

DIGITAL BRANDING STRATEGY ON MSME PRODUCTS IN THE ERA OF THE COVID-19 PANDEMIC

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Abstract: The Covid-19 pandemic has hit the business world where this pandemic has greatly reduced people's purchasing power. The implementation of Community Activity Restrictions (PPKM) in the Java and Bali regions has resulted in a significant decrease in sales turnover and income for MSME actors. This study has the aim of implementing a digital branding strategy through social media such as YouTube to increase product sales of MSME actors in Boyolali district, Central Java. The researcher took a case study of the Angkringan Joglo Boyolali UMKM which is located in the Mojosongo sub-district as the object of research. The method used in this research is descriptive quantitative with data collection using several ways including: interviews, questionnaires, observation, documentation and literature study. Based on the implementation of the YouTube social media utilization strategy as well as the results of monitoring and evaluation measured from the results of the respondents' questionnaires (consumers), the results were obtained from the average visitor assessing the digital branding strategy of Angkringan Joglo Boyolali through social media such as YouTube giving answers strongly agree with a value above 60% based on indicators of personal branding dimensions (competence, style and standards). In the future, it is hoped that MSME players can enter the world of e-commerce to increase their business capacity as business partners.

Keywords: *Marketing, Digital Branding, MSME, Covid-19*

1. Introduction

Based on Government Regulation 24 of 2018 the government simplifies licensing through OSS (Online Single Submission) whose permits can be managed through the Investment Agency and One Stop Integrated Service (DPM-PTSP). This regulation will encourage MSMEs to be built and empowered in each region so that they can increase competitiveness and contribute to the development of local communities.

The business world was very sluggish in the early quarter of 2020 due to the COVID-19 pandemic, where the government began to take steps to increase people's purchasing power through various incentives in the form of BANPRES (presidential assistance), BANSOS (social assistance), etc. Online sales have increased sharply in the pandemic era, where many cities in Indonesia have implemented PSBB or Large-Scale Social Restrictions (Fadly & Sutarna, 2020).

Most of the marketing of MSME products and services has not been optimal due to the absence of a brand and brand strengthening. Reinforcement of a brand on a product or service is strongly influenced by the packaging, visual identity and quality of the product or service (Arianto, 2019). In the context of social media, digital branding is needed to increase product or service sales, especially MSME products that will increase local revenue.

Data on the number of MSMEs in Boyolali Regency from 2014 to 2018 experienced an increase of 493 units for new businesses and as of January 2019 there were around 26,210 MSMEs based on survey data from the Boyolali District Cooperatives and SMEs Service (Dewi, Riyadi, & ..., 2020). The increase in the number of MSMEs is greatly helped by the existence of digital platforms such as electronic commerce or e-commerce which has been regulated in Law No. 11 of 2008. Marketing a product or service of MSMEs has a central role in business continuity, and having the right marketing strategy for business means small will grow rapidly.

Based on data from a marketing agency from the United States called We Are Social, the most accessed by the millennial generation (Gen Y and Gen Z) with an average age of about 25 to 34 years (Stephanie, 2021). The top 5 most popular social media platforms in Indonesia based on data from We Are Social as of February 2021 are Youtube (93.8%), WhatsApp (87.7%), Instagram (86.6%), Facebook (85.5), and Twitter (63.6%). This shows that the Indonesian people are increasingly aware of digital literacy (Stephanie, 2021).

With the development of the digital world, especially social media, MSME actors are required to be able to use it for marketing purposes and selling their products to consumers. Currently, there are still several MSME actors in the Boyolali district who have not optimally utilized social media optimally to market their products. In marketing products in the era of the covid-19 pandemic, it is very necessary to have qualified skills in the use of social media. Quality, quality, packaging, brand, and logo are also very important because they are one of the important components in the success of the product being accepted by consumers.

In this study, several approaches will be used in digital branding with counseling and mentoring methods in providing solutions for MSME actors in Boyolali district to increase brand strengthening so that MSME products can have competitiveness. It is hoped that after having a strong brand through digital branding it will be able to increase sales of MSME products in Boyolali district.

