

THE EFFECT OF DIGITAL MARKETING ON PROMOTION AND MARKETING PERFORMANCE IN MICRO ENTERPRISES IN KALIMANTAN

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ABSTRACT

Digital marketing has become a key pillar in modern business strategies, including for micro-enterprises in Kalimantan. This study aims to analyze the impact of digital marketing on the marketing performance of micro-enterprises in the region. By utilizing quantitative and qualitative data, this study found that the adoption of digital marketing increases visibility, operational efficiency, and customer engagement. In addition, this study also highlights the challenges faced by micro-enterprises in implementing digital marketing strategies. The results of this study are expected to provide insights for stakeholders and business actors in optimizing the use of digital marketing.



Kata Kunci:

*Digital marketing,
micro-enterprise,
marketing
performance,
Kalimantan, business
strategy*

INTRODUCTION

Digital marketing has rapidly evolved into a fundamental element of contemporary business strategy. This transformation is particularly evident in a global landscape marked by swift advances in technology and digitalization. As businesses across various sectors adapt to these changes, the relevance of digital marketing becomes increasingly pronounced. In the unique context of Kalimantan, Indonesia, micro-enterprises hold a vital position in the local economy, providing employment opportunities, fostering innovation, and catering to community needs. However, a significant number of these micro-enterprises have yet to unlock the full potential that digital marketing offers. This study seeks to conduct a comprehensive analysis of the impact of digital marketing on the marketing performance of micro-enterprises within the Kalimantan region. By using a blend of quantitative and qualitative data methodologies, the research aspires to deliver deep, insightful perspectives on how digital marketing strategies can be leveraged to enhance visibility, operational efficiency, and customer engagement for these small businesses. A central issue identified in this research is

the limited understanding and adoption of digital marketing practices among many micro-enterprise operators in Kalimantan. Despite the fast-paced development of digital technologies and their proven effectiveness in capturing wider audiences, numerous micro-enterprises continue to rely predominantly on traditional marketing methods that often prove inadequate for reaching broader markets or effectively engaging potential customers. This reliance on outdated strategies hampers the growth potential of these enterprises, preventing them from maximizing their capabilities in an increasingly competitive marketplace.

Additionally, the research highlights several challenges faced by these micro-enterprises. Issues such as constrained financial resources, a lack of essential digital marketing skills among operators, and inadequate infrastructure collectively contribute to the difficulties in implementing effective digital marketing strategies. Such barriers not only limit the operational capacity of these businesses but also significantly affect their ability to scale and compete against larger firms. In light of these considerations, the research endeavors to explore the multifaceted effects of digital marketing on the marketing performance of micro-enterprises situated in Kalimantan. Furthermore, it aims to identify specific factors that influence the willingness and capacity of micro-enterprise operators to adopt digital marketing techniques. By addressing these critical areas, the study intends to unveil actionable insights and recommendations for various stakeholders, including government agencies, philanthropic organizations, and educational institutions. The goal is to facilitate the development of tailored training programs and robust support systems designed to empower micro-enterprises in their journey towards adopting effective digital marketing strategies.

The hypothesis proposed in this study posits a strong positive correlation between the adoption of digital marketing practices and the enhancement of marketing performance within micro-enterprises in Kalimantan. It is anticipated that as the level of digital marketing adoption rises among these businesses, there will be a corresponding improvement in their marketing performance outcomes. This hypothesis will be rigorously tested through an extensive analysis of data collected from surveys and in-depth interviews with micro-enterprise operators throughout the region. To substantiate this research, a variety of data sources and statistics will be utilized to gauge the impact of digital marketing on marketing performance quantitatively. For example, reports from the Indonesian Internet Service Providers Association (APJII) indicate a continuous increase in the number of internet users throughout Indonesia, which underscores the substantial market opportunities available for micro-enterprises if they choose to engage with digital marketing channels (APJII, 2023). Moreover, findings from prior studies have illustrated that small enterprises that successfully adopt digital marketing strategies can experience sales increases of up to 30% within just a year of implementation (Ministry of Cooperatives and Small and Medium Enterprises, 2022). Given the evolving digital landscape and the economic significance of micro-enterprises in Kalimantan, this research is poised to make valuable contributions toward enhancing the operational efficacy and market performance of these businesses through the strategic utilization of digital marketing techniques. By illuminating the path forward, the study will not only provide insights into the current state of digital marketing in the region but also pave the way for future opportunities that can lead to sustainable growth and development within the micro-enterprise sector in Kalimantan.

