

UTILIZATION OF DIGITAL MARKETING FOR MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) AT FIREFLY DISTRO

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Abstract

This study aims to describe the use of digital marketing on Firefly Distro. This type of research is qualitative with a case study design. Data collection techniques in this study were: observation, interviews and documentation. The validity of the data used triangulation techniques and sources. The data analysis technique used an interactive data analysis model, namely data collection, data reduction, data presentation and drawing conclusions. The object of this research was digital marketing Firefly Distro. While the subjects were admins, employees, and consumers of Firefly Distro. There were three sources in this study, namely admin, employees, and consumers. This research was conducted in Firefly Distro, Sukoharjo Regency, Central Java . The results of the research were: Firefly Distro has utilized various e-commerce and social media to reach its consumers. So that they can monitor, provide for the needs and wants of their potential customers, besides that, potential consumers are also easy to find and obtain product information by exploring the virtual world. Various kinds of Instagram features have also been utilized such as captions, hashtags, highlights, bios, stories, feeds, and reels . Through the use of social media, it has the potential to help the marketing process.

Keywords: Digital Marketing, MSME, Firefly Distro

1. Introduction

This changing era provides good development for a business, including MSMEs to better utilize technological developments in their promotional activities and can provide benefits for their business. Market changes in this era will provide great benefits for business actors (Nurmansyah, 2019). People can easily carry out their activities only at home, no longer need to leave the house to buy or find the goods they need. Therefore, the entire global community has used the internet to meet their needs so that it is quite influential on the increase in *online* shopping activities that can benefit businesses, micro, small and medium enterprises (MSMEs) or large companies.

The development of this technology is quite profitable for businesses, micro, small and medium enterprises (MSMEs) to achieve a good market share and get maximum sales capacity through the right marketing strategy. By utilizing digital marketing, companies can get positive effects such as making sales online. The digital marketing that is implemented can reach consumers with a larger scope. Digital marketing is a strategy that is suitable for businesses, micro, small and medium enterprises (MSMEs) to implement in product marketing with the internet in this era (Kusumawardani & Rohmah, 2021). Digital marketing can be used by companies to increase sales and value their presence in the public and build a good corporate image (Febriyantoro & Arisandi, 2018).

The advantage of this strategy is that the marketing process and product sales can be carried out online without face to face or direct sales. Therefore, in its implementation, a good interpretation of the digital marketing utilization system is needed, especially in the human resources who will apply it. This online sale is carried out to convey information about products in more detail, reach a wide market reach, to online transaction methods (Dedi et al., 2017).

Social media is one of the media that has the potential to help MSMEs to do product marketing (Hamzah, 2020). There are many things offered from this social media application, ranging from instant messaging to social networks that allow its users to interact, communicate with each other. By implementing social media, MSMEs can reduce promotional costs to introduce and market their products. In addition, MSMEs can also reach wider consumers and form a more flexible marketing time. Through social media, MSMEs can also

provide product information to support their promotional strategies. Social media that are popular today for product marketing are Facebook, YouTube, Instagram and others (Sasongko et al., 2020).

Social media has been widely used by MSMEs to develop their markets. One of the social media that is currently widely used by the wider community is Instagram. Firefly's Instagram, which is @fireflydistro has more than 77k followers with 21,835 uploads. This brand originated from the city of Sukoharjo and was established in 2012. Firefly has the slogan Fly and Fight or it could be fireflies meaning fireflies which means fireflies that mean they can illuminate in the dark. Firefly started its journey in the Menco Raya UMS area and was its first store. Firefly Distro already has several offline stores in the Sukoharjo and Sragen areas. This brand has facilitated online and offline purchases to reach consumers from outside the city through several e-commerce sites such as Shopee, Tokopedia and Bukalapak. There is also a WhatsApp number on their Instagram bio to make it easier for consumers to communicate about orders, suggestions or criticisms.

2. Method

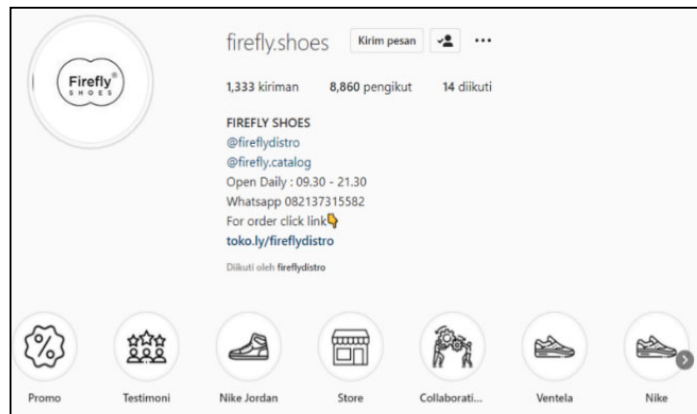
This type of research is qualitative with a case study design. There were three speakers in this study consisting of admins, employees and consumers. This research was conducted at the Firefly Distro which was located on Street Menco Raya, Nilagraha, Gonilan, Kartasura District, Sukoharjo Regency, Central Java. The research implementation time starts in February to March 2022. The data sources in this study are primary and secondary data. This study used observational data collection techniques, interviews and documentation. The validity of the data uses triangulation of techniques and sources. Data analysis techniques use interactive data analysis models, namely data collection, data reduction, data presentation and conclusion drawing.

