

ANALYSIS OF MARKETING DIGITALIZATION IN INCREASING MSME INCOME IN DELI SERDANG REGENCY (SHOPEE CASE STUDY)

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Abstract

This study aims to find out how the application of marketing digitalization in increasing the income of MSMEs in Deli Serdang Regency (Shopee Case Study). A qualitative approach is used in this study, using a descriptive methodology. In this study, documentation, interviews, and observations are the methods used to collect data. Primary and secondary data are two forms of data that are used as research data sources. Data presentation, data reduction, and conclusion preparation are the analysis techniques used. The findings of the research, as determined by data analysis, show that the application of marketing digitalization in increasing the income of MSMEs in Deli Serdang Regency (Shopee Case Study) has been implemented and is able to increase the income of MSMEs in Deli Serdang Regency and the obstacles that occur in the implementation of marketing digitalization in MSMEs in Deli Serdang Regency (Shopee Case Study) are quite tight price competition, price additions to products sold and inappropriate shipping costs with the distance traveled or quite expensive and there are still some consumers who do not have internet facilities so that they cannot hit the marketing promotion target of MSMEs in Deli Serdang Regency.

Keywords: Marketing Digitalization, MSME Income.

Introduction

The condition of local micro, small, and medium enterprises (MSMEs) experienced a setback in the first two years of the Covid-19 pandemic, namely in 2020-2021. Based on a survey conducted by the United Nations Development Program (UNDP) and the Institute for Economic and Social Research (LPEM UI), a total of 1,180 respondents from micro, small, and medium enterprises (MSMEs) were involved. The survey findings show that during the period, more than 48% of MSMEs faced challenges related to the availability of raw materials. In addition, 77% of respondents reported a decrease in revenue, while 88% experienced a decrease in product demand. In addition, most of the 97% of MSMEs experienced a decline in overall performance. The value of these assets was reported by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2022). In addition, Angki (2021) said that the impact of the Covid-19 pandemic was very felt by owners of Micro, Small, and Medium Enterprises (MSMEs), which resulted in many closures and layoffs of employees. This unfavorable outcome is mainly due to a significant decline in purchasing power, which severely limits their ability to make enough money to meet essential obligations such as employee salaries, electricity costs, and other operational expenses.

Based on data compiled by the Ministry of Cooperatives and SMEs, most MSMEs, especially 56%, admit the decline in sales revenue as a direct impact of this pandemic. In addition, these companies also face challenges in obtaining financing or credit, with 15% reporting difficulties in distributing goods, and another 4% facing difficulties in procuring raw materials. However, according to a study by the Deputy for Digital Economy Coordination, Manpower, and Micro, Small, and Medium Enterprises. In the MSME Performance Index event entitled "Review of Indonesian MSMEs", M. Rudy Salahuddin explained the findings showing that 84.8% of micro, small, and medium enterprises (MSMEs) have successfully recovered from the adverse impact of the Covid-19 pandemic and resumed operations. regular operation. This event was broadcast on RRI Net and Channel Cemara 19 on Friday, September 30, 2022. The effectiveness of the government's strategy in facilitating the recovery of the national economy during the Covid-19 pandemic, especially in encouraging the establishment of micro, small, and medium enterprises (MSMEs), has been shown.

Many businessmen began to switch and compete to open a kulakan business. This phenomenon is characterized by the increasing prevalence and mushrooming of kulakan businesses in various major cities in Indonesia, including in the city of Medan (North Sumatra) (Angki, 2021). One of the areas in North Sumatra where many shops are found is Deli Serdang Regency as one of the densely populated areas with a population of \pm 1 million people, the majority of whom are engaged in the large and retail trade sector as statistical reports show that the large and retail trade sector ranks first in the list of occupations of residents aged 15 years and above (BPS Deli Serdang Regency, 2021). Meanwhile, the results of Prasetyo & Yuliana's (2022) research also prove that the large trade and retail sectors in MSMEs are the main contributors to the economic growth of Deli Serdang Regency by 49.25%. This shows that the majority of people in Deli Serdang Regency work as kulakan traders.

Nevertheless, the vortex of the Covid-19 pandemic during the 2019-2021 period has also had a significant impact on the income level and turnover of most MSME actors in Deli Serdang Regency, including one of them in the Deli Serdang MSME business. This is known based on the results of the author's initial observation of one of the MSME actors in Deli Serdang Regency. The business is a large-scale business that has been established for more than 20 years and has met the basic needs of the local community to date.

However, the prolonged Covid-19 pandemic has also had a significant impact on the income of the business as seen from the MSME income report in Deli Serdang for the 2018-2022 period.

