

Digital Marketing Strategies of MSMEs in Facing Consumption Trends in the New Year

¹Nugrahini Susantinah Wisnujati, ²Marjuki, ³Abdul Razak Munir

¹Magister Agribisnis, Fakultas Pertanian, Universitas Wijaya Kusuma Surabaya, Indonesia

²Program Studi Manajemen Pemasaran, Fakultas Vokasi, Universitas Negeri Yogyakarta, Indonesia

³Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Hasanuddin, Indonesia

wisnujatinugrahini@uwks.ac.id, marjuki64@uny.ac.id, arazak.munir@gmail.com

ABSTRACT

In the era of rapid digital transformation, micro, small, and medium enterprises (MSMEs) play a crucial role in supporting global economic growth. As drivers of the local economy, MSMEs must be able to adapt to changing consumption trends with the onset of the new year. This research aims to delve deeper into the digital marketing strategies employed by MSMEs in facing consumption trends at the beginning of the new year. The study utilizes an extensive review of existing literature, employing qualitative analysis to gain a comprehensive understanding of the subject, spanning the period from 2020 to 2023. The study's findings indicate that in addressing the evolving dynamics of consumption in the new year, digital marketing strategies have proven to be key to the success of Micro, Small, and Medium Enterprises (MSMEs). By crafting adaptive strategies, enhancing personalization, and integrating the latest technologies, MSMEs can confidently face challenges and enhance their competitiveness in the competitive digital market.

Keywords: Digital Marketing, MSMEs, Consumption Trends, New Year

INTRODUCTION

In the midst of rapid digital transformation, the role of micro, small, and medium enterprises (MSMEs) is increasingly crucial in supporting global economic growth (Subagja et al., 2022). As the main driver of the local economy, MSMEs are required to have high adaptability to changing consumption trends that continue to evolve as the years pass by. This dynamic consumption transformation is not only triggered by technological advancements, but also influenced by shifts in consumer behaviour that are increasingly complex and diverse (Suherlan & Okombo, 2023). Therefore, MSMEs need to not only keep up with the latest technological developments, but also deeply understand consumer mindsets and preferences to ensure the sustainability of their businesses amidst the continuous flow of change. In the face of this digital era, MSMEs' ability to adapt and innovate is key to ensuring sustainable competitiveness in an ever-evolving market.

Substantial transformations in consumer behaviour extend beyond product or service choices to include fundamental changes in the way consumers interact with brands and businesses. Digitalisation, as a key driver of this revolution, has played a central role in changing the entire marketing landscape (Maitri et al., 2023). MSMEs, as an integral element in the economic ecosystem, are required to understand the strategic implications of this shift to ensure their sustainability and competitiveness. Hence, in-depth research into MSMEs' digital marketing strategies is inevitable in the face of dynamic consumption trends in this new era. By deeply understanding the changes in consumer behaviour brought about by the digital era, MSMEs can design the right marketing strategies, increase their visibility in the digital realm, and build strong

engagement with customers (Hopia et al., 2023). These initiatives are not only a necessity, but also the key to maintaining and enhancing their competitive position in a rapidly evolving market.

In the context of current economic dynamics, a key challenge faced by micro, small and medium enterprises (MSMEs) is how they can integrate business sustainability with digital marketing innovation to effectively understand and respond to recent changes in consumer needs and expectations. Faced with ever-evolving uncertainties, MSMEs need to explore a deep understanding of effective digital marketing strategies (Purwanti et al., 2022). By doing so, they can not only leverage the latest technology, but also build the necessary skills to optimise their business potential. A thorough understanding of consumer behaviour in the digital context will provide MSMEs with a solid foundation to create targeted marketing campaigns, expand market reach, and build sustainable customer engagement. By combining business sustainability and digital marketing innovation, MSMEs can strengthen their competitiveness amidst increasingly fierce competition, while still focusing on long-term sustainability.

This research has an in-depth objective to explore in more detail the various digital marketing strategies implemented by micro, small and medium enterprises (MSMEs) in the face of dynamic consumption trends at the start of the new year. Through a comprehensive analytical approach, this research aims to gain a deeper understanding of the best practices and specific challenges faced by MSMEs in implementing digital marketing strategies. As such, it is expected that the results of this research will not only be a significant contribution to the digital marketing literature, but will also provide concrete strategic guidance for small and medium-sized enterprises. Through this detailed knowledge, it is hoped that MSMEs will be able to improve their marketing success and effectiveness, and face more steadily the challenges that arise in this rapidly evolving digital era.