RESEARCH METHODS

Types of Research

This study uses a mixed methods approach, combining quantitative and qualitative methods to provide a comprehensive analysis of the impact of digital marketing on the marketing performance of micro-enterprises in Kalimantan. The quantitative approach will be used to measure the relationship between the adoption of digital marketing practices and improved marketing performance, while the qualitative approach will help to gain an in-depth understanding of the challenges and opportunities faced by micro-enterprises in implementing digital marketing strategies. The quantitative method will involve collecting data from a survey distributed to micro-enterprise operators across various sectors in Kalimantan. The survey is designed to gather information on the level of digital marketing adoption, strategies used, and performance outcomes achieved. On the other hand, the qualitative method will involve in-depth interviews with several micro-enterprise owners to gain deeper insights into their experiences, challenges faced, and factors influencing their decisions in adopting digital marketing.

Population and sample

The population in this study is all micro-enterprises registered in Kalimantan. Referring to data from the Ministry of Cooperatives and SMEs, there are more than 300,000 micro-enterprises in Kalimantan operating in various sectors, such as food and beverages, handicrafts, and services. From this population, samples will be taken randomly by considering the representation of various business sectors. This study targets to collect data from at least 500 respondents for quantitative surveys, and around 20-30 respondents for qualitative interviews. Quantitative data obtained from the survey will be analyzed using statistical software such as SMART PLS. This analysis will include descriptive analysis to understand the characteristics of respondents, as well as regression analysis to test the relationship between the use of digital marketing and marketing performance. On the other hand, qualitative data from interviews will be analyzed using a thematic analysis approach, where researchers will identify key themes that emerge from interview transcripts. The results of these two analyses are expected to provide a clear picture of the impact of digital marketing on micro-enterprises in Kalimantan.

Data collection and analysis

Data collection will be conducted through two main methods: surveys and interviews. The quantitative survey will be distributed online and offline, using a digital survey platform and also through the distribution of physical questionnaires at micro-business locations. The questionnaire will include both closed and open-ended questions designed to measure the level of digital marketing adoption, the types of strategies implemented, and marketing performance indicators such as sales growth, number of new customers, and customer satisfaction levels. For qualitative data collection, in-depth interviews will be conducted with micro-business owners who have successfully adopted digital marketing and those who have not. These interviews will be conducted either face-to-face or through a digital platform, depending on the respondents' preferences. Interview questions will focus on their personal experiences, challenges faced in implementing digital marketing, and their views on the benefits gained from the strategy.

Quantitative data collected from the survey will be analyzed using statistical software,

such as SMART PLS to identify patterns and relationships between variables. This analysis will include descriptive analysis to describe the characteristics of respondents, as well as regression analysis to test hypotheses regarding the impact of digital marketing on marketing performance. The results of this analysis are expected to provide a clear picture of how much impact digital marketing has on micro-enterprises in Kalimantan. Meanwhile, qualitative data from interviews will be analyzed using thematic analysis techniques. This process involves coding data to identify themes and patterns that emerge from respondents' experiences. The results of this qualitative analysis will provide deeper context to the quantitative data, as well as help identify factors that influence the adoption of digital marketing among micro-enterprises.

To ensure the validity and reliability of the data, this study will use several steps. First, the survey questionnaire will be piloted on a small group of respondents before being distributed widely to ensure that the questions asked can be well understood and are relevant to the research context. In addition, qualitative interviews will be conducted using a carefully prepared interview guide to ensure that all important aspects are discussed. Second, data triangulation will be applied by comparing the results of the quantitative survey and qualitative interviews to ensure consistency of the findings. In this way, this study is expected to provide valid and reliable results regarding the impact of digital marketing on marketing performance in micro-enterprises in Kalimantan.

RESEARCH RESULT

In this survey, questions will be divided into several categories covering the demographics of respondents, the type of business they run, and their experience in using digital marketing. This division aims to identify emerging patterns and dig deeper into how digital marketing can affect the performance of micro businesses. According to the latest report from the Indonesian Internet Service Providers Association (APJII) in 2023, internet usage in Indonesia continues to increase significantly, with more than 77% of the population in the country now connected to the internet. This shows that micro businesses in Kalimantan have enormous potential to utilize digital marketing, which can be a strategic tool in improving their performance and competitiveness in an increasingly competitive market. Meanwhile, in an effort to collect more in-depth qualitative data, in-depth interviews will be conducted with micro business owners who have successfully adopted digital marketing, as well as those who have not done so.