Table 1.1
MSME Net Income Data for the 2018-2022 Period

Year	Net Income (Rp)
2018	482.400.000
2019	326.000.000
2020	290.880.000
2021	330.000.000
2022	250.000.000

Source: processed data (2023)

Table 1.1 above explains if there is a significant decrease in net income in MSME businesses during the Covid-19 pandemic period with a difference in revenue of Rp. 120,000,000 between 2021 and 2022. From a brief interview conducted with shop owners, the decline in income was due to the Large-Scale Social Restrictions (PSBB) policy implemented by the government and had an impact on limited community mobilization, including in activities to meet the needs of household staples, so that access to business financing became very limited. As stated by Damayanti (2021), the level of productivity among MSMEs is now declining, which may have an impact on company revenue. Low consumer purchasing power also contributes to a decline in profitability. The priority level of people who are now accustomed to taking saving actions due to uncertainty due to the epidemic is one of the causes of low consumer purchasing power. MSMEs are considered less flexible and resilient in handling pandemic and post-COVID-19 pandemic scenarios.

The Covid-19 pandemic has resulted in a shift in consumer behavior. Although some people still prefer to buy at physical locations, others are increasingly inclined to buy basic necessities online through e-commerce platforms (Putri et al., 2023). The need for consumers to support the sale and promotion of their goods through e-commerce platforms in this case has not been addressed by MSME actors. Based on information quoted from Bisnis.com (2020), the most popular application is a shopping application that has experienced a 300% increase in usage since the Covid-19 pandemic. The data comes from the company ADA (Analytics, Data, Advertising), which works in the field of artificial intelligence. offering a variety of daily needs (Lubis, 2020). As an acceleration of the national economic recovery after the current Covid-19 pandemic, this shows that there is a significant digital movement or transformation in the business world, especially MSMEs, towards a digital society (Suwatno, 2021).

MSMEs or micro, small, and medium enterprises must adapt to the digitalization trend. Capitalizing on opportunities will increase a company's success, especially if it allows the company to access a larger market and increase its revenue. Trying to interact with the digital ecosystem by increasing the company's presence on several digital platforms is one of the efforts that can be made by MSME companies. According to Ridha & Putri (2017), low productivity and human resources, lack of experience in management, and most importantly failure to adapt to

the digital revolution in the business world are the problems faced by small industries at their current growth rate.

This is because there are still many MSME actors who do not have basic knowledge of technology and digital marketing. For many elderly MSME actors, it is difficult to stay up-to-date with the latest developments in marketing digitalization, and their current level of technical proficiency prevents them from fully participating in this process. As a result, the income of individuals who have not implemented digital marketing has dropped or remained lower than those who have implemented it. Meanwhile, the OECD (2020) stated that this problem arises because MSMEs have difficulty accessing technology, lack of knowledge of company survival tactics, and product promotion that has not been fully digitized by MSME actors.

In line with the above statement, the results of the author's initial observations and interviews with several business actors in Deli Serdang Regency show that most business actors still have a stigma of finding it difficult to keep up with the development of existing digital technology due to age factors and the habit of selling with the conventional system that they have adopted both in terms of marketing and selling their products. Meanwhile, some other MSME business actors stated that the target market share is the local community (local residents) so they do not really need applications such as e-commerce in terms of marketing their products. This indicates that in general, the level of marketing digitalization by business actors, especially in Deli Serdang Regency, is still not optimal. This is justified by Indah & Pinilih (2019), that business people are starting to use information technology and telecommunications to run or support their company operations.

According to Awali (2020), improving technology knowledge is very important if you want to increase income and advance in managing MSMEs. MSME companies must use digitalization program development tactics to improve their performance and competitiveness. (Legowo et al., 2021). Research results of Aisyah & Rachmadi (2022); Hilmiana & Kirana (2022) stated that marketing digitalization can increase the income of MSME actors. This is strengthened based on the results of a survey by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2022), that as many as 27.6% of MSME actors revealed an increase in sales because they carried out a digital marketing strategy by selling online through *e-commerce*. Thus, it can be understood that marketing digitalization plays an important role in increasing the income of MSME actors in the 21st century era and digital *society*.

Providing an overview of MSME business actors in the district based on the findings of the analysis and interview process. Deli Serdang has not optimized the use of internet marketing for its products. This is due to a lack of knowledge about digital media, so that some people still consider the use of digital media to be common or confusing. As a result, a thorough study was carried out through research using the title "Analysis of Marketing Digitalization in Increasing MSME Income in Deli Serdang Regency (Shopee Case Study)".

Problem Formulation

From the background of the problem that has been explained, the formulation of the problem that the researcher wants to research, is as follows:

1. How is the application of marketing digitalization in increasing MSME income in Deli Serdang Regency (Shopee case study)?
2. What are the obstacles to the implementation of marketing digitalization in Deli Serdang Regency (Shopee case study)?

Research Objectives

From the formulation of the problem, the objectives of this study are:

1. To find out the application of marketing digitalization in increasing MSME income in Deli Serdang Regency (Shopee case study).
2. To find out the obstacles to the implementation of marketing digitalization in Deli Serdang Regency (Shopee case study).

