

## Research Article

# Perception of SMEs in East Java on Digitalization Transformation in Business

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**Abstract.**

The COVID-19 pandemic has forced SMEs to be able to innovate and transform their businesses into business digitization. It certainly changes the traditional way of selling with an online system. This study aims to analyze the perception of SMEs toward digitalization in business, marketing strategies, and SMEs interest in digital marketing. This research method used is the descriptive quantitative method. Data collection was done using a Google survey. The study results showed that SMEs' perception toward business digitization was excellent, as its easier for the sellers and buyers to make transactions without meeting. Business digitization can increase revenue turnover, have clearer operating hours, and make it easier to recap sales results. However, SMEs are still in the transition stage to online marketing. Some who have digitized their business prefer ads on free social media. Some still use the traditional method of distributing posters and pamphlets. The interest of SME actors is very high, but it is not followed by effective practice.

**Keywords:** business, digitalization transformation, perception, small medium enterprise

## 1. Introduction

The Covid-19 pandemic that we are currently facing has significantly impacted almost all aspects of life, especially in the economic field. The spread of this virus advises against carrying out activities from home (work, study, worship) and carry out physical or social distance. Consequently, business actors, especially SMEs, are experiencing diminishing demand (Nicola et al., 2020). The Ministry of Cooperatives and SMEs of the Republic of Indonesia released a statement that in 2019 the number of MSME units had a share of around 99.99% or equivalent to 62.9 million units of the total coverage of business actors in Indonesia, while large businesses said they only absorbed 0.01% or about 5400 units (Ferdiyanto, 2020).

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Small and Medium Enterprises (SMEs) also certainly feel a real impact. As a sector that drives the economy, SMEs have a more formidable challenge. 90% of SMEs in Indonesia still use manual production and have not been touched by technology. Nevertheless, data from the Ministry of Industry and Trade (2020) states that even though SMEs are still minimally touched by technology, they can survive due to the adaptation. They are shifting the sales using the online system, especially when this pandemic causes SMEs to make adjustments and improvements in innovation, marketing, and management.

According to Indonesian Statistics (2018) data, East Java has the second-largest number of SMEs in Indonesia. Therefore, it is the answer that before the pandemic occurred, the wheels of the economy and development in East Java showed a positive trend. However, in dealing with pandemic conditions, adaptive capabilities are needed for business continuity, considering that pandemic conditions require the application of health protocols that reduce the intensity of direct interaction between humans so that the buying and selling transaction process must follow the rules set. The Ministry of Cooperatives and SMEs in 2020 also said that the challenge faced by SMEs during this pandemic was ensuring sustainability to survive and compete in both local and global markets (Lestarini, 2020).

The problem then faced was that the number of SMEs in Indonesia decreased during the COVID-19 pandemic, especially in small businesses; this was due to increasingly uncertain daily incomes, especially after implementing the curfew, which resulted in hampered trading activities. This situation has forced many small businesses to close their businesses (Rahmani, 2021). Another problem that also arises is that SMEs have difficulty in balancing cash flows. It is due to the large production operational needs and not equal to the turnover generated.

Furthermore, the Ministry of Cooperatives received as many as 37,000 case reports of business actors that during the covid-19 pandemic, 56% reported experiencing a decrease in sales, 22% experiencing capital difficulties, 15% experiencing hampered distribution, and 4% reported experiencing difficulties in supplying raw materials (Ferdiantho, 2020). Meanwhile, in traditional markets, the Ministry of Trade noted that the average turnover of traditional traders fell by 40% during the pandemic and a 29% decline followed this in the number of traders (Wulandari, 2020).

SMEs are like struggling amid a pandemic, making adjustments after adjustments and uncertainty. SMEs need intensive assistance to survive the business storms caused by the pandemic. It is done so that SMEs are prepared to enter the digital market as soon as possible. He added that this mentorship effort could be used as a life-changing experience to accelerate the ability to do business online with a target of three months

(Lestarini, 2020). When the pandemic occurred, the researcher found that SME activists also began to change business fields to use e-commerce or online shops for business sustainability (Rahmani, 2021).

