



VISIT US

Pandeglang Regency Regional Government Strategy in Digitalizing Micro, Small and Medium Enterprises (MSMEs) Product Marketing

Natta Sanjaya^{1*}, Agus Lukman Hakim², Ade Hadiono³, Destiana⁴
Universitas Tidar Magelang,^{2,3} STIA Banten Pandeglang,⁴ Universitas Terbuka
*Corresponding author, e-mail: nattasanjaya@untidar.ac.id

Abstract

At this time there are still many business actors who market their products manually. Based on data and information from the Department of Agriculture and Food Security, the Department of Fisheries, the Department of Tourism and Culture as well as from the Department of Cooperatives, MSMEs, Industry and Trade of Pandeglang Regency, that of the 20 MSMEs considered as Leading MSMEs, only 3 (three) MSMEs or only 15% are selling online. The purpose of this research is to identify the leading MSME products in Pandeglang Regency, and to find out the strategies and steps for utilizing digital platforms in marketing MSME products in Pandeglang Regency. The research approach used is mixed methods. The analysis technique used uses quantitative descriptive analysis techniques. Researchers conducted data validity testing through triangulation and member checking and qualitative data analysis techniques using interactive data analysis. Based on descriptive analysis, it can be identified that the economy of Pandeglang Regency excels in the Agriculture Sector, Fisheries Sector and Tourism Sector. Utilizing digital marketing for superior MSME products is by knowing the target product market, optimizing the website, being active on social media, using quality content, using e-mail marketing, using online advertising, easy access to online purchases, using data analysis, collaborating with influencers. Local, Focus on Customer Engagement, Performance Monitoring and Evaluation. In relation to the recommendations needed by Pandeglang MSMEs and those that are in accordance with Pandeglang Superior Products are the WhatsApp, Facebook, Instagram and TikTok platforms.

Keywords: Government Strategy; Digital marketing; MSMEs; Pandeglang regency

Received October 17, 2024

Revised November 22, 2024

Published December 31, 2024



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2018 by author.

Introduction

The community tries to make various efforts and endeavors to meet the needs of daily life. The efforts taken by the community are by establishing micro, small and medium enterprises (MSMEs). Community contribution in developing creative thinking through MSMEs can increase economic growth.

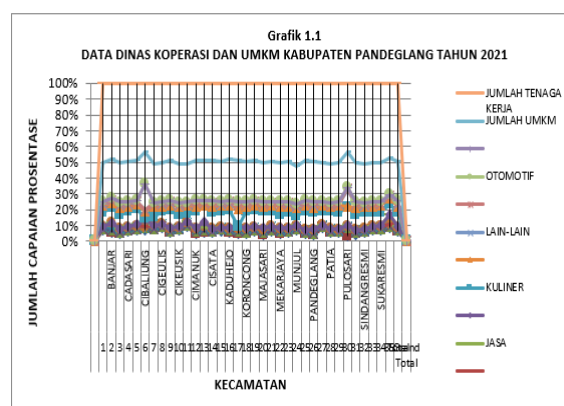
The large role of MSMEs in supporting a country's economy means that the existence of MSMEs is highly expected by any country because of their vital role in the development and progress of the economy to achieve social welfare. The establishment of businesses in the MSME sector is able to absorb the number of workers who are ready to work but have not yet found work, thereby reducing the number of unemployed. The development of growth in the micro business sector opens up more job opportunities and in turn will increase people's income.

The role of micro, small and medium enterprises (MSMEs) is to help increase economic growth rates and be able to absorb the number of workers and the distribution of development results can be felt by the community. In general, MSMEs in the economy have roles as: (1) main actors in economic activities, (2) providers of employment opportunities, (3) important players in local economic development and community empowerment, (4) creators of new markets and sources of innovation, (5) its contribution to the balance of payments. (Department of Cooperatives, 2008).

Referring to this role, the development of MSMEs must be carried out in a planned, structured and sustainable manner, with the aim of increasing productivity and competitiveness, as well as being able to continue to grow new entrepreneurs who are more resilient so as to improve the welfare of society. The existence of MSMEs in Indonesia continues to develop and continues to grow, in accordance with Law Number 2 of 2008 concerning MSMEs which has been amended by Law Number 11 of 2020 concerning Job Creation (Omnibus Law). Some of the things that have been changed are the MSME Criteria, Business Licensing, Financing and Guarantees, Legal Protection which are regulated in derivative regulations, namely Government Regulation Number 7 of 2021 concerning Convenience, Protection and Empowerment of Cooperatives and MSMEs.