Theoretical Foundations

1. Micro, Small and Medium Enterprises (MSMEs)

According to experts, micro, small and medium enterprises or MSMEs are defined as businesses that help the Indonesian economy because the existence of an MSME will increase employment and also have the potential to increase foreign exchange with existing business entity taxes where MSMEs can be a reliable land to accelerate the

economic recovery process of a country to accommodate existing programs or efforts as well as developments in various sectors or potential. According to the characteristics of MSMEs, they are the quality or real state contained in the business activities of the entrepreneurs concerned and the behavior in running them as follows:(Abid, 2021)(Sarwono, 2015)

- a) MSMEs in the informal sector, for example street vendors.
- b) Micro MSMEs are MSMEs that have artisan skills but lack the will to develop their business.
- c) Some MSMEs known as Dynamic Small Enterprises are allowed to do joint ventures (accept work based on contracts) and export.
- d) Fast Moving Enterprise is an MSME with competent management that is prepared to grow into a large company.

2. The Role of Digital 4.0

A role is a set of rules that define acceptable behavior for a particular social role that a person or organization may perform. The position is sociological; the individual who occupies it is referred to as the role occupier; The function he plays is determined by his behavior, which may or may not comply with the rules. Technology can serve as a means to utilize and use knowledge and information. According to Salisbury (2002:7), technology refers to the systematic organization and practical application of scientific information for the purpose of completing tasks. The use of technology is expected to increase the intrinsic value of a scientific item. In public discourse, technology is often interpreted to include electrical equipment and machines. (Zainal, 2019)

3. Digital Economy .

The initial proposition of the digital economy was introduced by Don Tapsett in his work entitled "The Digital Economy" (2014, p. 32). Tapscott argued that the digital economy includes a sociopolitical and economic framework that shows the attributes of the intelligence space. These attributes include various ways of accessing information instruments, information capacity, and information processing capabilities.

According to (Vital Wave, 2018), In emerging markets, the digital economy is formed by three fundamental components, which are as follows:

- a) Internet access, which is the most important component in engaging in digital economic activities, is having access to the internet.
- b) Transactional access, namely roduk and services can be accessed and enjoyed by the general public through transactional access.
- c) *Entrepreneurship* , namely the development of digital technology systems among entrepreneurs, is greatly influenced by entrepreneurship (Rado, 2019)

Digital Marketing according to (Ramadhani, 2022) is a technique, activity, and ethical framework for creating, communicating, and delivering value to connected or connected customers and other parties made possible by digital technology. In addition, digital marketing is seen as a more successful and efficient marketing approach to acquiring targets in the market. Along with the accelerating advancement of technology in this more complex period, digital marketing is emerging as a viable marketing option

4. Revenue and Marketing in an Islamic Perspective

Income is a fundamental means by which individuals secure the resources necessary to meet their daily needs, thus playing a crucial role in their overall survival and well-being, either directly or indirectly. These benefits are a consequence of legitimate investments and income, including the management of investment accounts whose use is restricted. Marketing plays a crucial role in the field of business, encompassing the processes involved in introducing, distributing, and ultimately delivering products to consumers. The marketing department is responsible for carrying out these tasks, using a variety of methods and approaches to promote goods, services, or products effectively. However, it is important to note that marketing patterns and tactics evolve over time in order to remain relevant and competitive in a dynamic free market. Consequently, businesses must adapt by combining digital marketing technologies along with traditional marketing strategies to improve their overall marketing efforts.

According to the Islamic perspective, the income comes from legitimate and halal companies. Income from halal food may bring benefits from God. Wealth through illegal acts such as stealing, corruption, and even transacting has brought global disasters and even retribution in the hereafter (Lubis, 2020). In general, Islamic marketing is a business strategy that must include all activities in a company, including the entire process, creation, offering, and exchange of value, both from producers, companies, and individuals. This is in accordance with Islamic

teachings, according to Kertajaya as quoted by Bukhari Alma and Donni Juni Priansa (Fathoni, 2018). The role of the market as a place to buy and sell cannot be separated from its meaning in Islam. The existence of an open market provides opportunities for the community to participate in setting prices, so that prices can reflect the actual capacity of the group in maximizing its production elements. The Islamic perspective recognizes that if the rules of free competition are applied correctly, the market can be beneficial in economic life. There is not a single sharia market that is contrary to the principle of muamalah; Rather, it is an emotional market that attracts people to seek religious gain over financial gain. As Allah says in Surah Al-An'am verse 162, it includes the attributes of worship.

Say! My prayer, my asceticism, my life, and my death are to God, the
Lord of 1 Almighty. 1

Meaning: *Say: Indeed, my prayers, my worship, my life and my death are only for Allah, the Lord of hosts (Al-An-Am:162).*

Research Methods

The author uses a qualitative research methodology, which is to conduct field research to record certain phenomena in detail before analyzing and interpreting the data. In addition, qualitative research emphasizes a deeper understanding of a topic rather than seeing it as a generalized study subject. The researcher spoke with the informants who were the perpetrators in this study through interviews. This research collected diverse data from informants and focused on MSMEs in Deli Serdang, North Sumatra who sell goods on the Shopee e-commerce platform.

