Jurnal Bisnis Strategi
Vol. 34, No. 2, 2025, pp. 173-185
Published by Department of Management, Faculty of Economics and Business,
Universitas Diponegoro (p-ISSN: 1410-1246; e-ISSN: 2580-1171)
Published online in https://ejournal.undip.ac.id/index.php/jbs

Marketing Optimization through Digital Marketing to Increase UMKM Sales in Pati Regency

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Abstract

Optimizing marketing through digital marketing has become a crucial strategy for MSMEs (Micro, Small, and Medium Enterprises) to survive in a competitive market segment. In the digital era, traditional marketing strategies are increasingly being replaced by digital marketing approaches that offer various advantages, such as broader reach, lower costs, and the ability to monitor and analyze campaign effectiveness in real time. This study employs a qualitative method titled “Marketing Optimization Through Digital Marketing to Increase MSME Sales in Pati Regency.” The choice of a qualitative approach is based on the need to understand how MSMEs in Pati Regency can optimize their marketing through digital platforms. Based on interview results, the average response level covering the digital marketing service indicators Accessibility, Interactivity, Credibility, and Informativeness falls into the “good” category, indicating progress in digital marketing optimization in the region. This research provides deeper insights into the practical application of digital marketing to enhance user experience, particularly for business actors, and to drive sales growth through digital platforms.

Keywords

digital marketing, sales, Pati Regency

INTRODUCTION

The advancement of digital technology in information and communication has significantly impacted various sectors, including business. Traditional marketing methods are increasingly being replaced by digital marketing due to its advantages, such as wider reach, cost efficiency, and real-time campaign performance tracking. According to Anugrah et al. (2024), the digital era is a period where daily life becomes more practical due to rapid technological advancements, replacing outdated and more modern and efficient ones. Older tools and practices are gradually being phased out with continuous technological innovation. In this context, digital marketing is becoming crucial for MSMEs (Micro, Small, and Medium Enterprises) to remain competitive and relevant in the digital age.

The Department of Cooperatives and MSMEs of Pati Regency plays a vital role in supporting the local economy and absorbing labor through diverse businesses across the region. Based on BPS Pati data, 80% of the workforce remained active as of January, but this sharply dropped to 58% due to the impact of COVID-19 and the enforcement of social distancing. By April, 29% of workers were furloughed; by May, 5% were laid off due to business closures. The department envisions becoming a credible and effective institution empowering cooperatives and MSMEs to achieve the regional vision of "Pati Bumi Mina Tani." Its mission includes developing competitive human resources, promoting access to alternative financing, encouraging agribusiness-based and locally superior MSMEs, fostering a supportive business climate, and building cooperative partnerships.

Pati Regency, located in Central Java Province, has strong potential for MSME development. According to BPS (2021), thousands of MSMEs in Pati significantly contribute to the local economy. In 2014, there were 972 registered MSMEs (Department of Cooperatives and MSMEs, 2024). However, many of these businesses still face challenges in product marketing, such as limited access to broader markets, low adoption of digital technology, and insufficient knowledge and practice of digital

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Received : May, 23th 2025
Revised : November, 14th 2025
Accepted : November, 14th 2025

marketing strategies (Sugiyarti & Widodo, 2020). Digital marketing offers solutions to these challenges by enabling MSMEs to reach a larger customer base beyond geographical boundaries through social media, websites, and e-commerce platforms.

Although the potential of digital marketing is vast, its adoption among MSMEs in Pati remains relatively low. Several barriers hinder implementation, including a lack of understanding of effective digital marketing strategies, limited resources, and insufficient practical training or support (Alford & Page, 2015). As a result, structured initiatives are necessary to help MSMEs fully leverage digital marketing for business growth.

Previous studies have shown that strategies like Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, and social media promotion are effective in boosting sales (Järvinen & Taiminen, 2016). However, these strategies must be tailored to the specific characteristics and needs of MSMEs in Pati Regency. This study explores the practical application of digital marketing across various regional MSME sectors. Moreover, local governments and relevant organizations are expected to provide increased support through hands-on training and facilities that encourage the development and implementation of digital marketing strategies.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Digital Marketing

Digital marketing refers to using digital platforms and technologies to promote and sell products or services by leveraging the internet, social media, email, and other digital channels to engage current and potential customers. Chaffey and Ellis-Chadwick (2019) define it as achieving marketing objectives through digital technologies, encompassing activities such as SEO, online advertising, and content marketing. Sulaksono & Zakaria (2020) highlight its indirect promotional nature via various digital media, necessitating digital literacy and user training. Digital marketing offers focused, interactive, and measurable strategies compared to traditional marketing. Its advantages include precise targeted advertising (Chaffey & Ellis-Chadwick, 2019), cost-efficiency, especially for SMEs (Tuten & Solomon, 2017), real-time performance analytics (Kotler et al., 2017), deeper customer engagement through social media (Kaplan & Haenlein, 2010), and high flexibility to adapt strategies quickly. Furthermore, it enables fast information dissemination, real-time monitoring, straightforward evaluation, and extensive geographic reach, making it a promotional tool and a powerful product distribution channel. According to Kartawaria & Normansah (2023), the rise of digital communication and internet usage in Indonesia has empowered businesses, especially start-ups, to effectively implement digital marketing strategies and stay competitive in the evolving market landscape.