The Digital Branding Strategy for MSME Products in the Pandemic Era is expected to help and facilitate MSME entrepreneurs in Boyolali district in developing product marketing. The research method used in this study is a continuous process related to the introduction or socialization of the importance of digital branding, the creation of digital marketing, counseling related to effective and efficient marketing strategies and the creation and use of digital promotional media for MSME actors.

2. Literature Review

2.1. Digital Branding

Branding is all activities carried out by companies in an effort to raise a brand and embed it in the minds of consumers continuously (Nugrahaini, Adiarni, & Najamuddin, 2014). Branding is the creation of a good image/reputation or in accordance with the company's vision and mission in the eyes of consumers. The development of Information Technology is currently growing very rapidly, especially the development of internet technology whose existence has

an impact and change on various aspects of daily life, one of which is in business activities including marketing and branding activities (Rizaldi & Putranto, 2018).

There are six levels of brands according to the MarkPlus Institute of Marketing (Nastain, 2017) :

1. Menurut Lotta Attribute is a brand capable of remembering certain traits.
2. Benefit is a brand must be able to provide functional benefits.
3. Value is the brand can create value in the product.
4. Culture is a brand that must represent a certain culture.
5. Personality is the brand also has the ability to design a certain personality.
6. User is a brand that will give the impression of an experience to its users.

Back in the research of Ferbita, et al (2020), Digital Branding is defined as digital channels and assets into service positioning or products used by a brand that can be communicated as part of a communication program.

Digital Branding is also commonly called digital communication which has a very strong context about business strategy and brand planning, which is basically how a brand is unique and different from other products or services (Ferbita et al., 2020).

2.2. Personal Branding

Personal Branding is defined as something that is planned consistently with the use of a skill, value, and action to do marketing on yourself in a positive way (Hanindharputri, 2019). According to Hanindharputri (2019), defines Personal Branding as a process in building an individual's reputation with the interests and abilities of each person that distinguishes it from others. So it can be concluded that personal branding is an activity carried out by someone in forming a personal brand.

According to McNally and Speak, the main dimensions of personal branding are divided into 3 (three) including:

a. Competence

A person must have individual skills that must be possessed to build a personal branding or reputation. It is necessary to develop good communication methods that reflect various values, skills, and qualities so that they are unique.

b. Style

Style makes each individual unique or differentiated in the minds and hearts of others and becomes a way for individuals to relate to others. Assessment of a style often uses a variety of words that contain strong emotions.

c. Standard

Personal Branding standards will greatly influence other individuals in viewing us, where in determining and placing the right standards by combining competency and style factors so that we have a reputation in the special fields that we master.



Figure 1. The Main Dimensions of Personal Branding

2.3. Social Media

Social media is defined as an online platform using technology with an internet network that turns a communication into an interactive chat and has feedback and supports social interaction. (Ratnamulyani & Maksudi, 2018).

Based on Hardy's opinion in Sholihin, Arianto, and Khasanah (2018), distinguish various kinds of social media based on their functions and uses, including :

a. Relationship Network

Some examples of Relationship Network types of social media include LinkedIn, Facebook, Whatsapp, Google Plus, and others.

b. Media Sharing Networks

For this type of Media Sharing Networks, it is slightly different from other social media, where some features are for uploading and editing images before entering mentions or other user captions/tags.

c. Online Reviews

Online Reviews is a type of social media based on its location or place that adopts geolocation technology, examples of this type of social media are TripAdvisor, OpenRice and Zomato.

d. Discussion Forum

Discussion Forums are a type of social media which emerged during the early days of the Internet. and usually discuss things that have something to do with the same hobby.

e. Social Publishing Platforms

Social media types Social Publishing Platforms are social media whose users have the pleasure of sharing stories and love to write as outlined in Blogs and Microblogs.

f. E-commerce

Some examples of this type of social media are Shopee, Lazada, Blibli, BukaLapak, and others.