Location and Time

This research was carried out on MSMEs in Deli Serdang Regency, North Sumatra and the research location is around it.

Meanwhile, the research period starts from June 2023 to July 2023

Research Subject and Object

In this study, the subject is MSMEs in Deli Serdang Regency, North Sumatra who have used the Shopee application for digital marketing. The object of research functions as the main means by which a topic becomes the subject of the researcher's interest and investigation. Eight MSMEs in Deli Serdang Regency, North Sumatra, who have used the Shopee application for digital marketing, are the subject of the study.

Data Type

The primary data of this study comes from direct interviews with MSMEs in Deli Serdang, North Sumatra, who sell products on Shopee. Data collected from sources other than the research object or topic is referred to as secondary data. For example, task descriptions, organizational charts, documents, and so on and triangulation data Researchers use information from a number of sources for their research. After data collection, analysis and member checks are carried out to see if the researcher's understanding is in accordance with the information provided by the resource person. (Sugiyono, 2011)

Data Collection Techniques

Researchers used the following data collection procedures to obtain their information:

a. Interview

The researcher used a structured (written) interview strategy where several questions were prepared in advance and presented to the informants. This is intended to ensure that the interview is more targeted and concentrated on the desired outcome and avoids talking about topics that are too broad. In addition, it can be built by researchers using questions that arise during interview activities and also used as a general benchmark (Arikunto, 2002). Researchers used semi-instructional interviews, which included asking a number of open-ended questions

throughout the interview. This approach allows additional questions to arise in response to the speakers' responses, allowing for a more in-depth exploration of the material throughout the session. (Murdiyanto, 2020).

b. Documentation

The researcher examined data in the form of related papers such as an overview of MSMEs and MSME financial recording formats using documentation techniques.

c. Observation

All types of psychological research, both qualitative and quantitative, involve psychological components and can produce accurate and valuable information when conducted by researchers with the necessary training and preparation.

Data Analysis Techniques

In qualitative research, data processing involves grouping or classifying data according to many themes according to the emphasis of the research. The data processing used in this study includes:

a) Data Reduction

This includes summarizing, coding, finding themes, grouping information, sharing it, and compiling memos. Code is an abstract representation of an entity or phenomenon that can be used to find themes in a text, according to Corbin & Strauss (2014). Each final transcription is coded differently in some area of each subject and grouped based on a common theme.

b) Data Presentation

Good data presentation is an important step towards achieving valid and reliable qualitative analysis. In presenting data, it is not solely describing narratively, but accompanied by a continuous analysis process until the process of drawing conclusions. The next step in the qualitative data analysis process is to draw conclusions based on the findings and verify the data.

c) Drawing conclusions

Before drawing conclusions, data reduction, data presentation and conclusion drawing or verification from previous activities are carried out. The analysis process is not one-time, but interactive, alternating between reduction, presentation and conclusion drawing or verification activities during the research period. After verification, conclusions can be drawn based on the results of the research presented in the form of a narrative. Drawing conclusions is the final stage of data analysis activities. Drawing this conclusion is the final stage.

Research Results

An overview of MSMEs in Deli Serdang Regency is as follows:

1) UMKM Asila Hijab UMKM Asila Hijab

This Asila Hijab MSME has been established since 2018 which was founded by Mrs. Yenni. This business was made interested by shop owners with the hijab type and wanted to make it a trading business. This business then developed and became more and more interested in hijab here because of its affordable price with excellent material quality. The Asila Hijab MSME Shop has more than 10 types of hijab model variations. The location of the Abdi Wet Cake MSME is on Jl. Besar Tembung no 103, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra 20371. The organizational structure of this business is the owner of the business, Mrs. Yenni, and is assisted by 3 employees as hijab managers and shopkeepers. This business activity is operating as a hijab trade and making hijab, the goods sold are self-produced and *reseller* or sell again from *Brand* other.

2) Raja Boba MSMEs

This Raja Boba MSME has been established since 2020 which was founded by Mr. Fikri and his wife. This business was created because there was a massive dismissal of employees during the Covid-19 outbreak so that MSME owners who are boba lovers took the initiative to open this business. There are many innovations in the King of Boba drink so that the boba in it is different from other types of boba because boba or *bubble drink* It has a soft texture and has approximately 17 variations of boba flavors. The price of Raja Boba MSMEs itself is affordable and is cheap because it ranges from a price of Rp.5000; with healthy drink quality and already has many enthusiasts. The location of Raja Boba MSMEs is on Jln Besar Tembung No. 125 Kec. Percut Sei Tuan, Deli Serdang Regency, North Sumatra 20371. The organizational structure of this business is the business owner Mr. Fikri and his wife Mrs. Sakinah

who are assisted by 2 employees as sellers and cashiers. This business activity is to make boba drinks with various variations with the main ingredients of milk and *Topping* Home-made boba from tapioca flour and brown sugar.