Previous research conducted by (Pavlou et al., 2007) shows that individuals are willing to accept a technological approach in marketing influenced by several factors. For example, it includes 1) usefulness, the belief that technology can help improve performance, and 2) ease of use; users believe that using this system will provide more convenience. In the development of digitalization in business, it is also known as e-business which refers to the definition of an activity resulting from using the internet to manage and support business activities.

While activities in e-business are not just selling and buying products, services, and services. But other things include customer service, collaboration between business partners, and making companies conduct transactions electronically (Turban & Aronson, 2011). Therefore, the use of digitalization in the business carried out by SME activists will undoubtedly be influenced by perceptions of the technology itself. Perception can be broadly defined as how knowing and recognizing objects is carried out consciously through the sensing process, which is then given meaning. Other experts say that perception is a process of receiving, selecting, organizing, interpreting, testing, and reacting to sensory stimuli or data.

Meanwhile, to form perceptions, there are several processes, including selection, which is the delivery by the senses of information obtained from external stimuli. First, after this stimulus is received, then this data is selected. Second, after making a selection, a meaningful interpretation occurs. Third, those individuals will carry out the process of organizing information so that information can provide meaning. Meanwhile, it is influenced by factors such as experience. The value system adopted motivation, personality, and intelligence. Third, rounding means that the individual draws conclusions and responds to the information received to be seen from the form of behaviour as a reaction to individual perceptions.

## 2. Literature Review

### 2.1. Perception

Perception is the process of obtaining, interpreting, selecting, and organizing sensory information from the social environment (Sarwono & Meinarno, 2009). Perception can also be interpreted as understanding how someone views and interprets something

(Leavitt in Sobur, 2003). Furthermore, Desiderato (in Rakhmat, 1994) explains that perception gives meaning to sensory stimuli. So, it can conclude that perception is an individual's way of viewing, interpreting, giving the sense, completing, and reacting to an object obtained from sensory experience.

The process of perception goes through several stages, namely: 1) selection, 2) interpretation, and 3) rounding off (Sobur, 2003). According to Schermerhorn (1994), the perception process can occur as follows: 1) Attention and Selection; this process occurs as a result of individuals deciding which information is selected and considered and which information is ignored; 2) Organization, all selected information will be organized efficiently with a framework cognitive and conceptualized 3) Interpretation, the information obtained is then interpreted and given meaning, at this stage, it is strongly influenced by causal attribution, namely an explanation of why something happened, and the last 4) Retrieval, information that has been stored is searched again for use, so that individuals can retrieve information that has been stored if the information has been schematized and organized.

Factors that influence perception are internal and external factors (Gibson & Ivancevich, 1994). Interior characteristics, namely:

1. Physiological, sensory capacity in capturing stimulus or information.
2. Attention how much the individual pays attention to one information/stimulus.
3. Interest in how much someone wants to pay attention to information.
4. Unidirectional needs are how vital the individual looks for things that give answers to his curiosity.
5. Experience and memory are the extents to which a person can remember events in the past.
6. Mood refers to the emotional state in which the individual receives information.

Furthermore, external factors consist of the following:

1. The shape or size of the object will affect the individual's perception in focusing attention to form the perception.
2. The colour of the object that objects that have more colours will attract more attention.
3. The uniqueness or contrast and the shape or appearance of the object or information.

4. The intensity and strength of the information, if this information appears frequently and is noticed, will provide more material to form perceptions.

Meanwhile, functional and structural factors influence Krech & Crutchfield (1948) perception. Practical factors derived from needs, experience, learning process, knowledge, cultural background, and education. This factor will then influence the individual to give meaning to the information received. Furthermore, structural factors are factors that come from outside the individual, namely the environment. For this information to be realized by the individual, this stimulus must be strong and prominent in terms of movement, intensity, novelty, and repetition.

In addition, Robbins & Judge (2015) divided three factors that determined perception, namely:

1. A perceiver is a person who gives a perception that contains components of attitudes, motives, interests, and interests, experiences, and expectations.
2. In this case, the object or the target contains novelty, motion, sounds, size, background, proximity, and similarity.
3. The situation refers to time, work setting, and social setting.

