

# Analysis of the Impact of Digital Marketing on Sales of Manco "Cimut" in Tambakmas Madiun Village

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## ABSTRACT

This research aims to apply digital marketing strategies to Manco Cimut MSMEs and determine their impact in increasing their sales. Digital marketing is a combination of marketing strategies using internet-based information technology. This can be implemented using social media or e-commerce platforms which are much in demand by society today. Many business actors market their products based on the internet on the grounds that implementing digital marketing can facilitate marketing and increase product sales. This research is field research with the research object being Manco Cimut as one of the home industries that produces manco in Tambakmas village. The sources used are primary and secondary data, namely interviews, observations and literature reviews to strengthen theory. The research results show that Manco Cimut uses digital marketing as its marketing and promotional media. The marketing strategy used utilizes social media applications such as Instagram and WhatsApp. Social media is used to inform product variants, availability of goods, ordering and purchasing facilities as well as communicating with consumers. This platform is quite effective for use as marketing and sales advice because many people use social media, so product information is more easily spread even outside the region. However, obstacles still arise that Manco Cimut faces in implementing digital marketing, including unstable internet connections, delays in delivery, and human resources in managing online marketing and sales development. The impact of implementing digital marketing carried out by Manco Cimut is quite significant in increasing sales of Manco Cimut products, as evidenced by the large number of orders from inside and outside the city.

**Keywords:** Digital Marketing, Social Media, Industry Manco

## A. INTRODUCTION Background of the problem

The emergence of the internet has triggered changes in various human activities in all fields including economics and trade. One of them is the digital marketing system or better known as digital marketing, which has become a new marketing trend since the social restrictions due to the Covid-19 pandemic. Digital marketing is the choice of many business people in marketing their products, especially for MSMEs because it can carry out low-cost advertising but has proven to be effective and significant in increasing turnover. Digital marketing is promotion and market search activities through online digital media by utilizing various means, for example social networks (Mustika, 2019). Digital marketing usually consists of interactive and integrated marketing to facilitate interaction between producers, market intermediaries and potential consumers so that marketing reach becomes wider. (Fristya et al., 2024)

Digital marketing in general is a use of the internet that is used to connect communication between companies and consumers. Proper utilization can be used as a marketing medium for MSMEs. With this use, it is greatly facilitated for MSMEs because the marketing they do is considered more practical and saves costs. Consumers and sellers do not need to go directly to the field to carry out buying and selling activities. (Arifin & Utomo, 2022) Apart from that, digital marketing is considered more practical because marketing is done through social media. Social media is currently very widely used by many people. Marketing carried out via social media has a wider reach. Social media is a place to share images, videos, audio and text. In product marketing, one of the things that needs to be considered is the logo design on the product. The trend in the development of marketing with social media from year to year has increased from US\$ 207.1 billion to US\$ 219.8 billion, which proves that business competition is shifting to digital (Sprout Social, 2024).

According to Fadhilah & Pratiwi (2021), digital marketing has a huge influence in increasing sales volume. Increasing sales will have a positive correlation with increasing profits. This means that digital marketing has a positive impact on business development. This research supports the implementation of

digital marketing in Manco "Cimut" as one of the small and medium businesses in Tambakmas Madiun Village. The application of digital marketing is very important as a driver in business development. The development of small and medium businesses in society will encourage national economic growth and strength. There is a big opportunity for a wide social network because the use of social media should be implemented to develop market share (Anggraini & Arifin, 2023). This research aims to determine the impact of the most effective way of implementing marketing strategies and the impact of implementing digital marketing strategies to increase sales.

## B. RESEARCH METHODS

This research was conducted in Tambakmas Madiun Village. This research is field research with the research object Manco "Cimut". The types of data used are primary and secondary data. Primary data was collected by conducting interviews and observations in the field. Meanwhile, secondary data comes from literature reviews such as journals and relevant research. The data analysis technique uses descriptive analysis with a qualitative approach. This analysis technique describes various sources related to topics that are relevant to the analysis of the application of digital marketing or digital marketing in Manco "Cimut".