Law number 91 of the Job Creation Law discusses business licensing. Registration for micro and small businesses can be done online or offline by attaching a Identity Card and business certificate from the local. Registration is carried out through electronic business licensing to obtain a business identification number (BIN). The validity of the BIN is that it is a single permit that applies to all business activities. This single licensing also includes business licensing, Indonesian national standards, and halal product guarantee certification. Regarding halal product certification, this is related to the provisions contained in Article 48 of the Job Creation Law, namely for micro and small business actors, the obligation to be halal certified is based on a statement by micro and small business actors. Of course, this has pros and cons considering that on the one hand; There are questions about whether the halal substance can be guaranteed or not, but on the other hand, this arrangement makes it easier for MSMEs to obtain permits easily.

The government continues to encourage the development of MSMEs in almost every region, including in the Pandeglang Regency area. Based on data from the Pandeglang Regency Cooperatives and MSMEs Service in 2021, there are several types of MSMEs, namely: agribusiness, electronics, fashion, handicrafts, services, culinary, automotive and others. The types of MSME businesses under the authority of the Pandeglang Regency Government consist of micro and small businesses. The following is data on the achievements of the number of micro and small businesses, number of workers and types of micro and small businesses based on their type.



(Source: BAPPEDA Pandeglang Regency, 2021)

The spread of micro and small businesses in Pandeglang Regency has spread to various sub-districts and villages. This is certainly very helpful in increasing economic growth and being able to absorb the number of workers and the distribution of development results can increase the perceived impact of society. Culinary types, fashion and agro-business are quite dominant in Pandeglang Regency. This certainly has great potential to be developed and can be in line with the development of the creative economy in Pandeglang Regency.

Table 1. Pandeglang Regency MSME 2021

| No | Type of UMKM | Micro | Small | Medium | Total |
|--------------|--------------|----------------|---------------|----------|----------------|
| 1 | Agribusiness | 57,067 | 385 | - | 57,452 |
| 2 | Elektronik | 8,977 | 878 | - | 9,855 |
| 3 | Fashion | 12,102 | 2,185 | - | 14,287 |
| 4 | Handycrafts | 1,979 | - | - | 1,979 |
| 5 | Service | 3,940 | 769 | - | 4,709 |
| 6 | Culinary | 83,312 | 35,972 | - | 119,284 |
| 7 | Automotive | 14,867 | 568 | - | 15,435 |
| 8 | Etc | 13,292 | 3,148 | - | 16,440 |
| Total | | 195,536 | 43,905 | - | 239,441 |

Source: Research Data, 2023

Based on the data above, it shows that the growth of MSMEs with the criteria of Micro and Small Enterprises is always positive every year, however, the growth of MSMEs is not accompanied by growth in MSME turnover. Meanwhile, based on data from the Pandeglang Regency, in 2023 the number of MSMEs in Pandeglang who have registered with the Online Single Submission (OSS) will only be 19,853 with the following details:

Table 2. Data on Pandeglang Regency MSMEs registered with the OSS in 2023

| Type of Business | Total |
|------------------|--------|
| BIN Micro | 19.141 |
| BIN Small | 712 |
| Total | 19.853 |

Source: Department of Investment and One Stop Integrated Service, Pandeglang Regency, 2023

Based on the data above, it appears that micro business licensing is more dominant than micro business BIN. This is certainly positive because many micro businesses have changed their status to small businesses. The problems found based on interviews with several micro and small business actors in Pandeglang Regency on 23 November-1 December 2023, it was found that many business actors still market their products manually. On the other hand, there is a change in consumer lifestyle, especially in urban areas and among millennials, to buy products online by referring to marketplaces and social media that have developed in society. Apart from that, it was found that many products were considered to have quality but were not known by the market. Based on data and information from the Department of Agriculture and Food Security, the Department of Fisheries, the Department of Tourism and Culture as well as from the Department of Cooperatives, MSMEs, Industry and Trade of Pandeglang Regency, that of the 20 MSMEs that are considered as Excellent MSMEs, only 3 (three) MSMEs or only 15% which sells online, with the following details:

Table 3. Data on MSMEs assisted by Regional Apparatus Organizations (RAO) Pandeglang Regency that serve on-line sales

| No. | RAO Accompaniment | Total |
|-------|-------------------|-------|
| 1 | Agriculture | - |
| 2 | Fishery | 1 |
| 3 | Tourist | - |
| 4 | MSMEs Cooperative | 3 |
| Total | | 4 |

Source: Research Data, 2023

Based on this data, the Pandeglang Regency Government through the Pandeglang Regency Bappeda requires an in-depth study regarding digitalization of the marketing of Excellent MSME products in Pandeglang Regency. The purpose of this study is to prepare a study on the digitalization of MSME product marketing in Pandeglang Regency in 2023. Meanwhile, the objectives of this research are (1) to identify Excellent MSME products in Pandeglang Regency, and (2) to find out the strategies and steps for utilizing the platform digital in marketing MSME products in Pandeglang Regency.