3) MSMEs Lup Dup

The Dup Lup MSME business has been established since 2018 which was founded by Mr. Budiman. This business was made because Mr. Budiman wanted to open a business and stop working somewhere. Dup Lup is a beverage business made from milk and tea and other toppings. The growing business of Dup Lup MSMEs has now been purchased in the form of *franchise* because it has many enthusiasts, now Mr. Budiman's MSME branch is almost 20 *Franchise* around Medan. The location of Lup Dup MSMEs is on Jl. Besar Tembung No.140, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra 20371. The organizational structure of this business is the business owner, Mr. Budiman and assisted by 2 of his employees as sellers and cashiers. This business activity is selling fresh drinks made from milk and tea as well as various toppings such as boba, cheese and others.

4) UMKM Djeoragan Smoothies

The Djeoragan Smoothies MSME business has been established since 2023 which was founded by Mr. Ahmad Safri Nasution. This beverage business was created because of Mr. Ahmad's interest in smoothies or fruit juices so that MSME actors tried to make this juice business. Djeoragan Smoothies MSMEs is a beverage business that only started 2 months ago, in approximately 2 months this business has tried to market digital marketing, one of which is shopee food. The variety of drinks has begun to increase with affordable prices ranging from Rp. 6,000 to Rp. 12,000; with a total of 2 employees. The location of Djeoragan Smoothies MSMEs is on Jl. Besar Tembung No. 121, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra 20371. This business activity is in the form of selling drinks made from real fruits, the types of fruits are mangoes and dragon fruits which are processed into smoothies or juices.

5) UMKM Mr Fruit Bar

Mr. Fruit Bar's MSME business has been established since 2022 which was founded by Mr. Syaifullah. This beverage business was created because of the interest of MSME actors with benefits from fruits, so MSME actors tried to make this juice business. Mr. Fruit Bar MSMEs are a newly pioneered beverage business and have been using marketing digitalization since 2023 on the Shopee application. The variety of juices is quite varied and has many variations *Topping*. The location of Mr. Fruit Bar MSMEs is on Jl. Besar tembung No. 105 Kec. Percut Sei Tuan, Deli Serdang Regency, North Sumatra 20371. This business activity is in the form of selling drinks made from real fruits with various variations of fruit flavors and produced by themselves.

6) UMKM Chicken Lazatto

The Chicken Lazatto MSME business has been established since 2021 which was founded by a housewife named Mrs. Rani. This business was created because of the desire to increase job opportunities and culinary business opportunities that are increasingly diverse, triggering the desire of MSME actors to open a business. MSMEs Chicken Lazatto itself is a business that sells fried chicken, fried tofu and fried meatballs. Chicken Lazatto MSMEs have been using marketing digitalization since 2023 until now. The marketing target of Chicken Lazatto's MSME business is actually students and the surrounding community who need fast food. With the ability to cook savory and crispy fried chicken using its own recipes, Chicken Lazatto MSMEs are able to attract many consumers in the area around Deli Serdang Regency. The organizational structure of this business is the business owner Mrs. Rani who is assisted by 1 employee as a seller as well as a cashier. This business activity is in the form of buying and selling fried chicken, fried meatballs, and fried tofu processed at the point of sale.

7) UMKM Alif Donat

Alif Donat's MSME business has been established since 2022 which was founded by Mrs. Mega Nasution. This business was made because of the talent for making donuts made from potatoes so that they were distributed at this cake shop. Alif Donat MSMEs have also used marketing digitalization since 2023 until now on the Shopee application. Alif Donat MSME is a cake shop that only sells donuts with various flavors, one of which is *best seller*. In this store is the chocolate flavor. The location of Alif Donat MSMEs is on Jl. Transportation No.210, Laut Dendang, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra 20371. The organizational structure of this business is the business owner Mrs. Mega Nasution and assisted by 4 employees as sellers and cashiers.

8) UMKM Busrain Bakery

The Busrain Bakery MSME business has been established since 2021 which was founded by Mr. Busrain. This business was made because of the talent for making cakes so that it was distributed in this cake shop and the desire to increase job opportunities was the reason. Busrain Bakery MSMEs have also used marketing digitalization since 2021 until now on the Shopee application. Busrain Bakery MSMEs is a cake shop that sells a variety of cakes, one of which is *best seller* in this shop is Busrain Bakery coconut bread. The location of Busrain Bakery MSMEs is on Jl. Transportation No.143, Laut Dendang, Kec. The organizational structure of this business is the business owner, Mr. Busrain and assisted by 2 of his employees as sellers and cashiers.

Results of Analysis

1. Application of Marketing Digitalization in Increasing MSME Income in Deli Serdang Regency (Shopee Case Study)

The following are the results of interviews with 4 informants who are MSME actors in Deli Serdang Regency who have used marketing digitalization on the Shopee application. This interview begins with the state of the application of marketing digitalization in increasing MSME income using the Shopee application as follows:

MSME actor Asila Hijab as informant 1 replied that "I think it is very important to use digitalization in marketing our business. As an MSME actor who has used the Shopee application as a marketing digitalization, there is a much increased turnover that I get and my marketing target is becoming wider because the buying and selling transactions are carried out not only in Deli Serdang Regency but can be from all over Indonesia".