## 2.2. Intention

Behavioural intention can be defined as a desire to do a certain thing or behaviour. It can be interpreted as a desire to act or act (Hartono, 2007). The function of intention is as a driver that directs someone to carry out purposeful, specific, self-selected activities and can be fun, which can later form a habit (Ginting, 2005). We cannot separate technology adoption in business from two variables, namely one's attitude and intentions (Jan et al., 2012). Likewise, we cannot separate intention from the attitudes and preferences of individual behaviour. Ajzen (1991) stated that attitudes explain the general feelings of an individual with a strong desire for a particular technological system. Behavioural intentions include factors that motivate a person to use a specific technology.

## 2.3. Business Digitalization

The overall development of digital technologies such as the Internet, smartphones, web applications, mobile applications, and social media has encouraged digital businesses. In other words, digital technology provides easy access for SMEs to improve

their business performance. Innovation adoption is related to various factors, including organization, environment, and technology. SMEs recognize that innovation plays an important role and increases the benefits of existing practices and systems. Therefore, adopting the internet and e-business technology is expected to impact performance (Ifinedo, 2011). Directly or indirectly, the benefits of adopting internet and E-business technology can be seen from maximizing existing resources but having a significant impact on profits.

Many other researchers, such as Mehrtens, Cragg, & Mills (2001); Müller & Voigt (2018), states that the Internet and e-business (have strong predictors of SMEs. Therefore, acceptance of Internet and E-Business Technology in SMEs can be seen from the perspective of innovation. The characteristics of the digital business model are different from the traditional way, where sellers and buyers can meet face-to-face. Digital products and services can be reproduced at practically zero marginal cost, for example, using smartphone applications (Shapiro & Varian, 1999). El Sawy & Pereira (2013) emphasize the digital business framework on the importance of customer touch-points (i.e., interfaces), the central role of digital platforms (i.e., service platforms), and the need to manage a complex ecosystem of multiple actors (i.e., organizing models).

El Sawy & Pereira (2013) assemble a digital business model into five components:

- 1) Value proposition: The reason why a particular customer is willing to pay for a product or service
- 2) Interface: Interaction between customer and service platform
- 3) Service platform: Machines to enable the delivery of products or services
- 4) Organizing Model: Ecosystem structures and processes for creating products and services
- 5) Income model: distribution of income and costs among the participants of the ecosystem

There are four phases to innovating digital business models: discovery, development, diffusion, and evaluation (Fichman et al., 2014). The following business digitization can be done by marketing on social media. Social media is categorized as the initiation of web development and design, which aims to enable sharing of information sources, communication, and collaboration among users (Ahmad et al., 2018; Chatterjee & Kar, 2020; Lee et al., 2016). Consumers are generally used to spending more than 330 Minutes per day participating in social media platforms. As a result, this platform has become an easy instrument for online communication between consumers, companies, or consumers worldwide, especially for Indonesian SMEs (Mayasari, 2019).

Social media marketing allows users to receive adequate information about events worldwide (Alnaser et al., 2020). Furthermore, companies can quickly build their brands through social media to increase their business activities (Cestyakara, 2013; Odoom et al., 2017). Thus, social media marketing helps SMEs to encourage them to invest more in digital marketing (Chatterjee & Kar, 2020; Iqbal et al., 2020; Mayasari, 2019).

### 3. Result and Discussion

#### 3.1. Profile of the Respondents

The questionnaires contains several 69 questions about the market conditions faced, market structure, behavior related to product marketing, performance updates or innovations carried out, and how the perceptions and ways of SMEs dealing with digitalization in business, especially during the covid-19 pandemic. The number of subjects in this study was 145 people from several areas in East Java, such as Jombang, Blitar, Malang, and Batu.

TABLE 1: Business Location.

Business Location	Number	Percentage
Blitar	64	44,1 %
Jombang	53	36,6 %
Malang	27	18,6 %
Batu	1	0,7%

Source: Authors' research, 2021

Based on the data in Table 1 above regarding the distribution of business addresses, as many as 64 business actors or 44.1% are in Blitar, 53 business actors or 36.6% are in Jombang, 27 business actors or 18.6% are in Malang, and the rest as many as 1 business actor or 0.7% are in Batu City. Therefore, based on the data above, it can conclude that most business actors come from Blitar. Furthermore, the following is the distribution of the sexes of the research subjects in this article:

TABLE 2: Distribution of Subject Gender.