3. Results and Discussion

Based on the results of research that has been carried out at Firefly Distro on the use of digital marketing for micro, small, and medium enterprises at Firefly Distro, it can be explained as follows:

a. Utilization of Digital Marketing

There are many kinds of *digital marketing* that can be applied by MSME players to implement marketing strategies in developing their business to be more advanced. Through *digital marketing*, MSME players can meet consumer desires in accordance with the lifestyle and habits of buyers so that companies can make the right strategy to attract consumers (Jamiat, 2019). By *utilizing digital*



marketing when providing benefits, such as: being able to manage the target market according to lifestyle and habits; can see results quickly; more affordable marketing costs; the breadth of the market; indefinitely; can measure disbursements; forming relationships with consumers in order to create relationships and foster a sense of trust in consumers (Wardhana, 2015).

With *digital marketing* Firefly Distro can shape its business image to increase sales. In addition, with *digital marketing* they are facilitated to better recognize the market, adjust communication so that information about products can be conveyed properly to consumers. Here are two Instagram accounts managed by Firefly Distro:



Figure 1 Instagram @firefly.shoes

In figure 1, it can be explained that the Instagram accounts, Firefly Distro uploaded all the production of shoes and sandals. This account always uploads Instagram stories every day and feeds every week or every time there have new stuff. This account has also taken advantage of various Instagram features such as feeds, highlight, stories, and bio.

Figure 2 Instagram @firefly.shoes

Based on figure 2, this Instagram account is the main account of Firefly Distro. On this account, they always upload the latest items they have. Through this account, they also upload Instagram stories every day and feed every week. Based on the results of research that has been carried out, digital marketing that has been implemented by Firefly Distro starts from social media and various kinds of e-commerce such as Shopee, Tokopedia and Bukalapak while social media has WhatsApp, Facebook, and Instagram. In its management, Firefly Distro uses three Instagram accounts to categorize its products. Here are some of the e-commerce companies that Firefly Distro has collaborated on:

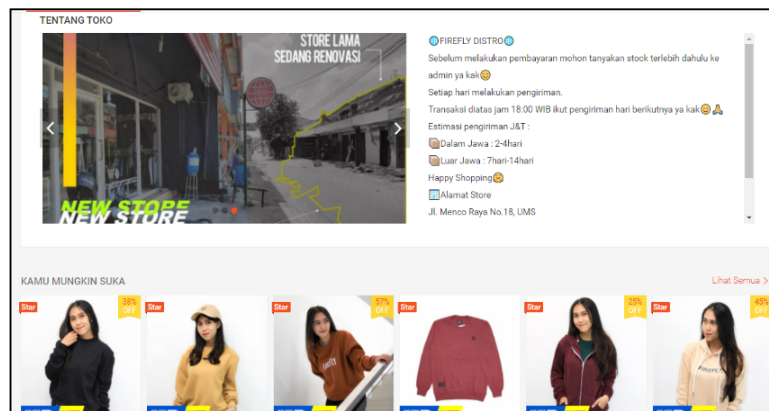


Figure 3 Shopee Firefly Distro

From figure 3, Shopee is the most widely used application to make purchase transactions. Through this Shopee application, Firefly Distro has sold more than ten to hundreds of each product. Their Shopee account already has 6.5k followers with an average rating of 4.8 out of 5 stars.