## C. RESULTS AND DISCUSSION General Overview of Research Objects

### 1. A brief History

Manco is a unique traditional cake and is characteristic of the Madiun area, especially in Tambakmas village. This cake is crunchy like crackers, empty in the middle but has a sweet, sweet taste. The raw materials are made from sticky rice flour and brown sugar. Manco Cimut is one of the MSME products in Madiun Regency that applies digital marketing as an effort to increase sales. Manco Cimut's application of digital marketing is using social media such as Instagram, Whatsapp and Tik Tok. The large number of users of social media applications means that business actors need to adapt, especially in the marketing process. Digital marketing utilizes social media, chat platforms and market places, making it easier for business actors to attract consumers and interact directly with consumers.

### 2. RESULTS

Based on the results of interviews with the owner of the "Cimut" manco business, the author found that "Cimut" manco has been producing manco for retail and wholesale sale. Manco products are a superior commodity in Tambakmas Madiun Village because they are typical regional food. The skill of producing manco from the beginning of making "sketches" has been passed down from generation to generation and has become a tradition. This can be seen from the results of the interview as follows:

"Manco is a superior product in Tambakmas, only native people can make "lakaran" which has been passed down from generation to generation, so its characteristic is the "lakaran" which is like crackers which are triangular in shape but hollow on the inside. So it tastes crunchy. The sweet taste is obtained from sugar water which is then sprinkled with various toppings ranging from crispy rice, sesame seeds and peanuts. Usually manco is used for traditional events, but now everyone can buy and eat as they wish."

Based on this interview, we can understand that the characteristic of Manco lies in the manufacturing process. This snack is a daily food even though it is basically part of traditional activities for the local community. Manco can now be found in many places because many people sell it.

Manco sales do not use the traditional method of traveling around various regions or waiting for consumers in the market, but have transformed into digital sales. Sales and promotions are often carried out using social media following current developments to reach a wider range of consumers. Manco is now sold in modern minimarkets and can even be ordered using various social media applications. This method is used to simplify and expand the sales area so that overall income increases.

"I market Manco via Instagram, promote it also via Instagram, you can also via WhatsApp status. But not too often because there is no time, and also signal interference. "New applications that are currently popular, such as Tik Tok, have not yet been mastered, so up to now, even though many people order online, they often use WhatsApp numbers."

This shows that strengthening the quality of human resources is an important factor to support business development in a digital direction. This is important considering that business opportunities for online sales are increasing. Using social media as promotional advice can also save costs and

effectively reach all groups and across regions in a short time.

Based on field observations, the author found that using the recently released TikTok application was able to attract 24 followers. Images and short video posts can also be seen by hundreds of people in less than 1 hour. This proves how big the impact of using social media as a promotional tool is. Manco "Cimut" has uploaded 3 pictures and 1 video which has been viewed by 225 tik tok users. Online marketing is a great opportunity for marketing and sales in the long term.

Manco "Cimut" also uses Instagram and has uploaded several image and video content. The uploaded content contains Manco festival activities, brochures of Manco variants and prices, and activities that show Manco products that are of interest to consumers. Manco "Cimut" has uploaded 46 content and has 123 followers. From Instagram the owner can provide information on how to order and sell.

### 3. DISCUSSION

The right combination in preparing a marketing strategy can increase sales significantly. Kotler and Armstrong (2012) state that the marketing mix is a combination of marketing variables that can be controlled to influence consumers to shop. A positive response indicates that the marketing combination is successful in realizing marketing objectives. A successful marketing mix is not only effective in reaching new customers but also maintaining the loyalty of old customers. The effectiveness of the marketing mix will be greater if the products offered are in accordance with consumer needs and desires.

Rapid developments in the fields of technology and information began in the 200s. Information spread in electronic media and the internet is very easy to access and becomes a trend very quickly. The internet has become quite attractive and has more and more users. Kotler (2011) calls this change a new wave which allows interaction and connectivity between humans and between human groups without borders, which will provide many benefits in all fields. The new wave is marked by the increasing popularity of smart phones that provide cheap internet access. In the world of marketing and business, this opportunity is used to disseminate product information that encourages the desire to buy (Syamsul Arifin, n.d.).

Ryan (2009) revealed that there are several elements that encourage maximizing digital marketing, namely websites, search engines, partnerships, social networks and social media. Since the 2000s, the trend in using digital marketing has tended towards the use of social media which is often used by people to interact. This social media feature provides space to share interesting images and audio visuals that can be used to introduce products. This is what encourages strong product recognition with social media because in a short time the uploaded images or videos will immediately be enjoyed by many people. This opportunity allows the more people who know our products, the greater the chance of getting consumers.