Gender	Number	Percentage
Female	121	83,5 %
Male	24	16,5 %

Source: Authors' research, 2021

Table 2 above shows that as many as 121 respondents, or 83.5%, are female, and as many as 24 respondents or 16.5% are males. Therefore, based on the data above, it can be concluded that there are more female business actors than male business actors. Meanwhile, the types of business carried out by the subjects in this study are as follows:

TABLE 3: Distribution of Business Types.

Type of business	Number	Percentage
Food/culinary and drinks	122	84,1 %
Service	4	2,8 %
Clothes	8	5,5 %
Crafts/products	7	4,8 %
Cosmetics	2	1,4 %
Other	2	1,4 %

Source: Authors' research, 2021

Based on the data in Table 3 above regarding the distribution of business types, it shows that as many as 122 respondents or 84.1% have a Food and Beverage business, 4 respondents or 2.8% have a company in the service sector, 8 respondents or 5.5% have a clothing business or dress. Moreover, 7 respondents, or 4.8%, have a handicraft/product business, 2 respondents or 1.4% have a cosmetic industry, and the remaining 2 respondents or 1.4% have a type of business not mentioned above. Therefore, based on the data above, it can conclude that most business actors have businesses in the food/culinary and beverage sector. The following is the latest educational data of the subject in this study:

TABLE 4: Last Education Level.

Education	Number	Percentage
Primary School	10	6,9 %
Junior High School	22	15,1 %
Senior High School	68	46,9 %
Diploma (I-III)	6	4,1 %
Bachelor	36	24,9 %
Master	3	2,1 %

Source: Authors' research, 2021

Table 4 explained the respondent's education level. We can see those 10 respondents, or 6.9%, graduated from elementary school, 22 respondents or 15.1% graduated from junior high school/equivalent, 68 respondents or 46.9% have graduated from high



school. Moreover, 6 respondents, or 4.1%, graduated from Diploma (I-III), 36 respondents or 24.9% have a bachelor degree, and the rest has a master degree as 3 respondents or 2.1%. Based on the data above, we can conclude that most business actors have the latest high school education, which is almost 50% of the total business actors. Next is the subject age range is as follows:

TABLE 5: Age Range of Subjects.

Subject Age Range	Number	Percentage
19-25 years old	16	11 %
26-30 years old	17	11,7 %
31-35 years old	20	13,8 %
36-40 years old	17	11,7 %
41-45 years old	34	23,5 %
46-50 years old	18	12,4 %
Over 50 years old	23	15,9 %

Source: Authors' research, 2021

Table 5 above explaining the age range of respondents. It shows that 16 respondents or 11% have an age range of 19-25 years, 17 respondents or 11.7% have an age range of 26-30 years, 20 respondents or 13.8% have a range 31-35 years old, 17 respondents or 11.7% have an age range of 36-40 years. Thus, 34 respondents, or 23.5%, have an age range of 41-45 years, 18 respondents or 12.4% have an age range of 46-50 years, and the remaining 23 respondents, or 15.9%, have an age range of more than 50 years. Based on the data above, the distribution of the age range of business actors is relatively even. However, most business actors have an age range of 41-45 years. The following data describe the length of effort of the subjects in this study:

TABLE 6: Length of Business.

Business Length	Number	Percentage
Less than 1 year	2	1,3 %
1-5 years	92	63,5 %
6-10 years	34	23,5 %
More than 10 years	17	11,7 %

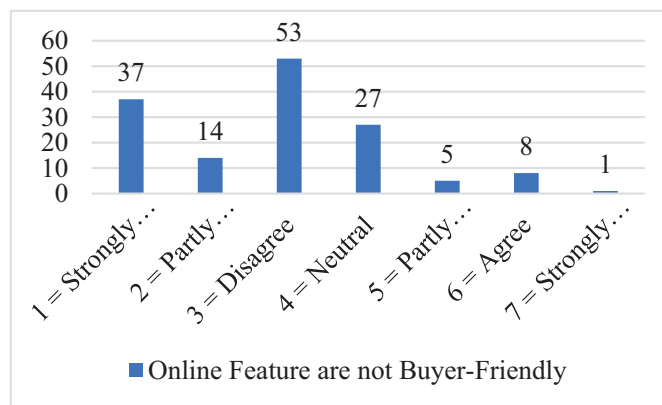
Source: Authors' research, 2021

Based on the data in Table 6 above regarding the length of business actors, 2 respondents or 1.3% have a business of less than 1 year, 92 respondents or 63.5% have a business for 1-5 years, 34 respondents or 23.5% have business for 6-10 years, and the remaining 17 respondents or 11.7% have a business for more than 10 years.

