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# **The education on the use of digital marketing to increase brand awareness in BL store products in Wajo Regency Indonesia**

**Ida Farida**

Department of Sharia Economy Masters, Institut Agama Islam Negeri Bonè, Indonesia

Correspondence author email: [ida.farida@iain-bone.ac.id](mailto:ida.farida@iain-bone.ac.id)

**Otong Karyono**

Department of Sharia Economy Masters, Institut Agama Islam Negeri Bonè, Indonesia

**Muspita Sari**

Department of Islamic Economic Law, Institut Agama Islam Negeri Bonè, Indonesia

**Fitriani**

Department of Sharia Economy, Institut Agama Islam Negeri Bonè, Indonesia

**Arni Arsyad Sultan**

Department of English Language, Institut Agama Islam Negeri Bonè, Indonesia

**Abstract**--This study aims to find out the level of education on the use of digital marketing in BL stor in increasing brand awareness. The data collection techniques used are primary and secondary data. The approach used is the qualitative approach. The results showed that digital marketing affects brand awareness where products displayed on social media tend to be easily remembered by consumers. Good product quality also helps in improving brand awareness.

**Keywords**--Digital Marketing, Brand Awareness, Small and Medium Enterprises (SMEs).

**Introduction**

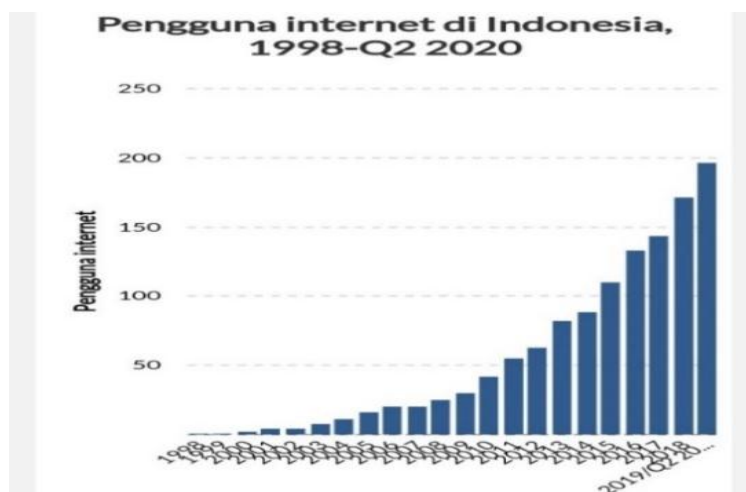
Around the end of September 2019, the world was hit by the coronavirus, better known as COVID-19, which initially spread in Wuhan, China, until it became a pandemic. This virus began to enter Indonesia in early February 2020. Based on

data collected from the COVID-19 Task Force, the number of victims who died was 143,858 and has recovered, confirmed as many as 4,105,608. This virus has a great impact on all sectors of people's lives. The economic sector experienced a considerable impact, based on economic growth data from the Central Statistics Agency (BPS), showing a decrease of 2.07% compared to 2019. This resulted in many businesses not running normally, especially in Micro, Small and Medium Enterprises (MSMEs).

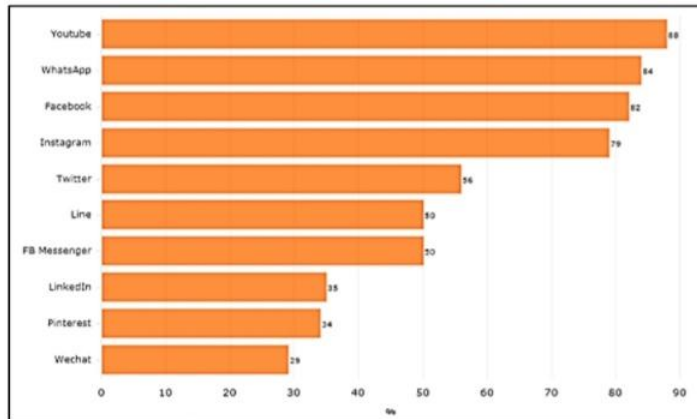
A survey from the Indonesian Institute of Sciences (LIPI) conducted in May 2020 showed that during the pandemic, 94.69% of MSMEs experienced a decrease in sales. The decrease in turnover, and capital, shows decreased income and other obstacles related to business activities, including production processes, marketing, distribution flows, and even termination of employment from several MSME businesses. As a step toward economic recovery, various efforts have been taken by the government by issuing various policies in the form of economic rescue packages in the form of regulations and incentives, especially for MSME actors.