#### 1. Manco Cimut Marketing Strategy in Implementing Digital Marketing

The research results show that Manco Cimut markets its products by utilizing digital marketing such as Instagram, WhatsApp, and Tik Tok. The use is in the form of uploading products on social media with various product photos, short interesting videos to inform product variants, availability, how to purchase and order selected products. The marketing strategy carried out by Manco Cimut is in accordance with research by (Saifuddin, 2021) which states that digital marketing is an effective strategy to attract consumers. This is because the benefits obtained are not only limited to a place to promote products and complete information obtained, but also allow for more interactive dissemination of information, creating awareness of companies and products, as well as obtaining information as a reference for conducting market research.

Utilizing social media such as Instagram, WhatsApp and TikTok as a platform for selling products is the right step because as many as 43.1% of users shop via social media. This is in accordance with the principles expressed by Ryan (2009) where elements of digital marketing success can be achieved by using social networks and social media plays an important role in boosting sales. This means that fulfilling this important element in digital marketing is the driving force for major changes from conventional businesses that risk large costs to low-cost businesses with maximum sales results. Based on this, special attention needs to be paid to owners to strengthen human resources who are able to manage social media as a spearhead for long-term marketing and sales expansion. Manco's Instagram account "Cimut" can be accessed by typing

"mancocimut", the WhatsApp account is 082131617169, and the Tik Tok account is @kuemancocimut.

## 2. Manco Cimut's Obstacles in Implementing Digital Marketing

The research results show that there are obstacles faced by Manco "Cimut" in implementing digital marketing. These obstacles include an unstable internet connection and time (delays in delivery). This is in accordance with research by (Az-zahra, 2021) which states that the unstable ability of service quality and internet networks in Indonesia has an impact on the continuity of digital marketing implementation in various regions. With the increasing number of business actors implementing digital marketing, the market share of goods delivery services has increased. This is what causes delays in product delivery to consumers.

Apart from that, the quality of human resources also needs to be improved to manage and develop digital marketing applications in a safe environment. This is because fraud has also entered the realm of online business. This fraud is not only carried out by potential buyers but is also often exploited by people claiming to be online product sellers (Sobandi & Somantri, 2020). Improving the quality of human resources can have a big influence on effectiveness in capturing a wider market share, flexible sales and improving customer service as part of increasing business competitiveness.

## 3. The Impact of Implementing Digital Marketing in Increasing Manco Cimut Product Sales

The research results show that the application of digital marketing to increase product sales is appropriate. Manco Cimut can market its products or promote its products through social media such as Instagram, WhatsApp and Tik Tok. The application of digital marketing, namely social media, makes it easier to expand market share outside the city. This is more efficient and minimizes costs compared to coming directly to the store or using paid advertising. This is in line with the results of research by Sagita & Wijaya, 2022) regarding the use of digital marketing by uploading products on social media such as Instagram, and Whatsapp status can increase sales significantly.

Santoso & Mujayana (2021) also revealed that the use of social media and market places as sales tools has proven to be able to increase sales so that production can continue. Another impact of business development using social media is an increase in the welfare level of owners and local residents. This is because the increase in manco production is able to absorb labor from the surrounding community. Increasing and expanding the market is certainly able to encourage people's economic growth as a support for national economic resilience. This is certainly a good opportunity that needs special attention because MSMEs, especially home-based businesses, are a crucial support in the midst of global inflationary turmoil. (Pratama & Arifin, 2024)

## D. CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the analysis and discussion above, it can be concluded that Manco Cimut uses social media to inform and communicate with consumers. The social media that are often used are Instagram, Whatsapp, and Tik Tok. This platform is quite effective in informing about Manco Cimut products and interacting directly with consumers. The obstacles faced by Manco Cimut in implementing digital marketing are unstable internet connections, as well as delays in delivery, apart from that, there is also a lack of quality human resources in developing applications and utilizing digital marketing for business development. By implementing digital marketing assisted by social media, it certainly makes it easier for consumers to shop anywhere at any time and is proven to be able to be used as a medium to increase sales.

### Suggestions

Based on the research results and conclusions that have been put forward, the researcher provides suggestions related to the problems faced by cooperatives which are useful for practical purposes and for further researchers as follows:

1. For cooperatives, improve the ability to manage social media accounts as a safe and effective means of promotion and sales to increase sales
2. Future researchers can develop other variables that have a significant influence on sales and business development so that they can contribute to improving the national economy.

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