Therefore, based on the data above, we can conclude that most business actors have had a business for 1-5 years.

### 3.2. The Perception of SMEs towards Digitalization Transformation

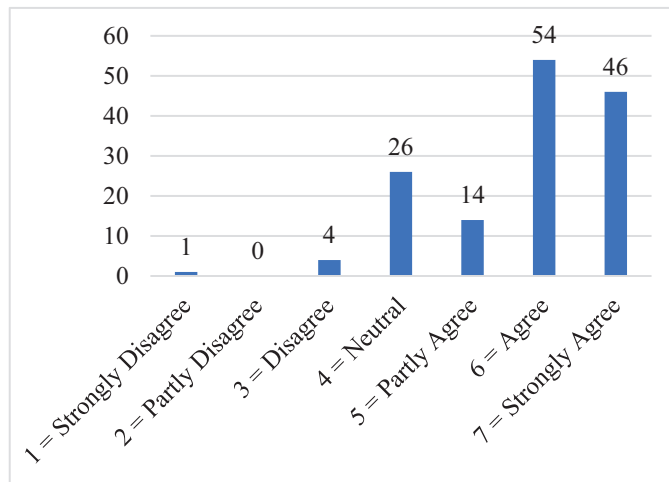
The results of this study will describe the perception of SMEs towards digitalization in business. Perceptions about the ease of using digitization can be described as follows:



**Figure 1:** Attitude towards Online Application Feature. Source: Author’s research, 2021.

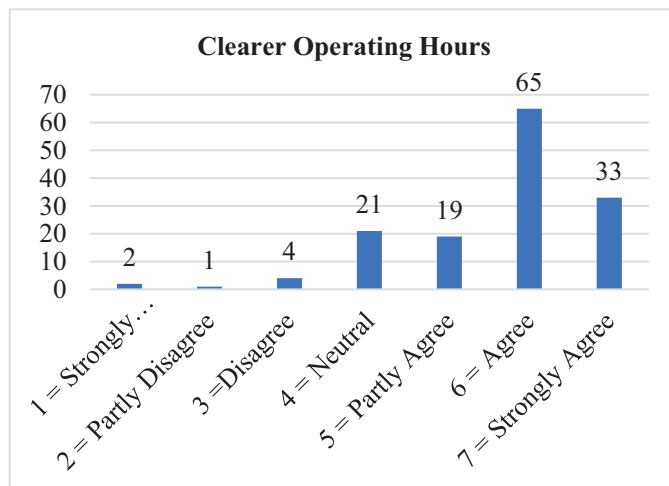
The results showed that as many as 53 subjects (36.6%) of SME actors chose to disagree, 37 subjects (25.6%) chose strongly disagree, and 14 subjects (9.6%) decided to tend to disagree regarding online features that are considered not buyer-friendly. The number of neutrals was 27 subjects (18.6%). Meanwhile, the subjects who chose those online features made it difficult for buyers totaling 14 (9.6%) spread across the answers, tended to agree strongly. Therefore, it means that most subjects (71.8%) chose to firmly disagree to disagree if the online features in the application are considered difficult for buyers.

Perceptions that tend to support the use of this technology are strengthened by statements related to turnover when using digital (online) applications. So that in the picture below presents the processed data from the results of the questionnaire. Furthermore, it was found that 54 subjects (37.2%) chose to agree, 46 subjects (31.7%) chose strongly agree, and 14 subjects (9.6%) decided to tend to conform if the turnover was better when using the online system. Meanwhile, only 5 subjects (3.4%) chose strongly disagree to disagree that the turnover obtained was better when using the online system. Therefore, it means that most 114 subjects from 145 or 78.5% admitted that running a business with an online system could make a better income turnover.