It must be recognized that the Covid-19 pandemic has caused a direct shrinking of people's purchasing power. Because the public has reduced direct interaction to prevent the transmission of the Covid-19 virus, many MSMEs have been forced to close their businesses due to the decline in gamblers (Ni Ketut & Dewa Ayu, 2020). As a tactic to survive during a pandemic, MSMEs must adjust to existing conditions. One solution that can be taken is through digital marketing or digital marketing. Through digital marketing, MSME actors can communicate products intensively to consumers. The massive use of social media can be used as capital for MSME actors to reach their consumers directly and can reduce promotional costs that may arise (Bambang, 2020).

Although the Covid-19 pandemic has a negative impact in all sectors, it has indirectly become a trigger for a new change in indonesia's business system or model. During the pandemic the number of internet users in Indonesia experienced an increase that can be seen in the following graph:



Based on a survey by the Indonesian Internet Service Providers Association (APJII) until Quarta II 2020, the number of internet users in Indonesia in 2019 was 196.7 million. This number increased by 8.9% or as much as 25.5 this certainly has a positive appearance on the opportunities of MSME business. Social media as a means of marketing MSME products has several features with various advantages. MSME actors will prioritize the selection of marketing media following the trend of using social media. Social media that many business actors use in marketing their products can be seen in the following graph:



Based on this data shows that youtube is the most widely used media by Indonesians besides WhatsApp, Facebook, and Instagram. Social media platforms are currently competing to provide maximum services to MSME players by providing supporting features (Maskarto 2021). Entering this new normal era, MSME actors must be more observant in seeing the opportunities available and must be able to think creatively. MSME actors must be able to provide maximum convenience and service to consumers in getting a good or service. Innovation in digital marketing must always be improved vigorously to get more consumers. For example, Wajo Regency is one of the districts with a large market share for the marketing of MSME products. The existence of digital marketing in MSMEs is certainly expected to make a positive contribution and become a stimulant for economic growth in Wajo regency, especially in this new normal. Based on the facts above, it can be studied more deeply about the use of digital marketing in increasing brand awareness in MSMEs, especially in wajo regency.

## Literature Review

### Micro Small and Medium Enterprises (MSMEs)

Micro Small and Medium Enterprises (MSMEs) are micro and medium-scale business forms. MSMEs are growing rapidly in Indonesia, with an absorption rate of 97.2% for employment in Indonesia (Rudi, 2020). MSMEs, as stipulated in Law No. 2 of 2008, stated in Article 1 that micro-businesses are productive businesses owned by individuals or individual business entities that have micro business performance as contained in the Law.

MSMEs in article 6 state that the net worth/asset value does not include land and buildings where businesses or from annual sales. A micro business is a business unit with assets of at most Rp 50 million, which does not include land or business premises and annual sales results of at most Rp 300 million. Meanwhile, small businesses have an asset value of more than Rp 50 million, which does not include land or business buildings and the annual sales results are at most Rp 500 million. At the same time, a medium-sized business is a company that has an asset value of more than Rp 500 million to reach Rp 1 billion from annual sales above Rp 2.5 billion and a maximum of Rp 50 billion (Deka Anggun et al., 2020).

## **Digital Marketing**

According to Chaffey (2013) in Dedi Dkk (2017), digital marketing is a technology user in helping marketing activities that aim to improve consumer understanding by adjusting to their needs. The main purpose of digital marketing is to promote brands, grow consumer preferences, retain consumers, and increase sales volume from various digital marketing features. Digital marketing is almost the same as marketing, but the difference is the device used.

