time, and globally. As the number of chat-based social media users increases, opportunities are created for small and medium businesses to enter markets within reach of smartphones.

According to Statista, in 2023, the number of internet users in the world will reach 5 billion users. BPS revealed that Indonesia's population in 2022 will be 275 million people, which means 77% of Indonesia's population has used the internet. Indonesia is in 4th place with the largest Internet users as in Figure 1 below.

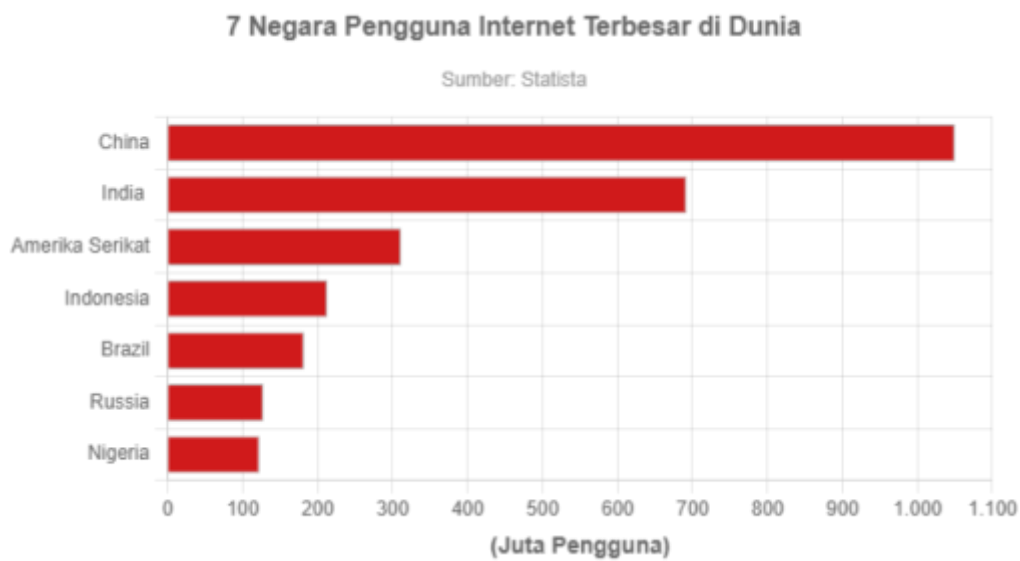


FIGURE 1 LARGEST INTERNET USERS IN THE WORLD

Source: <https://data.goodstats.id/statistic/agneszeffanyayonatan/indonesia-peringkat-4-ini-dia-7-negara-pengguna-internet-terbesar-di-dunia-FLw6V>

According to survey data from the Indonesian Internet Network Providers Association (APJII 2023), more than half of the population in Indonesia is connected to the internet. The survey, which was conducted in 2022-2023, showed that internet users in Indonesia reached 215.63 million people. This number increased by 2.67% compared to the previous period which was 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people.



FIGURE 2 INDONESIA'S WEEKLY ONLINE SHOPPING ACTIVITIES

Source: We are Social (2023)

Figure 2 above shows that as many as 62.6% of internet users in Indonesia purchase goods or services online, 38.1% order groceries online, 16.8% use online price comparison services. This shows that the potential for online shopping and the use of the internet as a medium for promoting business is quite growing in Indonesia.

According to data from We are Social (2023), which is a digital marketing agency in America, states that the social media platforms frequently used in Indonesia as of January 2023 are Whatsapp (92.1%), Instagram 86.5% and Facebook (83.8%). The next position is occupied by Tiktok (70.8%), Telegram (64.3%), Twitter (60.2%), and FB Messenger (51.9%). The rest is occupied sequentially by Snackvideo, Pinterest, Line, LinkedIn, Discord, Snapchat, Likee and Skype.