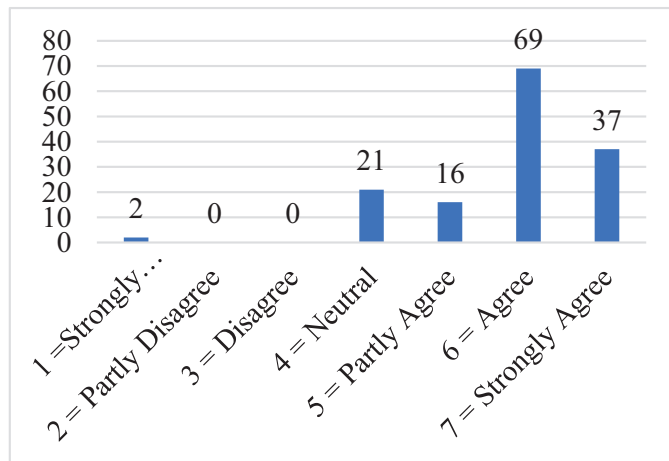
**Figure 2:** Turnover by Using the Online System. Source: Author’s research, 2021.

Perceptions of digitalization tend to be better expressed by SME activists. It can be seen with additional results related to more systematic operating hours to easier sales recaps, as follows:



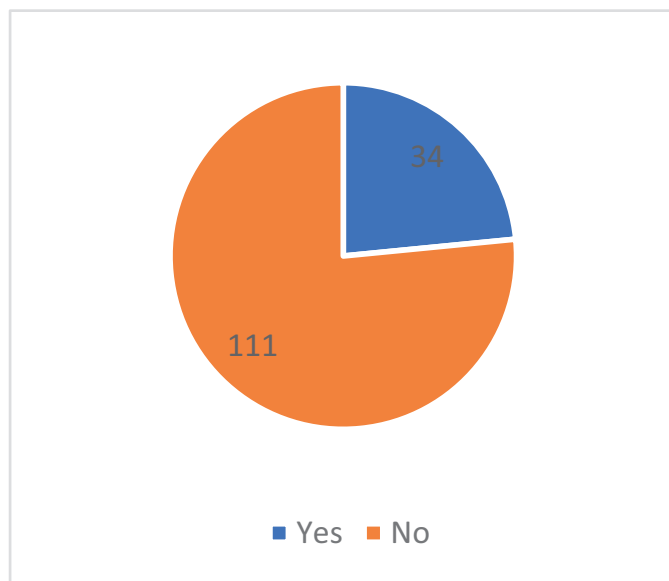
**Figure 3:** Operational hours. Source: Author’s research, 2021.

We can see that as many as 65 subjects (44.8%) admitted to agreeing that by using a digital or online system, the operating hours became clearer. Furthermore, 33 subjects (22.7%) revealed to agree strongly, and 19 subjects (13.1%) tended to agree. Again, 21 subjects (14.4%) chose neutral, and 7 subjects (4.8%) had strongly disagreed to disagree if the digital or online system made operating hours clearer. Therefore, we can conclude that the majority of the subjects, 117 out of 145 or 80.6% of the subjects, admitted that the digital/online system could help clarify operational hours. Additionally, online sales are also considered to facilitate the sales recap to ease the work. The following data describe this:



**Figure 4:** Online Sales Make Sales Recap Easy. Source: Author’s research, 2021.

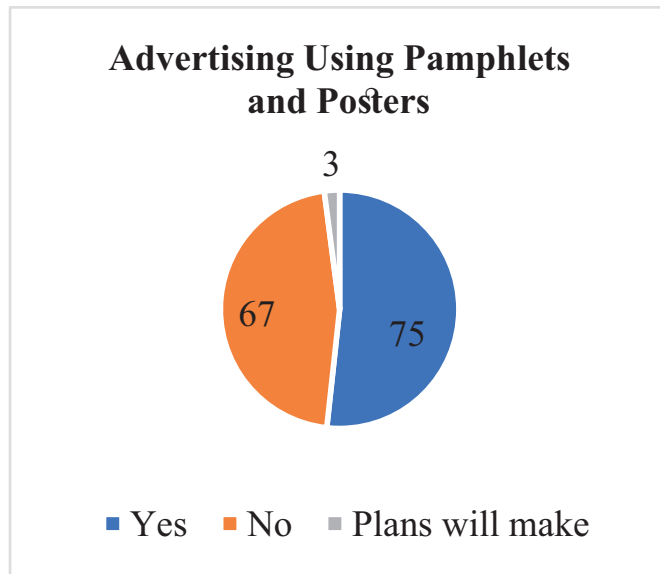
The questionnaire results on 145 subjects showed the following those 69 subjects (47.5%) admitted to agreeing that the online system made it easier to recap and ease the work, 37 subjects (25.5%) said they strongly agreed. In comparison, 16 subjects (11%) tend to agree. 21 subjects (14.5%) were neutral, and 2 subjects (1.4%) said they strongly disagreed. It means that most SMEs, namely 122 out of 145 (84%), admit that online sales can help make recaps easier and help ease the work. However, the conveniences obtained by SME activists by using the online system have not made SME activists innovate in sales and marketing, as received from the following data:



**Figure 5:** Advertising through Paid social media. Source: Author’s research, 2021.

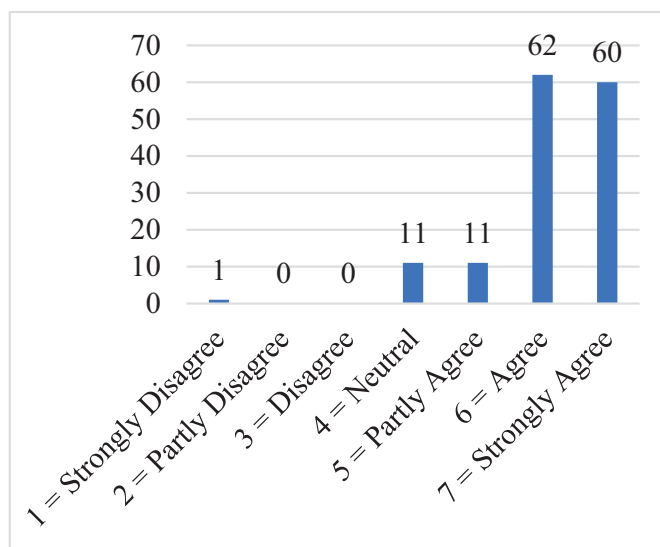
It is known that 111 subjects (76.5%) admitted that they did not advertise their products through paid social media. In comparison, 34 subjects (23.5%) admitted that they had paid advertising on social media to promote their products. However, they still prefer to

use pamphlets or posters. So, the following is a comparison of advertisements carried out offline through pamphlets or posters.



**Figure 6:** Advertising with Pamphlets and Posters. Source: Author’s research, 2021.

The data above states that 75 subjects (51.7%) stated that they are still using offline advertising using pamphlets, posters, and the like, which are distributed in the marketing environment. Meanwhile, 67 subjects (46.2%) admitted that they did not use offline advertising, and the remaining 3 subjects (2.1%) still planned to make offline advertisements. Thus, from the data above, we can see that SME activists are still transitioning to using online advertising but are not interested when it is paid advertising.



**Figure 7:** Interest in Using Digital Marketing. Source: Author’s research, 2021.

From the survey results above, it is known that 133 subjects out of a total of 145 (91.7%) admitted that they were very interested in using digital marketing, while only 1 subject (0.7%) admitted that they were not interested in using digital marketing. The Covid-19 pandemic has had an impact on various things, including economic activities. Economic activities that initially only relied on traditional methods, especially on SMEs, are now required to adapt to current conditions, reducing face-to-face activities. Therefore, MSMEs today must be able to adapt and innovate so that economic activities can run normally. One way that they can use to reduce face-to-face activities is by digitizing business. Regarding the perception of SME actors towards digitalization in business, it can be seen from indicators 1) Attitude towards online application features; 2) Turnover by Using an online System; 3) Operating Hours 4) Online sales make it easier to recap sales.

Most SMEs in the East Java Region have started digitizing their business. Business digitization has proven effective because it can make it easier for sellers and buyers to make buying and selling transactions without having to meet in person. In addition, the use of online systems in the SME business has proven to make income turnover better than continuing to use the traditional method during the COVID-19 pandemic. It is happening because buyers are still afraid to interact with other people too much, so most buyers prefer to use the online system. Therefore, feel comfortable and safe to make purchases online during this COVID-19 pandemic.