### **a. Website**

One category of digital marketing is the web. If you look closely, many products or services have used the web as a promotional facility and distribute their products in the digital era (I Gede, 2018). Not only as a facility for promotion and marketing products, but through the web, consumers can also search and see the review of the products they want to buy. Here are the advantages of cursing the web;

- 1) As a promotional media that is easily accessible at any time, which can respond to requests to accessors for 24 hours.
- 2) Provide valid information to customers who want to recognize the product or service.
- 3) Efficiency is a saving of cost or marketing time.

### **b. Social media marketing**

Social media marketing is a marketing tool that uses social media sites to increase internet visibility and promote products and services. Sites on social media are very useful in building social networks and businesses. Social media can form a bridge in exchanging ideas, and knowledge, especially communication between users. The rise of social media gave birth to a growing recognition of the push marketing movement to a conversational model that leads to customer purchase decisions based on content from blogs, tagging, account reviews, etc.

### **c. Email marketing**

Email marketing is an act or activity in sending commercial messages such as promos, product offers, discounts, membership offers and others to a group of people using email media. The use of email in marketing is a form of marketing strategy that is very effective and cheap. Thus, email marketing cannot be sent carelessly or continuously before sending product promotion emails first in the marketing department to find out the interests and various important information related to the recipient. Information related to interests or preferences from customers can be seen in a group of emails that have been sent to our inbox.

d. Online advertising

This online advertisement is almost the same as other types of advertising, which utilize youtube form plates or other media. However, you need to prepare an advertising budget in advance in utilizing online advertising sites. The advantage of online advertising is that MSME players can target consumers who will be aired.

The existence of social media has the potential to help MSME actors to market their programs. The use of digital media in the promotion can increase the number of products and services. The wide reach of consumers and target markets wants to make the products of business actors become seen by many people (July & Nizar, 2020). Through digital media, establishing communication with consumers can make consumers closer to business actors. Provide the best service so that consumers do not hesitate in buying products or services that business actors present. Consumers are generally more respectful of sellers who provide immediate responses and friendly service. So that it can attract new consumers as well as loyal customers. The main purpose of doing business is to get customer benefits and loyalty. The increase in consumer networks owned until income is also increasing. As for some advantages and disadvantages of digital marketing. The advantages of using digital marketing are:

- a. Cost and time efficiency, compared to traditional marketing, must spread brochures and others; digital marketing has fairly low pay and obtains a wider and greater market reach without wasting a lot of time in carrying out promotions directly.
- b. Internet: Internet users can sort out when to start marketing, with whom, where and when.
- c. Opportunities for penetration as well as wider market reach. This can be used well and is very likely for MSMEs.
- d. Interesting content: digital marketing can offer many interesting, instant and unlimited content.
- e. Easy to measure: digital technology enables measurement. So, business owners can find out whether the content created can affect networking.
- f. The audience is unlimited: the online platform created by the business owner is unlimited—for example, visits to websites, social media and other accounts.

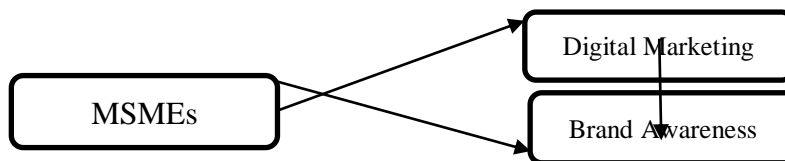
The disadvantages of using digital marketing are:

- a. Internet connection: it could be part of the problem that arises when carrying out online promotions such as internet connection. Suppose that internet connections are less supportive, media users will also be difficult to access content that has been shared.
- b. Payment problems: there are still many people who do not understand the procedures for online payments.
- c. Lack of user belief due to the number of frauds that often occur, because the quality of the products sold is not suitable for consumer expectations and so on.

## Brand Awareness

According to Durianto (2001) in Ichsan (2017), understanding the brand shows the ability of a prospective buyer to identify or recall that the brand is part of the product category. Brand awareness requires a continuum range of uncertain feelings if a particular brand is known in advance so that consumers can believe that the product is the only brand in a product group. So, brand awareness is the ability of candidate buyers to understand or remember a brand from the many brands offered by competitors based on previous experience. Brand awareness has several levels, namely as follows (Femi & Diki 2018):

1. Unaware of a brand, the bottom order in the brand awareness pyramid, consumers are not yet aware of a brand or product.
2. Brand recognition is the minimum level of brand awareness; consumers can recall a brand with help.
3. Brand recall, that is, at this stage where consumers easily remember a brand is characterized already attached to their memory.
4. Top of mind is the highest level of brand awareness, where consumers can remember a brand directly without any help or without thinking long.