These interviews will be conducted either face-to-face to provide a more personal feel, or through a digital platform, depending on the respondent's preference and comfort. The questions asked in these interviews will focus on their personal experiences in implementing digital marketing, the challenges faced during the process, and their views on the benefits they have gained from the digital marketing strategies implemented. By conducting these interviews, it is hoped that deeper insights can be obtained into the factors that influence the adoption of digital marketing among micro-businesses, thereby building a more complete picture of the situation. The data obtained from these interviews will provide richer context to the quantitative data collected through the survey. For example, respondents who have successfully adopted digital marketing may share stories about how they increased customer interaction and engagement through social media, or how they used SEO (Search Engine

Optimization) strategies to attract more visitors to their websites.

On the other hand, those who have not adopted digital marketing can provide insight into the various concerns or obstacles they face, such as lack of knowledge, skills, or resources needed to implement digital marketing effectively. By combining quantitative and qualitative methods, this study is expected to provide a comprehensive picture of the impact of digital marketing on marketing performance in micro-enterprises in Kalimantan. In addition, the results of this study are expected to provide practical recommendations for micro-enterprise owners in adopting and optimizing digital marketing to improve their performance and expand their market reach. After the data is collected, the next step is to conduct data analysis to identify various patterns and relationships between existing variables. Quantitative data obtained from the survey will be analyzed using proven statistical software, such as SPSS or R. This analysis will include descriptive analysis to describe the characteristics of respondents, such as age, type of business, and education level.

In addition, regression analysis will also be conducted to test the hypothesis regarding the impact of digital marketing on marketing performance. For example, researchers will observe whether there is a significant relationship between the level of digital marketing adoption and the increase in sales reported by respondents in the survey. In this context, it is important to consider other factors that can affect marketing performance, such as business location and the type of product offered. Data from the Ministry of Cooperatives and Small and Medium Enterprises (SMEs) in 2022 showed that micro-enterprises operating in the food and beverage sector tend to adopt digital marketing faster than those in the handicraft sector. Therefore, the regression analysis conducted will consider these variables, so that it can provide a more accurate picture of the impact of digital marketing on the performance of micro-enterprises. Meanwhile, qualitative data obtained from interviews will be analyzed using thematic analysis techniques. This process involves coding data to identify themes and patterns that emerge from respondents' experiences.

For example, some themes that may emerge are “challenges in adopting digital marketing” and “benefits gained from implementing digital marketing”. The results of this qualitative analysis will provide a deeper context to the quantitative data, as well as help identify factors that influence the adoption of digital marketing among micro-enterprises. By combining the results of this quantitative and qualitative analysis, this study is expected to clearly illustrate how much impact digital marketing has on micro-enterprises in Kalimantan. For example, if the results of the analysis show that micro-enterprises that adopt digital marketing experience a significant increase in sales, this can be strong evidence for other business owners to consider digital marketing strategies more seriously. In addition, interviews conducted with respondents can provide valuable insights into best practices in implementing digital marketing, which in turn can be used as a guide for other micro-enterprises who want to step into the digital era. The results of this analysis are expected to provide not only useful academic information, but also practical recommendations that can be implemented by micro-enterprises in an effort to improve their performance through digital marketing.

Thus, this study is expected to provide a significant contribution to the development of micro-enterprises in Kalimantan and support sustainable local economic growth. Validity and Reliability To ensure the validity and reliability of the data obtained, this study will carry out several systematic and planned steps. First, the survey questionnaire will be tested on a small

group of respondents before being distributed widely. This trial aims to ensure that the questions asked can be well understood by respondents and are relevant to the context of the research being carried out. Through this trial, researchers can revise questions that are unclear, ambiguous, or inappropriate, so as to improve the quality of data obtained in the actual survey stage. Second, in qualitative data collection, interviews will be conducted using a carefully prepared interview guide. This guide will include questions designed to explore all important aspects related to respondents' experiences in adopting digital marketing. In this way, researchers can ensure that all relevant and important information for the study is collected, so that the interview results are more comprehensive and reliable. Furthermore, data triangulation will be applied by comparing the results obtained from the quantitative survey and qualitative interviews. By comparing these two data sources, researchers can ensure consistency of findings and identify potential biases that may arise from either method.