From the results of research reviews related to Digitalization of MSME Product Marketing, there have been many studies discussing it. Based on the Publish or Perish and Vos Viewer tools used from 2012 to 2023, there are 981 articles that examine the digitalization of MSME product marketing with a total of 8,508 citations, meaning there are lots of reference sources that can be studied to provide new knowledge and compare against something that is already in use. will be studied further in depth.

Based on research distribution data classified by year from data processing using the Vos Viewer application, it was found that the intensity of research related to the digitalization of MSME products was more researched in the period 2021 to 2022. In the post-covid-19 pandemic period in 2021, business activity and digital marketing will grow. rapidly, this is in line with the large number of research/studies that highlight digital marketing for MSME products. Furthermore, based on the frequency of research examining research related to digitalization of marketing of MSME products, the most researched.

Although many studies with the title digitalization of MSME product marketing have studied extensively, in this research the research team certainly took something different from previous research. The research team focuses on formulating ideal strategies in digital product marketing and of course for regional products that already have a high level of excellence, in addition to having a different research focus and locus and having a level of originality that can be accounted for. And the next difference in this study is that it will result in profiling of Excellent MSME products, ideal digital marketing strategies, and also as a regional policy formulation in developing MSMEs that is synergized in Regional Apparatus Organizations (RAO).

Literature Review and Research Focus

From the results of the review of research related to Digitalization of MSME Product Marketing, there have been many studies that discuss it. Based on the Publish or Perish and Vos Viewer tools used from 2012 to 2023, there are 981 articles that examine the digitalization of MSME product marketing with a total citation of 8,508, meaning that there are a lot of reference sources that can be studied to provide new knowledge and compare something that will be studied further in more depth.

Based on research distribution data classified by year and data processing using the Vos Viewer application, it is found that the intensity of research related to the digitalization of MSME products is more studied in the 2021 to 2022 timeframe. In the post-covid-19 pandemic period in

2021, the stretch of business and digital marketing grew rapidly, this was in line with the large number of research/studies that highlighted digital marketing of MSME products. Furthermore, based on the frequency of research examining research related to the digitalization of marketing of MSME products, the most research has been conducted. One of them is research conducted by Mardiyaturrahma, Aulia et.al (2022) Atik Wasiqoh, Yufi Priyo Sutanto with the research title Digitalization of MSME Product Marketing with the Utilization of Whatsapp Business in Karanggayam Srengat Village, Blitar Regency. The results of the study state that social media is not used in marketing by an average of 80% of MSMEs in Karanggayam Village. WhatsApp Business as a marketing medium that can be used easily and can expand access to marketing products and services.

With the features of providing catalogs, business information, and contacts that can be accessed for transactions, it opens up positive opportunities for business actors in Karanggayam Village. So that with these findings, it provides treatment in the form of training and assistance to Karanggayam Village MSME players so that they can take advantage of the WhatsApp Business application by utilizing catalogs and communication media for product and service transactions between sellers and consumers. As well as research conducted by Putri, Windyani Eka and Triyana, Neni (2022) with the title MSME Marketing Strategy in Lemahsubur Village Through Digitalization of Product Marketing in Increasing MSME Competitiveness, the results of the research obtained Marketing strategies with the use of digital media such as the importance of upgrading packaging, utilizing market places and social media and making attractive product advertisements. This marketing strategy is expected to be able to assist MSMEs in developing and increasing sales of MSMEs in Lemahsubur Village. Research by Yuniarti, Trisna et.al (2022) with the title Marketing Digitalization in an Effort to Increase Sales of Micro, Small and Medium Enterprises (MSMEs) Products in the South Jakarta Region obtained the results of 3 (three) digital marketing media platforms for each MSME, namely google my business, business instagram, and business whatsapp. The benefits of this activity can be felt by MSMEs so that they can restore their sales cycle for the better and also increase public brand awareness regarding their products because it will be easier to access.

Although there have been many studies with the title digitalization of MSME product marketing, in this research, of course, the research team took something different from previous studies. The research team focuses on formulating ideal strategies in digital product marketing and of course for regional products that already have a high level of excellence, besides that the focus and locus of research are different and have a level of originality that can be accounted for. And the next difference in this study is that it will produce a profiling of superior MSME products, an ideal digital marketing strategy, and also as a formulation of regional policies in the development of MSMEs that are synergized in regional development planning across OPDs.