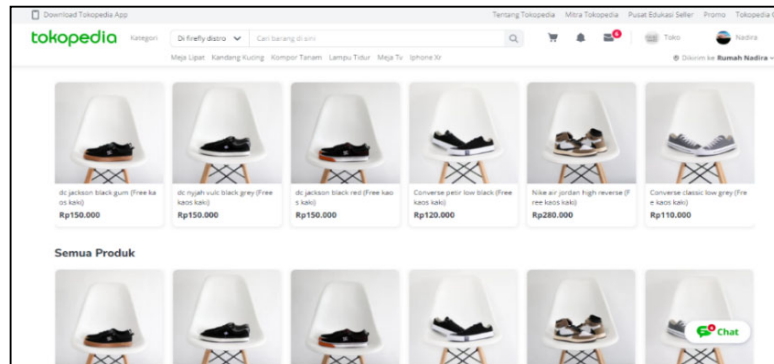


Figure 4 Tokopedia Firefly Distro

In this figure 4, drawing a catalog uploaded by Firefly Distro, from the picture they also only uploaded one catalog, namely shoes. Among other e-commerce, Tokopedia is also an application used to serve online purchase transactions. Although there are not as many fans as Shopee, this Tokopedia account is still actively managed by Firefly and there are still several catalogs of theirs.

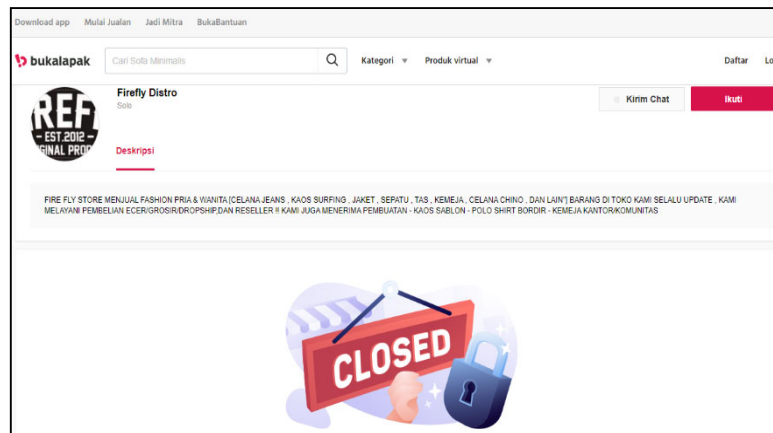


Figure 5 Bukalapak Firefly Distro

Unlike figure 5, the Bukalapak account, although it can still be searched or still registered in this application, the account is inactive or no longer managed.

Through this media, Firefly Distro introduces and promotes their products to consumers. With the use of e-commerce as digital marketing, helping sales is not limited by geographical location, time, or distance. So that consumers can easily reach stores from wherever they are. Meanwhile, the use of Instagram can make it easier for consumers to see the products sold from Firefly Distro and Firefly Distro can also inform consumers of all information.

b. Utilization of Social Media

Instagram is a social media that is often used by Firefly Distro. This is because Instagram can be focused on visual results in its use. On Instagram Firefly Distro already has more than 77,000 followers and has taken advantage of various features available such as captions, hashtags, highlights, bio, stories, feeds, and reels. In addition, there are three Instagram accounts managed by Firefly Distro, namely: @firefly.catalog, @firefly.shoes, and @fireflydistro. Here is an explanation of the various features used by Firefly Distro through Instagram social media:

1) Feed

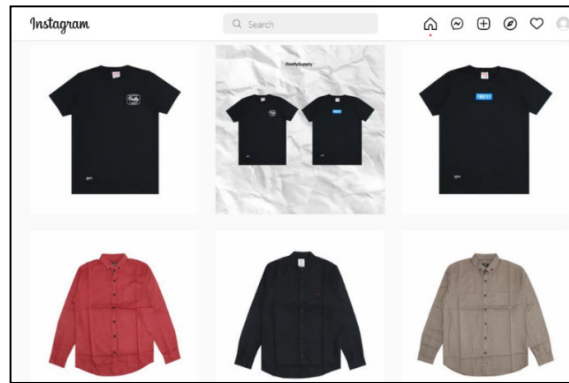


Figure 6 Instagram Feed @firflydistro

Through these 6 Instagram feed images, Firefly Distro has uploaded a wide variety of photos and videos regarding the products they offer such as bags, hoodies, t-shirts, socks and so on. Of all their product uploads on Instagram, they always include a caption that is significant enough to explain the uploaded product such as writing the price, size, how to order, hashtag and others.