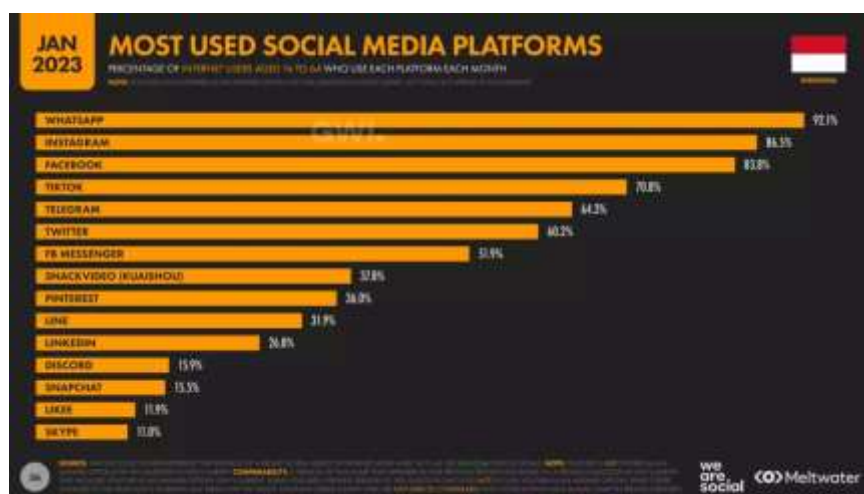


FIGURE 3. MOST FREQUENTLY USED SOCIAL MEDIA PLATFORMS

Source: We Are Social (2023)

One of the economic forces that supports the country's economy is traders, micro, small and medium enterprises (MSMEs). At a time when the world economy and Indonesia are experiencing a recession, the negative impact of the recession actually has no impact at all on MSMEs. In fact, most MSME players can still develop their businesses to support the country's economy. MSME players can maintain and increase payments as well as regional economic growth and increase state revenues from the tax sector supported by large industry, as well as supported by small industry groups.

In 2021, the government launched the Online Single Submission - Risk Based Approach (OSS RBA) platform which can be accessed via www.oss.go.id. This website is used as a medium for registering business permits in Indonesia for business actors. Until 2022, this application was created to simplify the process of collecting data on MSME actors in Indonesia. The number of MSMEs that have registered their businesses on the OSS platform by 2022 has reached 8.71 million units with the distribution of locations as follows:

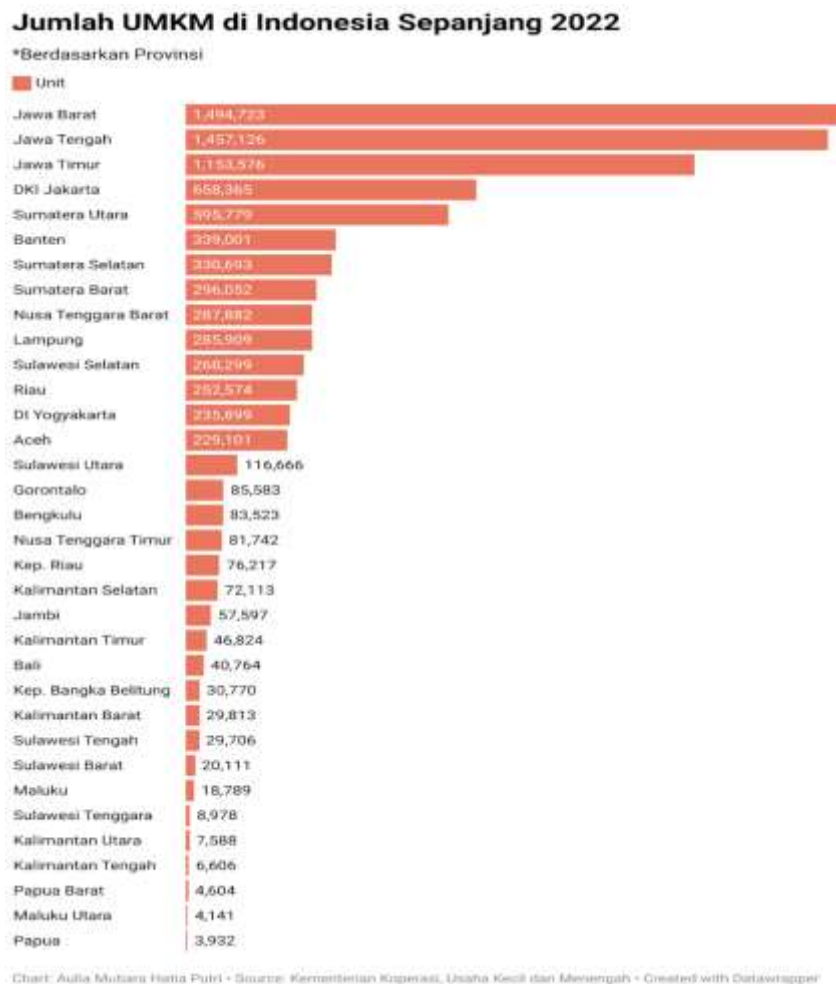


FIGURE 4. NUMBER OF MSMEs IN INDONESIA THROUGHOUT 2022

Source: Ministry of Cooperatives, Small and Medium Enterprises (2023)

In order to survive amidst intense competition, especially since the pandemic, based on data from the MSME Empowerment Report (2022:38), there

are 83.8% of MSME players who have digitalized or utilized technology to support their business operations. According to the journal from Plakoyiannaki et al. in Indriastuti and Kartika (2021), digitalization is an opportunity for MSMEs to shift from traditional trade to new trends that apply technology.

Micro, Small and Medium Enterprises (MSMEs) must be able to compete in national and international markets in order to survive. Moreover, in this era of global competition, MSME players should implement information technology (IT) to facilitate the process of marketing their products abroad. It is recorded that the number of MSMEs in Indonesia is quite large, approximately 50 million MSMEs. In the current digital era, MSME players will need the right information technology to be able to grow and compete in the current digital era. MSME players find it difficult to get the right information technology solutions because MSME players do not have special staff who are experts in the dynamic field of information technology. Another obstacle, namely the large variety of types of technology products, makes MSME players confused about choosing the right solution. Therefore, MSME players need guidance in choosing the right information technology according to their type of business and needs.

This requires a comprehensive study to optimize the potential of digital marketing so as to provide greater benefits for MSMEs in Indonesia. This requires a comprehensive and continuous study to increase the competitiveness of MSMEs and resolve existing problems, one of which is by conducting research on digital marketing aspects.

In this research, a study was carried out on research that had been carried out and published regarding the implementation of digital marketing, hereinafter referred to as digital marketing for MSMEs, namely using the bibliometric analysis method of published article data. So it is hoped that from this research study, it will be possible to know or identify the trends in research and publication from the period 2016 to 2024, the distribution of countries contributing to research, as well as the dominant research topics taken up in that time period. So that at the end of the research study, research gaps can be identified that allow further research to be carried out. The aim of this scoping review literature study is to map existing digital marketing knowledge to fulfill digital marketing practices in MSMEs, especially in Indonesia.

METHOD

The research method used to solve the problems in this research is by taking research documents indexed by Scopus based on certain keywords, and adjusting them to the research topic being carried out, namely regarding digital marketing in MSMEs and then carrying out bibliometric analysis with the help of VOSViewer version 1.6 software. 18. In this research, an integration of several analytical approach methods will be used, namely PRISMA (The Preferred Reporting Items for Systematic reviews and Meta-Analyses), and Bibliometrics using VosViewer.

Furthermore, from the research journal obtained after going through the screening and bibliometric process, a literacy study was carried out using the Systematic Literature Review (SLR) method, to obtain information on the

advantages and disadvantages of previously conducted research, so that at the end of the research or literacy study carried out, research gaps would be obtained. (research gap) for further research as well as factors that have a direct influence on digital marketing on MSMEs in Indonesia and their problems.

RESULTS AND DISCUSSION

Data retrieval

The data taken is limited to articles that have been published and indexed by Scopus, and is taken directly on the official Scopus website www.scopus.com using a user login that already has a legal license (formal authorization access). Data collection is based on certain search keywords, and is followed by a screening process using the PRISMA method. In the first stage of data collection, there was no limitation on the research publication period, so that all research information that had been published and indexed by Scopus was obtained. The next stage, based on the results of the search for research data in the first stage, the criteria or parameters of the data taken are refined, including: research and publication period, area that is the subject of research, language of publication, type of publication document. The process of retrieving research data with several parameters will produce a search language (searching script) as follows:

(TITLE-ABS-KEY ("digital marketing") AND TITLE-ABS-KEY ("micro enterprise*" OR "small enterprise*" OR "medium enterprise*")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (OA , "all"))

In detail the search and data retrieval process can be presented in the form of a PRISMA flow diagram in Figure 5.