2.4. Micro Small Medium Enterprises (MSME)

Based on Law Number 20 of 2008 MSMEs are divided into 3 types (Kristiyanti & Lisda Rahmasari, 2015), namely a. Micro Enterprises are businesses managed by individuals with a maximum asset of 50 million and a maximum turnover of 300 million; b. Small Business is a business entity/individual that manages a productive economy and is not a branch of a company owned or subsidiary with a maximum asset of 500 million and a maximum turnover of 2.5 billion; and c. Medium Enterprises are business entities/individuals that manage a

productive economy and are not owned branches/subsidiaries with a maximum asset of 10 billion and a maximum turnover of 50 billion (Kristiyanti & Lisda Rahmasari, 2015).

3. Research Method

This research uses descriptive quantitative research, where there are 5 stages used in the research procedure, including :

a. Identification of problems

The first stage is to approach MSME actors regarding knowledge about digital branding in relation to introduction to social media.

b. Information Mining

The second stage is the process of extracting information related to goods or services sold by MSME actors so that photos or images of their products or services can be marketed through Youtube social media.

c. Reviewing Social Media Utilization

Carry out the problem identification process in the third stage which is the initial stage to understand the level of knowledge of MSME actors related to digital branding.

d. Introduction and Creation of Digital Branding

In this fourth stage, we will try to introduce an understanding of digital branding and how to make it for MSME actors to introduce their products or services through Youtube social media.

e. Monitoring and Evaluation

The fifth or final stage is monitoring and evaluating the implementation of the implementation team on the results of the training on making YouTube social media as a digital branding strengthening.

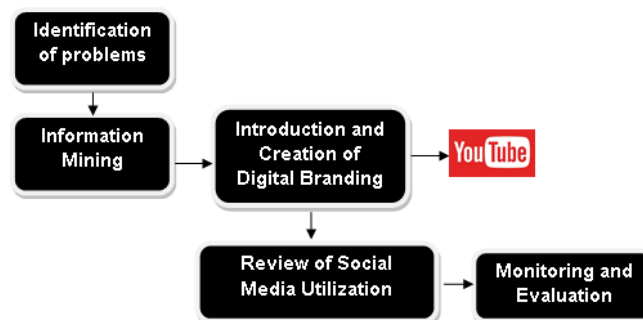


Figure 2. Stages of Research Procedures

The location in this study was carried out in one of the UMKM in Boyolali, namely Angkringan Jogo Boyolali (AJB) which is located at Jalan Tulung - Musuk, Sawah Area, Tambak, Kec. Mojosongo, Boyolali Regency, Central Java. Researchers will help implement digital branding strategies through social media in the form of YouTube to introduce and market products from Angkringan Joglo Boyolali SMEs.



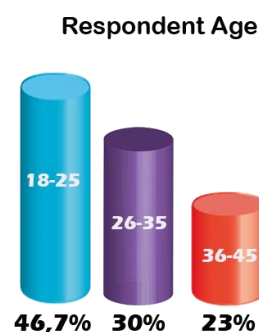
Figure 3. Research Sites

In measuring the level of effectiveness and efficiency of this strategy, in the monitoring and evaluation stages, it will be seen based on a questionnaire given to consumers by 30 people and will later be processed and analyzed as evaluation material for MSME business development in the future. The author takes the first step by collecting data to get accurate and relevant data, through: interview, questionnaire, observation, documentation and literature study. Measurement of AJB's consumer satisfaction on the effectiveness of its digital branding strategy through Youtube social media will be assessed using parameters from the personal branding dimension, namely competence, style, and standard using a Likert scale of 1 to 5.

4. Results and Discussion

4.1. Characteristics of Respondents

In Figure 4 below, the most dominant respondents are consumers aged 18-25 years with a value of 46.7%, then respondents aged 26-35 years with a value of 30% and respondents aged between 36-45 years with a value of 23.3%.



Fidgure 4. Recapitulation of Respondents by Age

In Figure 5 below, the most dominant number of respondents are consumers with a female gender of 70%, and a male respondent with a percentage of 30%.