This opinion is also in line with Raja Boba MSMEs as informant 2 that "In my opinion as an MSME actor who has used marketing digitalization from the Shopee food application for the past year, I think my income has increased more than twice as much as before using digitalized marketing. This is because the location of my MSMEs is in a less crowded place and is rarely known to consumers, so if you only rely on makeshift marketing, you will feel the difference".

In line with the response from MSME actors Djeoragan Smoothies as informant 4 that, "In my opinion as an MSME actor who has used the Shopee application in conducting sales marketing, there is a difference in income after and before using marketing digitalization. Sales that were previously only targeted for people who pass through my MSMEs can now be purchased by all Medan people through the Shopee food application".

The response from the Busrain Bakery MSME actor as informant 8 stated that, "In my opinion as an MSME actor, since I market my MSMEs on digital marketing, precisely on the Shopee application, my income has increased and my MSMEs are much better known to many people," he explained.

The next response from MSME actors Donat Alif as informant 7 stated that, "In my opinion as an MSME actor, there are a lot of positive sides in every marketing business that I do, one of which is marketing that uses technology, namely digital marketing. Since I market my MSMEs on the shopee application, my income has increased".

In line with the response of MSME actors, Chicken Lazatto as informant 6 stated that, "As MSME actors, we need to carry out various types of existing marketing businesses. One of them is marketing that uses technology, namely digital marketing. Since I market my MSMEs on the Shopee application, my income has increased a lot. My business has become more accessible," he explained.

The response from MSME actor Mr. Fruit Bar as informant 5 is as follows "As a business pioneer, the first step I take is to market my business with various types of marketing, both paid and not, because if our business is known to many people, consumers will definitely have curiosity about the food or drinks we sell. I have been using Shopee food for the past year and I realize that the income I receive is much more than before using digital marketing".

In contrast to the response from MSMEs, Lup Dup as informant 3 argued that "in my opinion as one of the MSME actors who have used the digitalization of the marketing of the Shopee food application, the income I receive is more directly because I sell in a place that is quite strategic so that consumers prefer to buy directly at a cheaper price, The income I receive directly is more than the income through Shopee Food marketing".

2. Obstacles to the Implementation of Marketing Digitalization in MSMEs in Deli Serdang Regency (Shopee Case Study)

The following are the results of interviews with 4 informants who are MSME actors in Deli Serdang Regency who have used marketing digitalization on the Shopee application. This interview continued regarding the Obstacles to the Implementation of Marketing Digitalization in MSMEs in Deli Serdang Regency on the Shopee application:

MSME actor Asila Hijab as informant 1 as follows "In my opinion, the obstacle that I feel in implementing marketing digitalization in my MSMEs is in the price, where the price of the hijab I sell will certainly increase and there will definitely be shipping costs, especially for buyers who are far from the location of my MSMEs. Meanwhile, the marketing application on Shopee has many similar products that are sold at much cheaper prices so that the competition is tighter. Then another obstacle is in buyers' expectations which sometimes they think are not in accordance with expectations such as color, material or size."

The next opinion from MSMEs Raja Boba as informant 2 who argued as follows "I as an MSME actor who feels benefited in doing digitalization marketing on Shopee food, there must be obstacles, one of which is the price that increases in the application and the shipping cost is too expensive because it does not match the distance traveled. Actually, it doesn't matter because there is no compulsion to buy for consumers, but seeing from the vision and mission of our MSMEs, we want to create drinks at affordable prices, which is a little bit of an obstacle but still understandable".

In contrast to the opinion of MSME actors, Lup Dup as informant 3, namely "The obstacles that I feel so far are still not there because the income I get from digitalization marketing through the Shopee food application is still a little possible because the price is added to make consumers more interested in buying directly".

The opinion of MSMEs Djeoragan Smoothies as informant 4 that "I think the obstacle that I feel is in the shipping cost, digitalization marketing on the Shopee food application is good enough because it will display the food or drink closest to the buyer but with the addition of shipping costs that are quite expensive so consumers will prefer to buy directly". The opinion of MSMEs Mr. Fruit Bar as informant 5 stated that "There must be obstacles in every marketing, especially from a new technology. The obstacle for me as an MSME actor may be in the readiness of consumers, because not necessarily all consumers get good internet facilities so there are limitations in promotion," he explained.

In line with the opinion of MSME actors, Chicken Lazatto as informant 6 stated that "The obstacles in using marketing digitalization in the Shopee application may exist with the consumers, because it is certainly for some consumers who live in areas that do not reach the internet, such as in remote areas," he replied. The income of MSME actors Donat alif as informant 7 stated that "In my opinion, the obstacle lies in the consumers who have limitations in using the application due to the unavailability of facilities and others," he explained. This is different from the opinion of the MSME actor Busrain Bakery as informant 8 who stated that "For the obstacles so far have not existed for me, the price increase on the application is reasonable in my opinion," explained informant 8.