Method

The research approach used in this research is mixed methods or mixed/combination research. According to Brannen (1992) combined research is a research approach that combines qualitative research with quantitative research in one study. In combination research, researchers must choose the right research design to reflect relationships, priorities, time and their combination. This research uses a concurrent embedded design type of research design, because researchers use quantitative and qualitative methods simultaneously at one time (Creswell, 2003). The quantitative method is the dominant primary method, while the quantitative method as a secondary/supporting method which is less dominant plays an embedded role in the quantitative method.

Researchers identified Excellent products at an early stage by planning local economic development according to the opinion of Blakely and Bradshaw (2002) in their book planning local economic development. The first stage in local economic development planning is collecting and analyzing data regarding the character of the economic base and the problems faced. Without complete and accurate data it will be difficult to maximize the use of local resources for local development. According to Tarigan (2009), analysis of local economic

potential is related to determining the real sectors that need to be developed so that the local economy grows rapidly. Sectors that have advantages have better prospects for development and are expected to encourage other sectors to develop. In line with this, Kuncoro (2004) stated that in determining development policies and sectoral development of the regional economy, Excellent sub-sectors should be prioritized.

Identification of Excellent products is carried out by distributing questionnaires to local governments in charge of MSMEs, namely the Department of Trade, Cooperatives and MSMEs as well as agencies that develop Excellent products which are the main basis for GRDP of Pandeglang Regency, namely the Department of Agriculture and Food Security, the Department of Fisheries and the Department of Tourism and Culture. Researchers conducted interviews and distributed questionnaires to the four agencies to identify five Excellent MSME products in Pandeglang Regency.

Next, the researcher collected data based on secondary data by analyzing the successful use of digital platforms by local governments (best practices) in Indonesia. As well as analyzing the needs of MSMEs for regional Excellent products in terms of marketing characteristics in market places that are in accordance with the existing market place categories. Market place criteria will be implemented that suit the needs and conditions of Excellent MSMEs in Pandeglang Regency. The data sources used as references are obtained from websites and official data issued from local governments, especially those implemented by the Jakarta Province through the jakPrenuer program. Apart from that, to strengthen recommendations for the Pandeglang Regency Regional Government program in developing Excellent MSME products, researchers also conducted a document study by analyzing MSME development programs in various regional apparatuses in Pandeglang Regency by referring to Minister of Home Affairs Decree Number 900.1.15.5-1317 of 2023 concerning changes on the Decree of the Minister of Home Affairs Number 050-5889 of 2021 concerning the results of verification, validation and inventory of updated classification, codification and nomenclature of Regional Development and Financial Planning. The data analysis used in the research is qualitative descriptive analysis with a content analysis model.

As for the qualitative descriptive analysis technique, the researcher carried out a data validity test or data validity test through triangulation and member checking and the researcher's qualitative data analysis technique used the Miles and Huberman model of data analysis in Sugiyono (2014: 337-343), namely data collection, data reduction, data presentation, conclusion drawing/verification.

Results and Discussion

Researchers have identified Excellent products at an early stage by planning local economic development according to the opinion of Blakely and Bradshaw (2002) in their book planning local economic development. The first stage in local economic development planning is collecting and analyzing data regarding the character of the economic base and the problems faced. Without complete and accurate data it will be difficult to maximize the use of local resources for local development. According to Tarigan (2009), analysis of local economic potential is related to determining the real sectors that need to be developed so that the local economy grows rapidly. Sectors that have advantages have better prospects for development and are expected to encourage other sectors to develop. In line with this, Kuncoro (2004) stated that in determining development policies and sectoral development of the regional economy, Excellent sub-sectors should be prioritized. In this research, the process of identifying Excellent products refers to Excellent product indicators in accordance with Minister of Home Affairs Regulation No. 9 of 2014 concerning Guidelines for Development of Regional Featured Products. According to this regulation, the criteria for Excellent regional products are being able to absorb labor, having a contribution or contribution to the regional economy, the main sector

of the regional economy, being renewable, having socio-cultural value, market availability, having available raw materials, strong business capital, facilities adequate business infrastructure, technology-based, good business management, and competitive prices.

Identification of regional Excellent products has been carried out by distributing questionnaires to regional governments in charge of MSMEs, namely the Department of Trade, Cooperatives and UMKM as well as agencies that develop Excellent products which are the main basis for GRDP of Pandeglang Regency, namely the Department of Agriculture and Food Security, the Department of Fisheries and the Department of Tourism. and Culture. Researchers have conducted interviews and distributed questionnaires to the four agencies to identify five Excellent MSME products in Pandeglang Regency with the results identified as follows.