Figure 5. Recapitulation of Respondents by Gender

4.2. Implementasi Strategi Digital Branding

The implementation of the Digital Branding strategy for Angkringan Joglo Boyolali uses Youtube media to introduce and market its products by raising the theme of local culinary which is wrapped in a contemporary style so that it can attract all people around the Boyolali area. Here are the thumbnails and Youtube video links from Angkringan Joglo Boyolali: <https://youtu.be/xsHwVa0XHCM>.



Figure 6. AJB Youtube Thumbnails

4.3. Pengukuran Dimensi Competence

It can be seen in Figure 7 from the results of the Competence dimension data collection, the results of which respondents gave a score of 5 that respondents who stated strongly agreed regarding AJB digital branding strategy in forming personal branding were 60%. Then those who gave agreed answers were 30% respondents and respondents who gave neutral answers were 10% respondents.

PERCENTAGE OF COMPETENCE

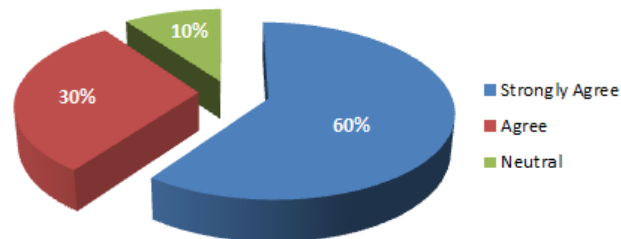


Figure 7. Competency Dimension Analysis Results

4.4. Pengukuran Dimensi Style

It can be seen in Figure 8 from the results of the Style dimension data collection, the results of which respondents who gave answers strongly agreed that AJB's digital branding strategy had a unique concept or differentiation as many as 60% of respondents. Then who gave the answer agree as much as 40% of respondents.

PERCENTAGE OF STYLE

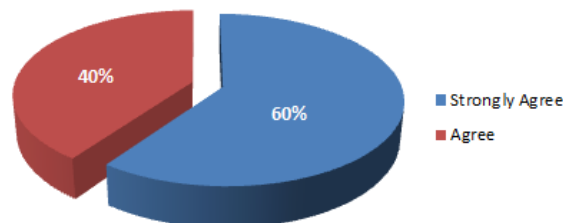


Figure 8. Style Dimension Analysis Results

4.5. Pengukuran Dimensi Standard

It can be seen in Figure 9 from the results of collecting Standard dimension data, the results of which respondents who gave answers strongly agreed that AJB's digital branding strategy had good standards and quality as many as 70% of respondents. Then who gave the answer agreed as many as 30% of respondents.

PERCENTAGE OF STANDARD

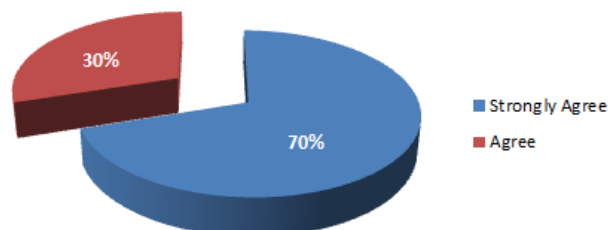


Figure 9. Standard Dimension Analysis Results

5. Conclusion

Based on the results of research conducted by researchers related to the digital branding strategy of Angkringan Joglo Boyolali SMEs through YouTube social media and then measuring it with indicators from personal branding dimensions (competence, style and standards). In marketing products through social media using the YouTube application, researchers try to see the response from consumers regarding the effectiveness in capturing the message to be conveyed by the Angkringan Joglo Boyolali SMEs through several questions on the questionnaire. The result is that the majority of visitors to Angkringan Joglo Boyolali answered strongly agree on average above 60% of the 30 respondents. Through social media such as YouTube, you can increase sales and marketing turnover of a product or service. In the future, it is hoped that MSME players can enter the world of e-commerce to increase their business capacity as business partners.

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