Discussion

1) Application of Marketing Digitalization in Increasing MSME Income in Deli Serdang Regency (Shopee Case Study)

The application of marketing digitalization in the shopee application to MSMEs in Deli Serdang Regency can increase MSME income, this is evidenced by the statement from informant 1 as follows "... there is a much increased turnover that I get..." and the statement from informant 2 that "In my opinion as an MSME actor who has used marketing digitalization from the Shopee food application for the past year, I think my pressure has increased more than twice compared to before using digitalized marketing..." In line with the responses of informant 7, informant 4 and informant 8, namely "In my opinion as an MSME actor that since I market my MSMEs on digital marketing, precisely on the Shopee application, my income has increased..." Details.

Based on the results of the interview, it can be seen that the application of marketing digitalization in increasing MSME income in Deli serdang Regency (Shopee case study) has been implemented and is able to

increase income. This is in line with the benefits of economic digitalization, namely the benefits for business people who use it, such as connecting business people with consumers or more simply buyers and sellers, making business people more economical in terms of marketing and generating high turnover compared to without using digital marketing. Apart from utilization, digital marketing also of course has a strategy, one of which is to seek to increase business interaction through the use of technology with customers and do interesting things through the internet, in which there is analysis and planning so that customers feel interested and persist (Rahmadi, 2022).

The response from informant 7 regarding his increased income which is the goal of his marketing on marketing digitalization is contained in the interview results as follows "... Since I market my MSMEs on the shopee application, my income has increased..." This response is supported by the theory of income, namely income is something very important in a company. Without income, it is impossible to get income. According to Suroto, income is all income in the form of money and goods from other parties as well as industrial products that are assessed on the basis of a certain amount of money from property that is currently in force, income is a source of income for a person to meet daily needs and is very important, meaning for the survival and livelihood of a person directly or indirectly. In addition, income is also a gross increase in assets or a decrease in liabilities or a combination of both during the period chosen by the income statement that results from halal investments, profits, such as limited investment account management (Hestanto, 2017).

In contrast to the response from informant 3 who stated that "... The income I receive directly is more than from income through Shopee Food marketing." This statement means that MSME actors still get income or income from marketing digitalization and do not reduce their income, but when compared to direct marketing, the income received is much larger. This is due to the addition of prices in digital marketing and the location of MSMEs that are easy to find, causing consumers to prefer to buy directly. This is in line with research (Muhammad, 2021) in research (Sofjan Assauri, 2019) Marketing strategy is basically a comprehensive, integrated, and integrated plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve the marketing goals of a company. In other words, strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its reference and allocation, especially as a response of the company in facing the ever-changing environment and competitive situation, so that in the case of MSMEs informant 3, the direct marketing strategy that is applied is very good and will increase revenue if marketing is applied digital so that informant 3 continues to use digitalization marketing.

Digital marketing is a good first step in making business decisions, this is supported by responses from several informants, one of which is from informants 5 "... The first step I take is to market my business with various types of marketing, both paid and not, because if our business is known to many people, consumers will definitely have curiosity about the food or drinks we sell. I have been using Shopee food for the past year and I realize that the income I receive is much more than before using digital marketing" and informant 6 as follows "... Since I market my MSMEs on the Shopee application, my income has increased a lot. My business has become more accessible," he explained. This is in line with marketing theory which explains that marketing consists of all activities that are prepared to satisfy the needs and desires of consumers by facilitating each exchange. Marketing is one of the important lines in business, how a product is introduced to be distributed until it reaches the hands of consumers is one of the tasks of the marketing department, there are many methods and ways that can be used to market a product of goods or services, but along with the development of the times that can change marketing patterns and tactics in order to be able to keep up with the times and be able to compete in the free market with its competitors, One of them is by utilizing digital marketing technology to complement existing conventional marketing strategies (Kotler, 2012) so that it can be known that marketing has a wide scope and is indispensable in building businesses, especially in MSMEs.

So it can be concluded that the application of marketing digitalization in increasing the income of MSMEs in Deli Serdang Regency (Shopee Case Study) has been implemented and is able to increase the income of MSMEs in Deli Serdang Regency. Marketing Digitalization is very necessary for MSME actors as an alternative marketing that makes it easier to develop the business reach of MSME actors in Deli Serdang Regency. The results of this research are in line with the research conducted by Trisna Yuniarti, Muhammad Alde Rizal, Fajar Ciputra Daeng Bani and Firdhani Faujiyah (2022) entitled "Marketing Digitalization in an Effort to Increase Sales of Micro, Small and Medium Enterprises (MSMEs) Products in the South Jakarta Area" with the results of the research stating that digital marketing that has been implemented by MSME actors is very beneficial. The benefits of publishing products produced by MSME actors will greatly facilitate customers to access the products offered, communicate with sellers about the products sold, and even facilitate transactions in the process of buying and selling products.