LITERATURE REVIEW

Digital Marketing

Digital marketing refers to a series of marketing activities that utilize digital platforms and channels to communicate, promote, and market products or services to a targeted audience (Sudirjo, 2023). In this context, marketing strategies involve the use of various digital tools such as websites, social media, email, and search engines to achieve marketing goals. Digital marketing enables marketers to gather significant data on consumer behavior online, facilitating the personalization of marketing messages and more accurate measurement of campaign performance (Purnomo, 2023). With the continuous evolution of digital technology, digital marketing has not only become a necessity but also the primary foundation for creating brand awareness, enhancing consumer interactions, and generating positive impacts on overall business success.

Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) constitute a business sector comprised of companies with relatively small operational scales (Ausat & Suherlan, 2021). MSMEs encompass various types of businesses, ranging from micro-enterprises initiated by individuals to medium-sized companies with larger employee bases and revenues (Sutrisno, 2023). The key characteristics of MSMEs involve direct owner involvement in day-to-day operations and limited production capacities compared to larger corporations (Harahap et al., 2023). MSMEs play a crucial role in driving the local economy, creating job opportunities, and contributing to economic diversification. Despite their small operational scale, MSMEs often serve as locomotives of innovation and creativity, especially in facing challenges and competition within dynamic business ecosystems (Sutrisno, Ausat, et al., 2023). Increased attention to the development of MSMEs becomes crucial in the context of sustainable economic development, where infrastructure support, education, and access to markets are key factors in strengthening the participation of MSMEs in economic growth.

Consumption Trends

Consumption trends refer to changing patterns in consumer purchasing behavior and habits observable and identifiable over a specific period (Gerlich, 2021). This phenomenon encompasses consumer preferences for specific products or services, how consumers interact with brands, and social and economic factors influencing purchasing decisions. Consumption trends may be reflected in lifestyle shifts, emerging needs, or the influence of technological innovations in creating new demands (Rangaswamy et al., 2022). Understanding consumption trends is crucial for businesses, including micro, small, and medium enterprises (MSMEs), as it allows them to respond quickly to market changes and modify their marketing strategies. Therefore, the analysis of consumption trends not only depicts how consumers buy products and services but also identifies new opportunities and challenges that can shape the direction of business development in the future.

New Year

The New Year refers to the beginning of a new time period in the calendar, often celebrated as a moment of transition from one year to the next. Generally, New Year celebrations are accompanied by various ceremonies, traditions, and festivities that vary worldwide (Sutrisno, Purnomo, et al., 2023). The moment is often used for reflecting on achievements, setting resolutions, and welcoming new opportunities presented by the start of the year. The New Year is not merely a formal time reckoning but also symbolizes change, hope, and a fresh start. The celebration is often accompanied by fireworks, entertainment events, and gatherings with family or friends as a way to celebrate and commence the new year with joy. Although various cultures and traditions may impart different nuances to New Year celebrations, the essence of the event generally reflects the spirit of optimism and new possibilities that lie ahead.

RESEARCH METHOD

In this study, we employ a qualitative methodology to conduct an extensive literature review, aiming to investigate inventive approaches in Digital Marketing Strategies of MSMEs in Facing Consumption Trends in the New Year. The research spans the crucial timeframe from 2020 to 2023, utilizing this approach to scrutinize scholarly works from diverse academic journals, conference papers, and reputable sources accessible through Google Scholar. Our explicit search criteria, formulated to encompass keywords related to Digital Marketing, MSMEs, Consumption Trends, New Year, guide the inclusion of sources based on their relevance to the research objectives. Any limitations, such as language constraints or publication biases, are transparently acknowledged. The research progresses through distinct stages, initiating with the identification of a specific and pertinent research topic and establishing a comprehensive understanding of the background and research objectives. Formulated explicit search criteria guide the exploration of literature on Google Scholar, covering the timeframe from 2020 to 2023. After obtaining search results, a literature selection process is undertaken, involving the scrutiny of abstracts and summaries for each identified article or source. Literature lacking relevance or failing to meet the research criteria is excluded from the analysis.

A meticulous examination of the selected literature follows, with a focus on identifying noteworthy discoveries, concepts, theories, and trends inherent in the literature. The qualitative approach is designed to achieve a comprehensive understanding of the research subject. The findings from the literature review are then synthesized and elaborated upon by the researcher to construct a thorough understanding of the research topic. These findings are organized into a detailed research report with a structured and cohesive format, encompassing key discoveries, analyses, and profound interpretations. This methodology, grounded in existing literature, holds the potential to significantly contribute to advancing theories, problem-solving, or decision-making across various scientific domains, particularly concerning Digital Marketing Strategies of MSMEs in Facing Consumption Trends in the New Year. The structured methodology section provides a clear and coherent explanation of each stage of the research process, with subsections enhancing readability and ensuring a transparent and robust approach to the study.