1. Excellent Product Products in the Agricultural Sector

Based on the identification results of the Excellent MSMEs in the Agricultural Sector, there are 5 (five) Excellent MSMEs, namely Sukamaju, Mulya Tani, Harum Jaya, Sumber Tani, Mekar Jaya. The five MSMEs in the agricultural sector have identified and analyzed their Excellency based on Excellent product assessment criteria, with the assessment results as follows:

Table 4. Excellent MSMEs in the Agricultural Sector

| No | MSMEs | Type of Business | Grade |
|----|-----------------------------|--------------------------------------------|-------|
| 1 | Mekar Jaya Putri, Panimbang | Rice Milling and Selling Rice in big party | 85 |
| 2 | Mitra Tani, Labuan | Rice Milling and rice processing | 80 |
| 3 | Harum Jaya, Kadu Hejo | Rice milling and rice sales | 78,5 |
| 4 | Sumber Tani Sambolo, Carita | Rice Milling and Selling Rice | 76 |
| 5 | Mulya Tani, Labuan | Rice milling and rice retail | 75,5 |

Source: Researcher, 2023

Based on table 4 above, the Excellent MSMEs in the agricultural sector are MSMEs Mekar Jaya Putri, Panimbang with a score of 85. The five MSMEs in the agricultural sector are engaged in the rice milling production and rice sales sectors. Pandeglang Regency is famous for several Excellent commodities, the most famous and Excellent agricultural sector product is rice. Thus making Pandeglang Regency a rice production center in Banten Province. In 2022, rice production in Pandeglang Regency will experience an increase in production, namely from 434,087.91 tonnes in 2021 to 546,631.86 tonnes in 2022. This is due, in part, to an increase in productivity (BPS, 2023).

The assessment of the five MSMEs was obtained from various assessment dimensions and indicators, questions asked based on the perspective of the Regional Apparatus Organizations Supervisor, in this case, the Pandeglang Regency Agriculture and Food Security Service. The dimensional aspects that are the focus of questions and the assessment results for each dimension are in accordance with Minister of Home Affairs Regulation No. 9 of 2014 concerning Guidelines for Development of Regional Featured Products.

Based on the largest dimension assessment aspect, namely the regional economic base sector dimension of 19.25, MSMEs in the agricultural sector are the regional economic base sector included in the GRDP base sector group category. Agriculture is the business category that provides the largest share in the regional income of Pandeglang Regency. In 2022 the share will reach 34.83 percent of the GRDP of Pandeglang Regency (BPS, 2023). However, it is necessary

to pay close attention to the results of the assessment of the identification of Excellent products in the agricultural sector, there are problems that need serious attention, namely the dimensions of MSME facilities and infrastructure. This dimension obtained the smallest assessment results with a perception value of 9.25. This means that the dimensional aspect of infrastructure is still an obstacle.

The next dimension that needs serious attention is the availability of facilities and infrastructure for MSMEs, such as the limited or difficult for MSMEs to obtain production facilities and infrastructure (machines, equipment and premises) and other supporting infrastructure (roads, networks, water and transportation). As well as the problem of competitive price levels for facilities and infrastructure making it difficult to obtain.

Apart from that, based on the identification results, it was found that most of the five MSMEs with Excellent products in the agricultural sector have a place/shop for selling, except for the Mulya Tani MSME which does not have a place/shop for selling. The five Excellent MSMEs in the agricultural sector still do not have or have not yet taken advantage of selling in market places. In terms of BIN legality, all five MSMEs already have BINs, but for PIRT and BPOM the five MSMEs do not yet have them.

2. Excellent MSME Products in the Fisheries Sector

Based on the identification results, there are 5 (five) Excellent MSMEs in the fisheries sector, namely Nursipa Jaya, Presto, Dapur Jawara, Tumaritis, Nuansa Bahari. The five MSMEs in the fisheries sector have identified and analyzed their Excellency based on Excellent product assessment criteria, with the assessment results as follows:

Table 5. Excellent MSMEs in the Fisheries Sector

| No | MSMEs | Type Business | of | Grade |
|----|--------------------------|---------------------------------------------------------|----|-------|
| 1 | Nursipa Jaya, Panimbang | Salted Fish | | 88 |
| 2 | Presto, Karang Tanjung | Pindang Milkfish and Tongkol - Brand: Presto | | 83,5 |
| 3 | Jawara Kitchen, Cadasari | Frozen Food, Sambal, Cake, Fish - Brand: Jawara Kitchen | | 81 |
| 4 | Tumaritis, Majasari | Dendeng Nila - Brand: Tumaritis | | 80 |
| 5 | Nuansa Bahari, Labuan | shrimp crisp, Pindang Water - Brand : Nuansa Bahari | | 70 |