2) Reels

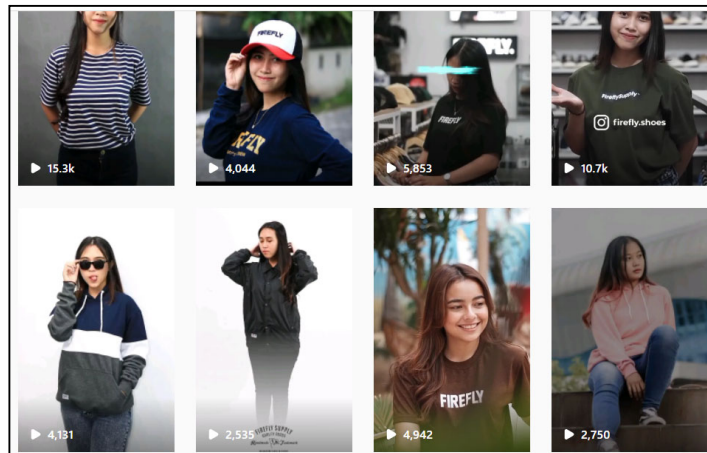


Figure 7 Instagram Reels @firflydistro

In figure 7 of using this reels feature, Firefly has uploaded 17 videos and has been played by more than thousands of accounts on each of its videos. But these reels uploads are not always updated like their feeds.

3) Stories



Figure 8 Instagram Stories @fireflydistro

Through figure 8, Instagram Stories, they always upload various kinds of the latest information every day ranging from product discounts, the latest products, promos, job vacancies and the like.

4) Highlight

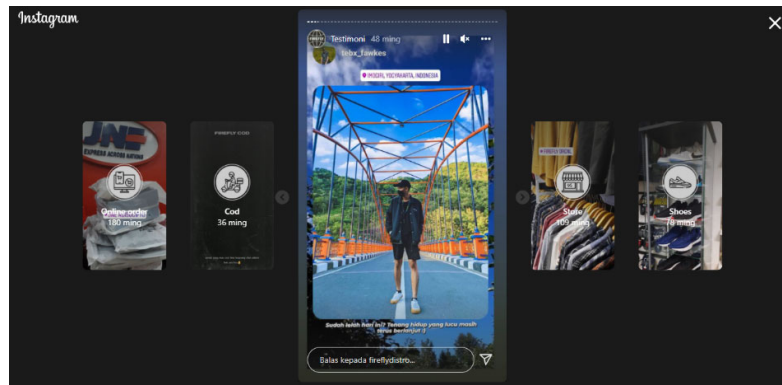


Figure 9 Instagram Highlight @fireflydistro

In figure 9, this feature has been used to categorize their stories uploads to make them more well organized. In each of its uploads it has been well separated by Firefly Distro according to the categories that have been created.

5) Bio



Figure 10 Bio Instagram @fireflydistro

In picture 10 of its Instagram bio, Firefly Distro lists various information that can be known by its consumers ranging from WhatsApp numbers, store addresses, operating hours, other Instagram accounts, e-commerce links and linktrees.

By using social media, Firefly Distro can promote its products to consumers more effectively and efficiently. Through this social media, it is believed that it can attract consumers without requiring certain knowledge and also affordable costs. The existence of social media is also useful for listening to criticisms and suggestions from consumers, so that Firefly Distro can continue to improve and develop existing systems in satisfying consumers.

The results of this study are relevant to the results of Mia Clarissa Dewi's research, which states that there are several strategies that can be applied by MSMEs, namely; utilizing digital marketing will make it easier to do marketing and improve relationships with consumers; utilizing e-commerce to support and facilitate MSMEs in making buying and selling transactions (Dewi, 2020).

This is in line with the results of Diana Fitri Kusuma's research which states that the use of Instagram as a digital communication medium through analyzing a problem, analyzing society, setting goals, choosing media and communication networks, and developing plans to achieve goals. By utilizing various photo and video features, comments, captions, locations, hashtags, tagging, and Instagram ads for social media maintenance as well as followers and likes for social media endorsements (Kusuma & Sugandi, 2018).

4. Conclusion

Based on the results of research and discussion, the following conclusions can be drawn: The use of digital marketing for businesses, micro, small and medium enterprises (MSMEs) in the Firefly Distro have been implemented to support its promotion strategy. Digital marketing applied to Firefly Distro uses social media, namely Facebook, WhatsApp and Instagram as well as e-commerce such as Shopee, Tokopedia and Bukalapak. With the use of digital marketing, Firefly Distro can provide the needs that potential consumers want, besides those potential consumers can easily find and obtain product information through various digital media that are already available. Through this digital marketing, it can help Firefly Distro to reach a wider range of consumers.

The use of social media for businesses, micro, small and medium enterprises (MSMEs) on firefly distro, namely Instagram. With the use of Instagram, Firefly Distro has used various features, namely captions, hashtags, highlights, bio, stories, feeds, and reels. Through the use of social media, it has the potential to help in its marketing process, besides that Firefly Distro can shape its company image to attract consumers. Consumers can also find out various information about the store from various kinds of posts on their social media.

5. Acknowledgement

All parties who have helped to complete this research and may Allah SWT reward both the world and the hereafter, Amin.

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