RESULTS AND DISCUSSION

In the face of dynamic consumption trends that accompany the turn of the year, digital marketing strategies for Micro, Small and Medium Enterprises (MSMEs) emerge as a critical element that increasingly plays a central role. With the evolution of consumer patterns and the acceleration of technological developments, MSMEs face an urgent need to devise marketing strategies that are not only adaptive but also innovative. In an increasingly dynamic market environment, it is apparent that the success of MSMEs in responding to the demands of consumption trends in the new year depends on their ability to proactively deal with change, rather than merely reacting to shifting consumer behaviour. Therefore, a holistic and detailed approach is required to form an effective and integrated digital marketing strategy. From the selection of the right digital platform to the use of relevant content, MSMEs need to incorporate personalisation and sustainability in their strategy to maintain and increase their market share. By doing so, MSMEs can harness the full potential of digital technology, respond intelligently to consumer needs, and move forward as highly competitive participants in an ever-evolving market:

Reading Consumption Trends: The Foundation of a Digital Marketing Strategy

The turn of the year often accompanies significant changes in consumer behaviour patterns, and for savvy Micro, Small and Medium Enterprises (MSMEs), understanding and identifying these trends can be a cornerstone of competitive advantage (Risdiyanto et al., 2023). Through the application of in-depth data analysis and a deep understanding of market dynamics, MSMEs have the opportunity to identify not only consumer preferences, but also underlying purchasing trends. Extracting this information not only allows MSMEs to tailor their product or service offerings more effectively, but also to devise thoughtful digital marketing strategies. By understanding the digital platforms that are most effective in reaching target audiences, MSMEs can ensure that their marketing efforts are not only in line with changing consumption trends, but also optimal in creating strong engagement with customers. As a result, MSMEs can position themselves as proactive and adaptive actors amidst the complexity of ever-evolving market dynamics.

Better Personalisation and User Experience

A successful digital marketing strategy at the start of a new year increasingly demands engaging in deeper personalisation efforts (Dwivedi et al., 2021). The development of modern consumers illustrates the expectation of experiences that are tailored to their personal preferences, and in this context, Micro, Small and Medium Enterprises (MSMEs) hold an important key to fulfilling these expectations (Firdausya & Ompusunggu, 2023). MSMEs can intelligently utilise consumer data to craft marketing campaigns that are not only more relevant but also able to add significant value to customers. The importance of artificial intelligence (AI) technology is growing, where its ability to analyse data in depth can provide valuable insights. By leveraging AI, MSMEs can identify consumer behaviour patterns, forecast future preferences, and provide better personalised suggestions. Incorporating a greater element of personalisation not only creates a more satisfying experience for customers, but also enables MSMEs to build closer and more sustainable relationships amid intensified competition in the digital realm.

Optimise Online Presence with SEO and SEM

In the ever-evolving digital era, having an online presence is not only important but also crucial to the success of Micro, Small and Medium Enterprises (MSMEs) (Sunarso et al., 2023). At a basic level, MSMEs need to ensure that their websites are search engine optimised (SEO) to ensure maximum visibility online and make it easier for potential customers to find the products or services they offer. Along with that, the use of paid advertising campaigns (SEM) provides an opportunity to increase visibility instantly. Through effective SEM campaign management, MSMEs can narrow down to a more specific target audience, expand their reach, increase traffic to the website, and ultimately optimise conversion rates. By holistically integrating SEO and SEM strategies, MSMEs can build a strong online presence, capture the attention of potential customers,

and create a stable foundation for their business growth in an increasingly complex digital ecosystem.

Social Media Integration for Greater Engagement

Social media remains a highly effective communication channel in digital marketing, and the strategies that Micro, Small, and Medium Enterprises (MSMEs) have in place should include an active presence on various relevant social platforms (Nurjaman, 2021). In an effort to achieve this goal, MSMEs need to design content that is not only engaging but also relevant to their target audience. By actively participating in online conversations, MSMEs can build greater engagement with their customers, garner interest, and increase brand awareness. In addition, smart utilisation of social advertising is a key strategy to expand reach and increase visibility (Ausat, 2023). By crafting purposeful social advertising campaigns, MSMEs can target more specific audiences, increase the number of followers, and effectively communicate their brand values. Through active interaction on social media, MSMEs not only create opportunities to get direct feedback from customers, but also build stronger and more sustainable relationships, bringing a positive impact in strengthening brand image and increasing consumer loyalty.

Utilising Augmented Reality (AR) and Virtual Reality (VR) Technology

With the continuous development of technological advancements, Augmented Reality (AR) and Virtual Reality (VR) are becoming more widespread and an integral part of digital marketing strategies. Micro, Small and Medium Enterprises (MSMEs) have great potential to utilise these technologies to create unique interactive experiences for their customers (Achmad, 2023). For example, MSMEs can implement AR solutions that allow customers to virtually "try on" products before making a purchase or present virtual tours through their online stores. The utilisation of AR and VR not only creates a deep impression on consumers, but also generates significant differentiation, differentiating MSMEs from competitors while increasing the added value of the products or services offered. By making AR and VR technology a creative tool in marketing, MSMEs can attract customers with innovative experiences and strengthen their competitiveness amidst increasingly fierce competition in the digital realm.