Source: Researcher, 2023

Based on table above, the Excellent MSMEs in the fisheries sector are Nursipa Jaya, Panimbang MSMEs with a score of 88. The five MSMEs in the fisheries sector are engaged in the processed fish food production sector such as crackers, frozen food, chili sauce, pindang ikan, beef jerky and salted fish. Pandeglang Regency has the longest coastline in Banten Province with a facing coastline of 230.00 km. Thus, it is not surprising that Pandeglang Regency has abundant natural

resources, both natural wealth and marine products. Pandeglang Regency has a lot of potential marine resources, such as fishing at sea and cultivation in ponds or rice fields. So the fisheries sector is the second Excellent sector in Pandeglang Regency with marine capture fisheries production in 2020 of 2,055 tons (BPS, 2023).

As for the assessment of the five MSMEs, it was obtained from various assessment dimensions and indicators, questions asked based on the viewpoint of the Regional Apparatus Organizations Supervisor, in this case, the Pandeglang Regency Fisheries Service. The dimensional aspects that are the focus of questions and the assessment results for each dimension are in accordance with Minister of Home Affairs Regulation No. 9 of 2014 concerning Guidelines for Development of Regional Featured Products.

Based on the largest dimension assessment aspect, namely the market availability dimension of 18, MSME products in the fisheries sector have advantages in terms of market availability, are absorbed in local, regional and national markets and have the potential to enter the global market. However, it is necessary to pay attention to the results of the assessment of identifying Excellent products in the fisheries sector, there are problems that need serious attention, namely aspects of the dimensions of the regional economic base sector. This dimension obtained the smallest assessment results with a perception value of 12.75. This means that the dimensional aspects of the regional economic base sector are still not given enough attention. The Excellent products of MSMEs in the fisheries sector need to be used as a basic sector of the regional economy, because the potential is quite large.

Based on the identification results, the five Excellent MSMEs in the fisheries sector are still hampered by home businesses that do not yet have shops/selling places, and only Dapur Jawara MSMEs utilize sales of their products through market places (shopee) and the others still sell their products conventionally. For the legality of the business, the five of them already have BIN and the new PIRT for UMKM Nuansa Bahari already has it. Halal product certification for the five Excellent MSMEs for fishery products already have halal certificates.

3. Excellent MSMEs in Tourism Sector

Based on the identification results, there are 5 (five) Excellent MSMEs in the tourism sector, especially those related to the creative economy (craft and culinary), namely Oji Gahruroji, Imron, Mutiara Hady, Wahyu Kusnadiharja, Endang Sutoasa. The five MSMEs in the tourism sector have identified and analyzed their Excellency based on Excellent product assessment criteria, with the assessment results as follows:

Tabel 6. Excellent MSMEs in Tourism Sector

| No | Nama UMKM | Jenis Usaha | Nilai |
|----|----------------------------|------------------------------------------|-------|
| 1 | Oji Fahruroji, Jiput | Bambu Anda | 85,5 |
| 2 | Imron, Panimbang | Balok Jalupang | 83 |
| 3 | Mutiara Hady, Banjar | Pandan Craft | 83 |
| 4 | Wahyu Kusnadiharja, Banjar | Puhu Coffee | 82 |
| 5 | Endang Sutoasa, Carita | Miniatur Badak Kayu, Cula Badak Art Shop | 75 |

Source : Researcher, 2023

Based on table in above, the Excellent MSMEs in Tourism Sector, Oji Fahrurroji, Jiput with a score of 85.5. The five MSMEs in the tourism sector are engaged in the craft and culinary production sector, such as bamboo crafts, rhinoceros, pandan weaving, culinary blocks and puhu coffee.

The geographical location of Pandeglang Regency, which is on the north to south coast of the Sunda Strait, makes Pandeglang one of the tourist destinations in Banten Province which has beautiful beach panoramas to visit. In Pandeglang's GRDP, this business sector contributed 5.18 percent and grew by 7.61 percent. Then, from its economic activities, the accommodation and food and drink provision sector is able to generate added value of 1,659.72 billion rupiah. Two years after the pandemic, population mobility has returned to normal, it can also be seen from the number of tourists that there has been a significant increase, with the increase in the number of tourists reaching 65 percent compared to 2021 (BPS, 2023).