## Research Methods

The type used in this research is qualitative descriptive research methods. This research aims to critically describe or explain an event/condition in the field. The location of this study is Jalan Dahlia No. 8 A, Pattirosompe Village, Kec. Tempe, Kab. Wajo. The data sources carried out in this study are primary data and secondary data. Primary data is data that is managed from BL stor directly. While secondary data is data produced from various literature such as books, journals (articles), and other sources in line with this research. The process in displaying data in this study is to conduct a structured and in-depth interview directly with the owner of the bl stor and do documentation.

## Results and Discussion

BL Store products stand for Bakka Lamu. Bakka Lamu Product Name is the name of the parents of BL Store Product Owners. This business started when the owner continued his studies at UIN Syarif Hidayatullah in 2018. BL Store has only one employee. Based on the results of research that has been done on the BL Store business, data on the use of digital marketing is obtained as follows:

1. Based on the utilization of the current website BL Store does not have a website for marketing products, but the desire to use the website remains in the future.
2. Based on social media marketing in marketing products, we prefer to use social media on Facebook (FB); this is based on the number of Facebook users with the Facebook account name [Roni Bakka Lamu \(Roni\)](#). Among the public and the marketplace are trade groups such as Sengkang trading groups and Wajo and Instagram trading groups with [@ronih.bakka](#) accounts.
3. BL Store has not utilized Email Marketing and has not utilized online advertising because it needs a larger budget.

Marketing BL Store products through social media can help increase marketing reach because everyone can access social media. This follows the opinion of Juli & Nisar (2020), which states that the existence of social media can help MSME players market their products; the use of digital media in the promotion can increase sales of products and services and a wide range of consumers. Teenagers and adults dominate the age that dominates the purchase of BL store products, and it can be seen from the type of products ordered in the form of suits or jackets. Most are ordered by Tahfiz cottages which are already subscriptions to BL store products. Especially for young children's age has not been very served because the number of enthusiasts is not much.

The use of digital marketing affects increasing brand awareness. Based on data obtained from interviews of BL Store business owners, it was revealed that since using social media, sales turnover has increased, thus affecting the product brand. Based on research, consumer brand awareness is at the brand recall level, which can easily remember the brand of BL Store products. Indeed, this BL Store product is the first engaged in selling suits in the Wajo regency area. When viewed from the data found, bl store consumers are at the third level of brand awareness according to Femi & Diki (2018) research.

The use of digital marketing applied to BL store businesses is strongly felt the benefits, especially during the Covid-19 pandemic where sales turnover has not decreased significantly, when other businesses are under pressure. This is because the use of digital marketing has been pioneered long before the Covid-19 pandemic so that product distribution channels are not too disturbed.

## **Conclusion**

Research conducted at the BL store found that MSME players began to be interested in using digital marketing and began to use social media to the maximum. Obstacles found in the use of digital marketing in MSMEs are the unavailability of marketing tools in the form of E-mail marketing, the unavailability of online public relations services and the absence of paid disbursement click-based advertising, which is found to only utilize digital marketing from social media in the form of Facebook and Instagram. The choice of social media as a means of digital marketing because it is low cost and does not require too much expertise, specifically in managing it. Almost all consumers and prospective consumers have social media, making it easier to promote products.

In addition, the use of digital marketing affects the improvement of brand awareness.

This is based on the results of this study using interview methods and found data that indicators in digital marketing affect brand awareness. Products displayed on social media tend to be easily remembered by consumers. Good product quality also helps in improving brand awareness. Facing marketing competition that is increasingly loaded with advanced technology, MSME players should be able to provide websites in product marketing and the existence of online advertising that consumers can quickly know. MSME actors should be given special training on digital marketing comprehensively so that digital marketing can be utilized more optimally in increasing brand awareness.

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