Measuring and Analysing Campaign Performance

At the heart of any digital marketing strategy lies the ability to measure and analyse the overall performance of the campaign. For Micro, Small and Medium Enterprises (MSMEs), the importance of utilising web and social media analytics tools becomes even more fundamental to understand the extent to which marketing campaigns are achieving the set objectives (Hidayati & Yansi, 2020). By engaging the data generated by these analytics tools, MSMEs can gain deep insights into consumer response, engagement levels, and the effectiveness of each marketing initiative. More than just measuring, the data also becomes the basis for making real-time adjustments to strategies, ensuring that every step taken is in response to dynamic changes in consumer behaviour and market trends (Pascucci et al., 2023). With this approach, MSMEs can optimise campaign efficiency, minimise resource wastage, and ultimately, increase Return on Investment (ROI) rates, creating a continuous learning cycle for long-term growth and sustainability.

Maintain Innovation and Responsiveness to Change

Digital marketing never stays static, but continues to evolve in line with industry dynamics, platform algorithm changes, and shifting consumer behaviour. In this context, Micro, Small and Medium Enterprises (MSMEs) are faced with the demand to not only understand, but also continuously monitor and respond to such changes. Maintaining engagement with ongoing industry trends, such as the integration of the latest technologies or emerging marketing methods, is crucial. In addition, the ever-changing algorithm policies of digital platforms require MSMEs to have analytical acumen in order to optimise their online visibility (Anatan & Nur, 2023). At the same time, a deep understanding of shifting consumer behaviour is the foundation for designing more effective marketing campaigns. By making innovation the centre of their strategy and combining it

with responsiveness to change, MSMEs can not only stay relevant amidst the tide of change, but also maintain their competitiveness in a rapidly changing market.

Embracing Consumption Trends with Adaptive Digital Marketing

In the face of dynamic consumption trends at the start of the new year, it is important for Micro, Small and Medium Enterprises (MSMEs) to view digital marketing as a key tool in reaching their target market and maximising business growth. More than just an additional method, digital marketing is becoming a central element that defines the strategic direction of MSMEs in the ever-evolving digital era. Understanding and responding to changing consumption trends not only requires MSMEs to engage target markets more effectively, but also to optimise their online presence. Innovating with the latest technology becomes essential to maintain competitiveness, while responsiveness to change opens up opportunities to create a sustainable competitive advantage. By embracing digital marketing holistically, MSMEs can build a solid foundation not only to overcome the challenges of consumption trends, but also to achieve long-term success amidst the complexities of an ever-changing market. Thus, digital marketing is not just a strategy, but an essential strategic investment in shaping a sustainable future for MSMEs.

CONCLUSION

In the face of evolving consumption dynamics in the new year, digital marketing strategies have proven to be the key to success for Micro, Small and Medium Enterprises (MSMEs). By designing adaptive strategies, better personalisation, and integration of the latest technology, MSMEs can face challenges with confidence and increase their competitiveness in the competitive digital market. The importance of understanding consumption trends and responding quickly through data analysis is a key foundation in shaping marketing strategies. Personalisation of customer experience, optimisation of online presence, and effective use of social media are key steps in creating a strong bond with consumers. Meanwhile, the integration of new technologies such as Augmented Reality (AR) and Virtual Reality (VR) provides innovative opportunities for MSMEs to deliver unique and engaging experiences to customers. Along with that, measuring campaign performance and being responsive to changes are essential to ensure the effectiveness of digital marketing strategies.

To deal with the changing consumption dynamics in the new year, MSMEs can improve their competitiveness through several strategic steps. First, intensify the use of data analysis to understand consumer behaviour and identify emerging market trends. Next, strengthen online presence by optimising websites and leveraging diversified paid advertising strategies as well as the potential of social media to expand reach and improve interaction with customers. Personalisation of the customer experience is also key, leveraging customer data to craft tailored marketing campaigns focused on individual needs. Do not forget the integration of new technologies such as AR and VR, which can increase customer engagement. The importance of regularly monitoring and evaluating campaign performance using performance analytics tools should also be a key focus, while maintaining flexibility and readiness to respond to changing trends and technologies. Finally, collaborating and partnering with influencers or strategic partners can help expand reach and build customer trust. By following these suggestions, MSMEs can form a holistic and adaptive digital marketing strategy, positioning themselves for sustainable growth in the digital age.

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