As for the assessment of the five MSMEs, it was obtained from various assessment dimensions and indicators, questions asked based on the perspective of the Regional Apparatus Organizations Supervisor, in this case, the Pandeglang Regency Tourism Office. The dimensional aspects that are the focus of questions and the assessment results for each dimension are in accordance with Minister of Home Affairs Regulation No. 9 of 2014 concerning Guidelines for Development of Regional Featured Products.

Based on the assessment aspect, the largest dimension is the raw material dimension of 16.5 and the price of 16.5. MSME products in the tourism sector have the ability to obtain raw materials easily at competitive prices and are environmentally friendly. As well as paying attention to the price aspect, meaning that the price is appropriate to provide added value and generate business profits. However, it is necessary to pay close attention to the results of the assessment of identifying Excellent products in the tourism sector, there are problems that need serious attention, namely the aspect of the Contribution to the Economy dimension. This dimension obtained the smallest assessment results with a perception value of 13.63. This means that the dimensional aspects of contribution to the economy are still lacking and have not yet become optimal for developing MSME businesses in the tourism sector. The Excellent products of MSMEs in the tourism sector need to optimize marketing, expansion and development so that they have a big contribution to the economy of Pandeglang Regency.

Based on the identification results, the five Excellent MSMEs in the tourism sector have shops/selling places, and the five Excellent MSMEs in the tourism sector have utilized selling their products through market places. For business legality, all five of them already have BINs.

4. Strategy and Utilization of Marketing Digitalization of Excellent MSME Products

In order to achieve success in managing digital marketing, MSMEs need to design strategies that suit their business characteristics and market needs. Several steps that can help MSMEs achieve success in digital marketing are identifying product target markets, optimizing websites, being active and interacting on social media, using quality content, using e-mail marketing, using online advertising, easy access to online purchases, using analytics. data, collaboration with local influencers, focus on customer engagement, monitoring and evaluating performance, and being open to change and innovation. So by designing and implementing the right digital marketing strategy, MSMEs can maximize their online potential and build a strong presence in the digital market.

The use and utilization of market places in the context of e-commerce, functions as an intermediary between sellers and buyers, providing a place to display products or services, facilitating transactions, and including handling payment and delivery processes. Each marketplace has its own uniqueness and focus, so consumers can choose according to their needs and preferences.

Tabel 7. Recommendations for Marketplaces that are suitable for Pandeglang Excellent Products

| Product Category | Tokopedia | Shopee | Bukalapak | Go-food | Traveloka | Agoda |
|------------------|-----------|--------|-----------|---------|-----------|-------|
| Pertanian | ✓ | ✓ | × | ✓ | × | × |
| Perikanan | ✓ | ✓ | × | ✓ | × | × |
| Pariwisata | × | × | × | × | ✓ | ✓ |
| Koperasi UMKM | ✓ | ✓ | ✓ | ✓ | × | × |

Notes: ✓ : Recommended ; × : Not Recommended

Source : Researcher, 2023

Apart from that, digital marketing can be used through social media platforms. A social media platform is a website or application that allows users to create and share content with other users in their network. Social media platforms provide a means to interact, communicate, and share information with people in online communities. Some examples of popular social media platforms include Whatsapp, Facebook, Instagram, Twitter, LinkedIn, TikTok, and many more. The platform has become an integral part of daily life for millions of people around the world.

Each platform meets the different needs and interests of users, and a person's preferences may depend on their personal or professional goals in social media use. In connection with the recommendations needed by Pandeglang MSMEs and which are suitable for Pandeglang's Featured Products, they are the WhatsApp, Facebook, Instagram and TikTok platforms.

In order to help the Regional Government (Pemda) support the development of Micro, Small and Medium Enterprises (MSMEs) in Indonesia through digital marketing, there are several strategies that can be implemented, namely education and training, Internet Access and Infrastructure, Development of an E-Commerce Platform Support System, Collaboration with Technology Companies, Joint Digital Campaigns, Monitoring and Evaluation, Legal and Security Support, Community Promotion and Empowerment, Encourage Digital Innovation, Central Digital Marketing Support.

Conclusion

Based on descriptive analysis with reference to Minister of Home Affairs Regulation no. 9 of 2014 concerning Guidelines for Development of Regional Excellent Products, Excellent MSME products can be identified according to their level of excellence in the Agricultural Sector: 1. Mekar Jaya Putri, Panimbang; 2. Mitra Tani, Labuan; 3. Harum Jaya, Kadu Hejo; 4. Sumber Tani Sambolo, Carita; 5. Mulya Tani, Labuan. The Excellent products in the fisheries sector are 1. Nursipa Jaya, Panimbang; 2. Fresto, Karang Tanjung; 3. Champion Kitchen, Cadasari; 4. Tumaritis, Majasari; 5. Maritime Nuance, Labuan. The Excellent products in the Tourism Sector are 1. Oji Fahrurroji, Jiput; 2. Imron, Panimbang; 3. Wahyu Kusnadiharja, Banjar; 4. Mutiara Hady, Banjar; 5. Endang Sutoasa, Carita.