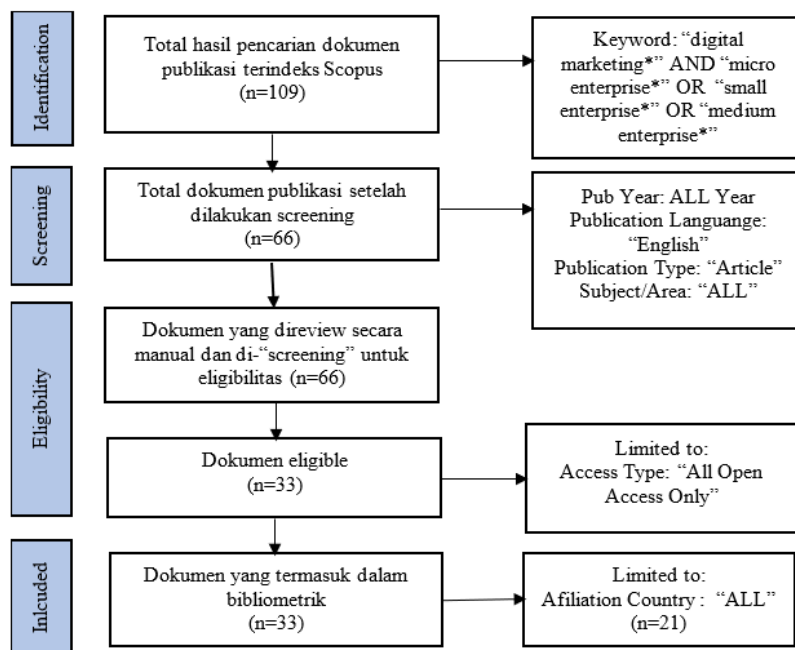


FIGURE 5. PRISMA FLOW DIAGRAM – DIGITAL MARKETING FOR MICRO/SMALL/MEDIUM ENTERPRISE

Source: Processed Data (2023)

The first search obtained 109 published documents for all document types. To further refine the search by limiting the year of publication, namely from 2016 to 2023 and limiting the publication language to "English" and "Indonesian", 66 publication documents were obtained, there was a reduction of 43 publications. The next limitation, the type of publication "Article" and open access document, resulted in 33 publications. This research publication includes publications where the researcher's country affiliation is "ALL" with a total of 21 research publications.

Volume Distribution and Research Growth

The first problem in this research is identifying the growth of research on digital marketing in MSMEs, and overall there are 109 research documents for all types of publications indexed by Scopus, a total of 6 types or types of publications for all periods, where the first research information that was published and indexed was obtained. Scopus starts from 2016 to 2023. In detail the types of research publications related to digital marketing for MSMEs can be seen in Table 1 Types of Digital Marketing Publications for MSMEs. Research publications in the form of journal articles are predominantly carried out by researchers, where there are 68 out of 109 publications or 62.4% of the total research documents that have been published and indexed by Scopus.

TABLE 1. TYPES OF DIGITAL MARKETING PUBLICATIONS FOR MSMES

Jenis Publikasi	Jumlah Publikasi	%-tase Publikasi
<i>Article</i>	68	62,4 %
<i>Conference Paper</i>	26	23,9 %
<i>Book Chapter</i>	9	8,3 %
<i>Review</i>	3	2,8 %
<i>Book</i>	2	1,8 %
<i>Conference Review</i>	1	0,9 %

Source: Processed Data (2023)



FIGURE 6. DIGITAL MARKETING RESEARCH PUBLICATIONS ON MSMES INDEXED BY SCOPUS

Source: Processed Data (2023)

By limiting the publication period specifically to the research period from 2016 to 2024, 109 publication documents were obtained for all types of publication documents. Comprehensively, the growth trend per year can be presented and seen in Figure 6. By limiting the publication period from 2016 to 2024, it can be seen that there is an increasing trend in the number of studies, especially for the period starting in 2020 and reaching its peak in 2023 with 26 research documents, although for the following years, there are signs of a decrease in the number of research publications in 2018 and 2022 (until the research data period was taken on December 5 2023).