Moreover, the digital business also makes market share wider. In line with (Cestyakara, 2013) that companies digitizing their business will overgrow. Business digitization can increase business activities (Odoom et al., 2017). Therefore, when SMEs transform their business to digital, it can also increase revenue turnover. However, some SMEs do not agree that turnover is getting better when using the online system. It happens because of the lack of advertising or promotion and knowledge about the use of technology in business.

Meanwhile, to make the business thrive in the current era, it must adapt to the current circumstances. In addition, business digitization also makes MSME Operational Hours more flexible. It is due to SMEs are not fixated on rigid working hours. By using the online system, SMEs can start and stop work at any time. More flexible operating hours can also make MSMEs achieve better turnover because they can use more time. In addition to the online system in a business that can improve revenue turnover and more flexible operating hours, the online system has also been proven to make it easier for SMEs to recap sales results. It also greatly eases the work of SME actors. Online sales can make it easier to summarize sales. It happens because sellers always get incoming

transaction reports when buyers make purchases online so that SME actors also find it easier to monitor sales results every day. Therefore, business digitization has proven to provide many benefits for SMEs. In line with (Bharadwaj et al., 2013), a digital strategy can no longer be seen separately from the business strategy because digital strategy and business strategy are interrelated and integrated.

SME actors who use business digitization admit that they market their products by promoting social media, but most do not promote their products on paid social media. Only about 23.5% use paid advertising on social media to promote their products. There is a lack of capital to carry out promotions on paid social media, so most are still maximizing marketing on unpaid social media. It is in line with (Teima et al., 2010), which says that limited financial access is a massive obstacle for MSMEs. However, social media is proven to have many benefits as a marketing medium for business people, including according to Stezner (2012), namely:

1. Reaching more customers.
2. Generate new business partnerships.
3. Help increase search rankings.
4. Generate qualified leads.
5. Help sell products and services.
6. Reduced overall marketing costs.

In addition, 51.7% also still use the traditional way of marketing their products, namely by using pamphlets, posters, and the like, distributed around the business environment. If you innovate and use social media as a marketing medium, you will reduce marketing costs compared to using pamphlets and brochures (Stezner, 2012). Therefore, it can be concluded that MSME actors are still in the transition stage using online advertising, but most are not interested in using paid advertising on social media.

Most SME actors in the East Java are interested in using digital marketing in their business. However, there is only one who is not interested in using digital marketing. The internet has changed consumer behavior in obtaining information. Today's consumers prefer to read data from the internet rather than read magazines or newspapers. Therefore, digital marketing is used as a marketing strategy medium to strengthen public demand and to support various business activities. Digital marketing refers to the activities, institutions, and processes facilitated by digital technology ranging from creating, communicating, and delivering value to consumers. Digital marketing is

defined as using technology to support product marketing activities whose ultimate goal is to increase consumer knowledge by adjusting the products offered according to customer needs.

The use of digital channels used in marketing to achieve the same goals as traditional marketing is to attract new consumers and retain existing customers by providing higher value. This digital marketing approach can use social media, blogs, email, web, and online platforms. However, not all SME actors can use digital marketing in their business even though they are interested. It happens because they are not used to using technology in marketing their products. Therefore, all SME actors in East Java can use digital technology in selling their products. It is hoped that there will be socialization, training so that MSME actors can find out what they can use media for marketing their products online.

As a result, SMEs can become entrepreneurs, familiar with the system, flow, and workings of each media used in digital marketing. In addition, MSMEs need to do what needs to be done before digitizing their business is need to carry out several analyses such as analysis of company conditions, analysis of target markets, and analysis of digital platforms that will be used (Cestyakara, 2013).

## 4. Conclusions

SMEs have an excellent perception of digitalization in business due to its nature, making it easier for sellers and buyers to make transactions online. It can also increase revenue turnover, have precise operating hours, and simplify the recapitulation of sales results. However, SME actors are still in the transition stage to do online marketing. Some still use traditional ways to promote their products, such as pamphlets and posters around the business environment. What can be suggested from the results of this study is the need for socialization and training so that SME actors will be more familiar with social media to market their products online.

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