Utilization of digital marketing of Excellent MSME products is done using the following steps:

- a) Get to know the product target market
- b) Website Optimization

- c) Active on Social Media
- d) Using Quality Content
- e) Use of E-mail Marketing
- f) Utilization of Online Advertising
- g) Easy Access to Online Purchases
- h) Use of Data Analysis
- i) Collaboration with Local Influencers
- j) Focus on Customer Engagement
- h) Performance Monitoring and Evaluation

In connection with the recommendations needed by Pandeglang MSMEs and which are suitable for Pandeglang's Featured Products, they are the WhatsApp, Facebook, Instagram and TikTok platforms.

References

- American Psychological Association. (2010). Publication manual of the APA Style (6th ed.). Washington, DC: Author.
- Barile, L.. (2011, April). Mobile technologies for libraries. *C&RL News*. Available: <http://crln.acrl.org/content/72/4/222.full>
- Biro Pusat Statistik. (2013). Statistik Indonesia 2010. Jakarta, DKI: Author. Available: <http://www.bps.go.id/books/file/12345.pdf>
- Bloomberg. L.P. (2008). Return on Investment for Apple Inc 12/31/00 to 01/30/08. Accessed May 21, 2013, from Bloomberg Database.
- Digital Divide. (2013). In Encyclopedia Britannica. Accessed May, 6, 2013, available: <http://search.eb.com>
- Hakim, C.. (2016, Juni 16). Kode Morse THR. *Kompas Online*. Available: <http://www.kompas.com>
- Kementrian Pendidikan dan Kebudayaan RI. (2011). Peraturan Mendiknas tentang Satuan Pengawasan Intern (Permendiknas Nomor 47 tahun 2011). Jakarta, DKI: Author. Available: <http://spi.um.ac.id/uploads/...SPI.pdf>
- Kim, C., Mirusmonov, M., Lee, I. (2010). An empirical examination of factors influencing the intention to use mobile payment. *Computers in Human Behavior*, 26, 310-322. Doi:10.1016/j.chb.2009.10.013
- Kumat, S.R.. (2012). Case studies in Marketing Management.. Dehli: Pearson. Available: <http://books.google.com/books>
- Mardiyaturrahma, Aulia., Wasiqoh, Atik., & Sutanto, Yufi Priyo. (2022). Digitalisasi Pemasaran Produk UMKM Dengan Pemanfaatan Whatsapp Business Di Desa Karanggayam Srengat Kabupaten Blitar. *JPPNu (Jurnal Pengabdian dan Pemberdayaan Nusantara)* Vol. 4 No. 2, Desember 2022
- Putri, Windyani Eka., & Triana, N. Neni. (2022). Strategi Pemasaran UMKM Di Desa Lemahsubur Melalui Digitalisasi Pemasaran Produk Dalam Meningkatkan Daya Saing UMKM. *Abdima Jurnal Pengabdian Mahasiswa*, Vol 2 No 2
- Yuan, P. (1998). Shanghai Jahwa: Liushen Shower Cream (A). In Kumar, S.R.. (Ed). *Case Studies in Marketing Management* (pp. 1-11). Dehli: Pearson.
- Yuniarti, Trisna., Faujiyah, Firdhani., Rizal, Muhammad Alde., & Bani, Fajar Ciputra Daeng. (2022). Digitalisasi Pemasaran dalam Upaya Peningkatan Penjualan Produk Usaha Mikro Kecil Menengah (UMKM) di Wilayah Jakarta Selatan. *Jurnal Pustaka Mitra (Pusat Akses Kajian Mengabdikan Terhadap Masyarakat)* Vol 2 No 2 (2022)

Acknowledgment

Thank you to the parties who have helped the completion of this research, especially to the Regional Government of Pandeglang Regency which has funded this research in Fiscal Year 2023 with the Work Agreement Letter Number: 000.3.4/464.1-Bappeda/X/2023 and Number: 40/LPPM-STIA Banten/X/2023 dated : 30 October 2023 concerning the Implementation of the Study on Digitalization of MSME Product Marketing in Pandeglang Regency in 2023 by LPPM STIA Banten., thank you to LPPM STIA Banten for facilitating this research activity, and thank you to the state administration study program of the Faculty of Social and Political Sciences, Tidar University for giving the author's team the opportunity to implement the 5th BCPA conference.