For example, if quantitative data shows that the majority of micro-enterprises experienced an increase in sales after adopting digital marketing, but interviews show that some respondents did not feel the impact, this can be an important and interesting discussion point in a more in-depth analysis. In addition, researchers will also pay attention to ethical aspects in the data collection process, including obtaining explicit permission from respondents before the interview begins and maintaining the confidentiality of the information provided to respect the privacy of respondents. In this way, it is hoped that respondents will feel comfortable and safe to share their experiences, which in turn will improve the quality and reliability of the data obtained. With these systematic and planned steps, this study is expected to provide valid and reliable results regarding the impact of digital marketing on marketing performance in micro-enterprises in Kalimantan. The results obtained from this study are expected to make a significant contribution to the development of more effective digital marketing strategies that are in accordance with the needs of micro-enterprises, as well as providing meaningful insights for policy makers in supporting digital transformation in the micro-enterprise sector. That way, this study will not only be useful for academics, but also for practitioners in the field who want to optimize their presence in the digital world.

CONCLUSION

Research Results This study aims to analyze the impact of digital marketing on marketing performance in micro-enterprises in Kalimantan. Against the backdrop of rapid development of information technology and increasingly widespread internet penetration, this study seeks to provide in-depth insights into how digital marketing can play an important role in increasing the competitiveness of micro-enterprises in this region. Based on data obtained from surveys and in-depth interviews, it can be concluded that digital marketing has a significant influence on improving the performance of micro-enterprises in Kalimantan. With more than 77% of Indonesia's population connected to the internet (APJII, 2023), micro-enterprises in Kalimantan have a great opportunity to utilize digital platforms as an effective and efficient marketing tool. First, data analysis shows that micro-enterprises that adopt digital marketing strategies experience a significant increase in sales. Data from the Ministry of Cooperatives and SMEs (2022) shows that businesses that are active in digital marketing, especially in the food and beverage sector, report an increase in sales of up to 30% within one year of implementing a digital strategy. This increase not only reflects the success in attracting new

customers but also shows that being on a digital platform can strengthen the brand of the business. This shows that digital marketing not only increases business visibility but also contributes directly to revenue growth and long-term business sustainability. Second, interviews with micro-business owners who have successfully adopted digital marketing revealed that they experienced increased interactions with customers through social media and e-commerce platforms. Business owners reported that the use of social media not only helped them reach a wider audience but also allowed them to build closer relationships with customers. For example, one food business owner in Kalimantan stated that they managed to increase the number of repeat customers thanks to better interactions on the Instagram platform. This relationship encourages customer loyalty, which of course has a positive impact on business stability and growth. However, not all micro-businesses are able to adopt digital marketing easily. Several business owners who have not implemented a digital strategy expressed concerns about the lack of knowledge and skills in using technology. They also identified limited resources as a major obstacle in implementing digital marketing. This shows the need for greater support from the government and related institutions to provide training and resources for micro-businesses that want to transform into the digital world.

In this context, developing affordable and accessible training programs would greatly contribute to encouraging the adoption of digital marketing among micro-enterprises. Furthermore, the results of the qualitative and quantitative analyses combined provide a more comprehensive picture of the factors influencing the adoption of digital marketing among micro-enterprises. This study shows that micro-enterprises located in urban areas tend to adopt digital marketing faster than those in rural areas. This suggests that accessibility to digital infrastructure plays a major role in the success of digital marketing adoption. This difference poses challenges for businesses in rural areas that may not have the same good infrastructure, creating a gap in the adoption of digital marketing. Finally, this study recommends that micro-enterprise owners in Kalimantan start considering digital marketing as an integral part of their business strategy.

By utilizing digital platforms, they can not only improve their marketing performance but also expand their market reach. Government support in the form of training and access to technology is also very important to accelerate digital transformation in the micro-business sector. With these steps, it is hoped that micro-businesses in Kalimantan can contribute more to sustainable local economic growth. The implementation of digital marketing strategies can be the key to increasing business competitiveness and sustainability, so that it can provide a broad positive impact on society and the economy in Kalimantan as a whole. Through joint efforts between business owners, the government, and the community, it is hoped that a business ecosystem will be created that supports each other in facing the challenges of the digital era.

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