Geographic Distribution of Research

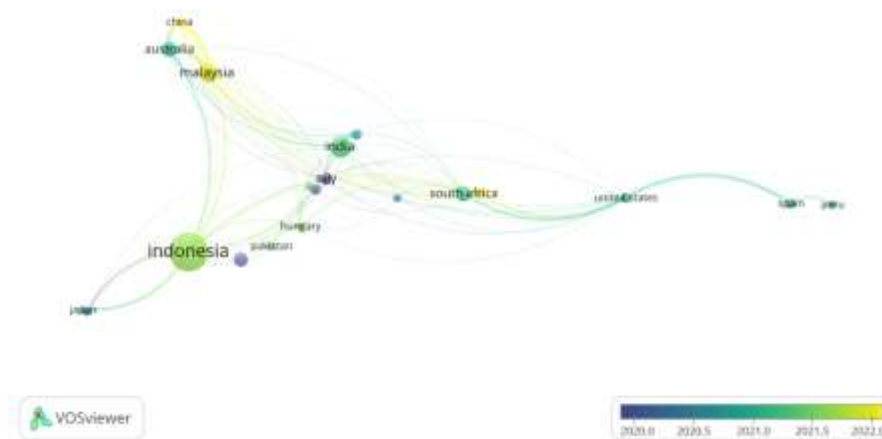


FIGURE 7. GEOGRAPHICAL DISTRIBUTION OF DIGITAL MARKETING RESEARCH ON MSMEs FROM 21 COUNTRIES IN VOS VIEWER

Source: Processed Data (2023)

Based on the number of published documents, number of citations and the level of strength of research relations between countries, as shown in table 2 below, India is in the top position with 11 published documents, 196 citations. Indonesia is the Asian country with the most productive number of publications but the number of citations is ranked 2nd

TABLE 2. TOP 5 COUNTRIES WITH THE HIGHEST NUMBER OF CITATIONS

COUNTRY	DOCUMENTS	CITATIONS	LINK STRENGTH
India	11	196	0
Indonesia	36	186	0
Japan	2	80	0
Thailand	2	80	0
Australia	6	78	0
Others (16 countries)	53	258	0

Source: Processed Data (2023)

The facts from table 2, for each research affiliated country, show that the strength of the research relationship (link strength) is 0 (Zero), this means that each researcher from the affiliated country only cites the results of research conducted by their respective countries.

Distribution Based on Area, Author and Keyword

A total of 19 areas were the subject of research related to digital marketing, where the field or area "Business, Management and Accounting" was dominant as the subject for research, namely 61 publications or 26.2% of the total publications for all fields, with publications using English. England (Table 3).

TABLE 3. TOP 10 RESEARCH AREAS (FIELDS) RELATED TO DIGITAL MARKETING

Subject Area Research	Number of Publications	% of Publications
Business, Management and Accounting	61	26,2 %
Social Sciences	38	16,3 %
Computer Science	32	13,7 %
Economics, Econometrics and Finance	22	9,4 %
Decision Sciences	21	9,0 %
Engineering	21	9,0 %
Environmental Science	8	3,4 %
Arts and Humanities	6	2,6 %
Energy	6	2,6 %
Mathematics	4	1,7 %
Others (9 subjects)	14	6,0 %

Source: Processed Data (2023)