2) Obstacles to the Implementation of Marketing Digitalization in MSMEs in Deli

Serdang Regency (Shopee Case Study)

There are several obstacles felt by MSME actors in Deli Serdang Regency in the implementation of marketing digitalization. This is evidenced by the statement from informant 1 which states that "... The obstacle that I feel in implementing digitalization problems in my MSMEs is the price, where the price of the hijab I sell will certainly increase and there will definitely be shipping costs, especially for buyers who are far from the location of my MSMEs..." based on this statement explained that there are shortcomings in digitalization marketing that are obstacles for users. Informant 1 also added "... Many similar products are sold at a lower price and other obstacles are found in buyers' expectations." This explains that the obstacles to implementing marketing digitalization are not only felt by sellers but also by buyers. Meanwhile, the definition of marketing according to Kotler and Armstrong (2014) is part of the company's activities in providing value for consumers as well as a means to establish relationships with consumers in order to obtain value from consumer answers in return. According to Kotler (2012) quoted by Fandy Tjiptono (2014), marketing consists of all activities that are prepared to satisfy the needs and desires of consumers by facilitating each exchange. So that if there are obstacles in digital marketing, it means that the application must facilitate according to the needs of its users such as features *refund*/ return the goods if the goods do not meet the buyer's expectations.

A similar obstacle was also felt by informant 2 as evidenced by the statement that "... The price that increases in the application and the shipping cost is too expensive because it does not match the distance traveled. Actually, it doesn't matter because there is no compulsion to buy for consumers, but seeing from the vision and mission of our MSMEs, that we want to create drinks at affordable prices is a little bit of an obstacle, but it is still understandable" and the statement from informant 4 "In my opinion, the obstacle I feel is in the shipping cost..." Based on these 2 statements from MSME actors, it can be seen that there is an increase in prices when digitizing marketing on the Shopee application which is an obstacle for its users, namely MSME actors, one of which is MSMEs in Deli Serdang Regency. Meanwhile, in (Didiek & Aryanto, 2011) the change in marketing trends such as marketing digitalization should facilitate the marketing of a product and service so that there needs to be improvements to digital marketing in Indonesia so that obstacles like this will be minimized.

Another obstacle is the availability of consumer facilities which is part of the MSME constraints, this is supported by informant 7 who stated that "... The obstacle lies in the consumers who have limitations in using the application due to the unavailability of facilities..." In line with the response of informant 6, namely "... Using marketing digitalization in the Shopee application may be available to consumers, because it is certain for some consumers who live in areas that do not reach the internet such as in remote areas..." In line with the theory of the basic elements of the digital economy, namely internet access, which is the most basic thing in carrying out digital economic activities. This internet access is the link between business, government and society. The impact of internet access is the creation of digital services that are connected to the data fund community. So it can be known that the availability of internet access is an important part of marketing digitalization (Rado, 2019).

It can be concluded that the obstacles that occur in the implementation of marketing digitalization in MSMEs in Deli Serdang Regency (Shopee Case Study) are quite tight price competition, price additions to products sold and shipping costs that are not in accordance with the distance traveled or are quite expensive and there are still some consumers who do not have internet facilities so that they cannot hit the marketing promotion target of MSMEs in Deli Serdang Regency. The same research was conducted by Siti Indah Purwaning Yuwana (2020) entitled "Corononomics: MSME Revitalization Strategies Using Digital Technology in the Midst of the Covid-19 Pandemic" that in her research stated that from the consumer side, the obstacle in the implementation of digitalization is where there are some consumers who are still unable to use the internet in transactions, especially consumers in suburban areas will get a sufficient burden of shipping costs expensive and with the condition of telecommunication infrastructure that is still not feasible, such as the unavailability of the network so that it does not reach

Conclusion

The application of marketing digitalization in increasing the income of MSMEs in Deli Serdang Regency (Shopee Case Study) has been implemented and is able to increase the income of MSMEs in Deli Serdang Regency. Marketing Digitalization is very necessary for MSME actors as an alternative marketing that makes it easier to develop the business reach of MSME actors in Deli Serdang Regency. The obstacles that occur in the implementation of marketing digitalization in MSMEs in Deli Serdang Regency (Shopee Case Study) are quite tight price competition, price additions to products sold and shipping costs that are not in accordance with the distance traveled or are quite expensive and there are still some consumers who do not have internet facilities so that they cannot hit the marketing promotion target of MSMEs in Deli Serdang Regency

Suggestion

The author makes the following recommendations considering the studies that have been carried out and the results obtained:

1. For MSME actors, especially for MSME actors in Deli Serdang Regency to continue to develop their business with various marketing to continue to increase job opportunities for the surrounding area and continue to develop their business by following marketing developments such as marketing digitalization.
2. For the Government, it is necessary to create Socialization, Education, Training and Coaching regarding the importance of marketing digitalization for MSMEs in order to increase MSME income.
3. For future researchers, they can use this research as a reference and source of knowledge in making new research by adding new independent variables in the research.

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