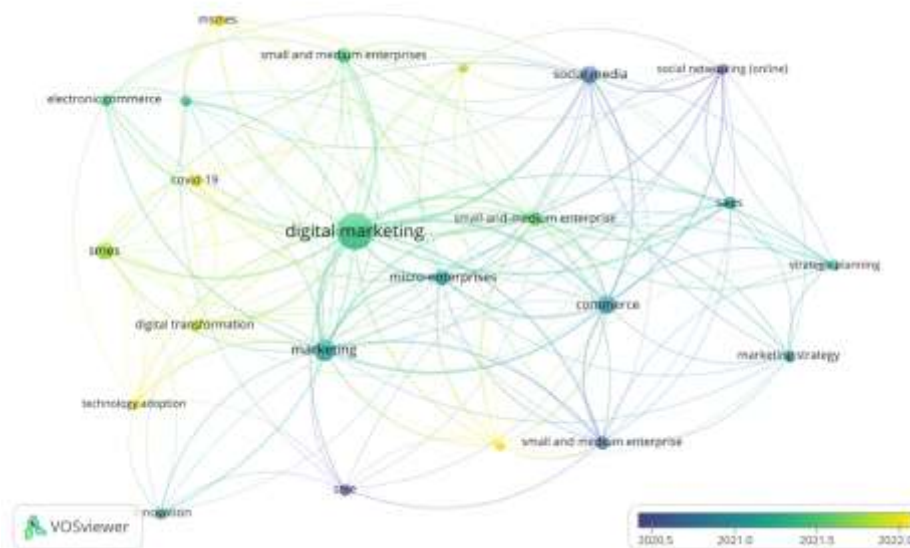


FIGURE 8. DISTRIBUTION OF ALL DIGITAL MARKETING RESEARCH KEYWORDS IN MSMEs (MIN 5 CO-OCCURRENCE)

Source: Processed Data (2023)

From the aspect of research keywords from researchers (author keywords), which also shows the focus of research carried out to date, the research focus varies, at least 160 research keywords were obtained. The dominant research topic or focus is digital marketing, followed by commerce, marketing and small-and-medium enterprise topics. An illustration of the relationship and distribution between author keywords can be seen in table 4.

TABLE 4. ALL KEYWORDS (MIN 5 CO-OCCURRENCE) WITH THE STRONGEST RESEARCH RELATIONSHIPS

Keyword	Citations	Total Link Strength
commerce	17	91
marketing	23	91
small-and-medium enterprise	11	70
micro-enterprises	12	64
social media	16	52
small and medium enterprise	10	44
sales	8	39
social networking (online)	6	36
indonesia	5	33
strategic planning	6	32
covid-19	7	31
smes	16	31
marketing strategy	7	28
small and medium enterprises	11	27
digital transformation	7	26
electronic commerce	7	24
technology adoption	5	20
msmes	7	19
social media marketing	5	19
e-commerce	6	17
sme	7	16
innovation	7	15

Source: Processed Data (2023)

CONCLUSION

From the results of the study in the form of bibliometric analysis of research publication data and related bibliographic data, it was concluded that research related to digital marketing for MSMEs is still relatively small, with only 109 published documents produced worldwide for various types of published documents until 2024, and there is a downward trend in 2022 and will increase again in 2023. Indonesia is in the highest position in Asia in the number of publications but is second in Asia in the number of citations behind India. This

shows that Indonesian journals are still less interesting to cite even though the number of publications is greater. From the aspect of research topics, the dominant aspect is digital marketing, then related to trade, marketing and MSMEs. This shows that it is very open for further research to be carried out on topics other than digital marketing for MSMEs, such as digital marketing strategies using social media marketing, technology adoption and innovation for MSMEs in all regions of the country, especially in Asian countries including Indonesia. Furthermore, related to the results of the analysis from the Systematic Literature Review, it was found that MSME players still need to improve the quality of their digital marketing management.

Some MSMEs may take the following steps to improve the quality of sales by further improving their digital marketing management strategy in the following ways:

1. MSME players must have clear goals, meaning that MSMEs with clear and specific digital marketing goals tend to be successful in achieving the desired results
2. MSME players must implement effective strategies, meaning that MSMEs need to implement digital marketing strategies that suit their business. Choose the right platform, engage the right target group, and provide relevant and interesting content.
3. MSME players need to continue to monitor and measure their digital marketing performance to see what is successful and what is not and adjust their strategy to the results achieved.
4. MSME players should use appropriate technology to manage digital marketing campaigns such as data analysis tools and social media management

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