Micro, Small, and Medium Enterprises (MSMEs)

The community plays a crucial role in national development through Micro, Small, and Medium Enterprises (MSMEs), particularly in the economic sector. These enterprises are strategically positioned in the national economy by generating employment opportunities and contributing to equitable development. MSMEs are essential economic drivers, regardless of their scale, and must now market their products through digital platforms to enhance consumer awareness. Social media has become a key tool for MSMEs with wide networks to expand their businesses. E-business capabilities offer significant benefits, including increased income, job creation, innovation, and competitiveness. Despite accounting for 97.2% of job creation and significantly contributing to national income, MSMEs face numerous challenges such as limited funding, low-quality human resources, inadequate technological expertise, marketing difficulties, limited infrastructure, and non-physical barriers like high inflation, skill shortages, labor regulations, and business uncertainty. Many MSME actors lack sufficient access to or understanding of digital technologies and their advantages. In a developing country like Indonesia, MSMEs are the backbone of the national economy, promoting self-reliance, especially in the economic sector. Individuals typically own

micro enterprises, small enterprises operate independently without being controlled by larger entities, and medium enterprises are independent, productive businesses not classified as micro or large, owned by individuals or legal entities.

METHODS

This research employs a qualitative approach to understand how MSMEs in Pati Regency can optimize marketing through digital platforms. A case study method was chosen to explore real-life phenomena, focusing on variations in the implementation of digital marketing among selected MSMEs. In-depth interviews with business owners and marketing practitioners are conducted to capture first-hand perspectives on strategies, challenges, and outcomes. The unit of analysis is the marketing division of the Department of Cooperatives and MSMEs in Pati Regency, which is selected for its relevance in promoting digital marketing initiatives at the local government level. This study also reviewed previous research to validate its novelty, including studies by Nasution & Afandi (2022), Karmila & Ardan (2022), and Prihatini (2022), which emphasize training and assistance in digital marketing for MSMEs, women entrepreneurs, and village tourism. Other relevant works, such as those by Diana et al., Fahmi et al., Sagita & Wijaya (2022), and Wirayanti, illustrate social media platforms like Instagram and Google Business to improve brand visibility and sales. Despite technical challenges like poor internet connectivity and limited human resources, these studies demonstrate that digital marketing significantly enhances customer engagement and business growth when effectively implemented.

Based on the literature reviewed in Table 3.1, previous studies emphasize that using the internet and digital marketing is essential for business actors and tourism managers to effectively reach target markets and generate positive consumer responses, especially among tourists. Social media plays a strategic role in brand building and market expansion, as demonstrated by using Instagram accounts for destinations like Curugagung Village. Digital marketing training and mentoring have proven beneficial for empowering micro-entrepreneurs, including housewives and MSMEs, in optimizing digital tools to grow their businesses. Despite challenges such as limited human resources, unstable internet connections, and operational constraints, digital marketing presents significant opportunities to enhance market reach, brand visibility, and brand image across tourism, culinary, and healthcare sectors. Therefore, continuous support through training, hands-on guidance, and effective resource management is crucial to maximize the benefits of digital marketing in today's digital era. As part of the local government, the Office of Cooperatives and MSMEs of Pati Regency can access relevant data and information regarding digital marketing initiatives, implementation, and outcomes, enabling in-depth, evidence-based analysis. This research aims to contribute to improving digital marketing practices within local government and offer recommendations for more effective policies in supporting MSMEs. The unit of analysis is the marketing division of the Office, which is responsible for planning and executing digital marketing strategies to promote training programs, promotional tools, financial services, and other support for MSMEs. The organization includes departments such as cooperatives, MSMEs, supervision, and evaluation, all contributing to implementing marketing activities. Primary data will be collected through in-depth interviews with key informants from the marketing division, while secondary data includes internal documents and regional statistics. Data collection techniques include structured interviews, document analysis, and field observation to capture implementation practices, challenges, and organizational dynamics. Interviews will be conducted with experienced personnel, recorded with consent, and transcribed for analysis. Document review will offer historical and structural context, while field observation will provide real-time insights into digital marketing execution. The interview guide aims to explore strategy, implementation, evaluation, and challenges in digital marketing at the Office of Cooperatives and MSMEs of Pati Regency.

RESULTS AND DISCUSSION

Internship Implementation Activities

and Results

In this section, the author presents the internship implementation and research discussions, including observations and interviews conducted to gather data. During a four-month internship at the Marketing Division of the Department of Cooperatives and Micro, Small, and Medium Enterprises (MSMEs) of Pati Regency, the author explored marketing strategies, especially digital approaches targeted at MSME actors. The author was involved in educating MSME entrepreneurs on proper digital platform usage, communicating in the office and the field, distributing event information, and assisting visitors there. Observations revealed that the department offers several marketing programs, such as a call centre, product registration in a centralized system, digital marketing and business management training, support for obtaining halal certification, product rights, and P-IRT numbers, and the upcoming "Si Magnum" (UMKM Information Management System) for official business data registration. These initiatives have positively impacted local MSME development, though regular site visits to business locations still need improvement to avoid miscommunication about the businesses' growth. Additionally, interviews with the Head of the MSME Division and two MSME members confirmed the significance of optimizing digital marketing strategies, with further details elaborated in the next section.

Table 1. Respondent Data

No	Name	Business Name	Code	Position
1	Mrs. Reka Putri Widyaningsih	Gethuk Runting	N1	MSME Entrepreneur
2	Hendry Kristyanto, SE., MM	Office Staff of the Department	N2	Head of MSME Division
3	Bambang Supriyanto	Kopi dan Tape Gembong	N3	MSME Entrepreneur

The author has compiled several questions to gather insights for this research, including: How do you perceive the services provided by the Cooperative and UMKM Office of Pati Regency? How do you build trust in the Cooperative and UMKM Office? What types of services does the office offer to meet the needs of UMKM actors? What factors influence your satisfaction when using or interacting with the office's services? How do you respond to the office's services, especially its digital platforms? Have you ever recommended these services to customers, friends, neighbors, or the local community? What are the main challenges in implementing the office's digital marketing strategies? Are any special programs offered to support UMKM actors utilizing social media? Which digital platforms does the office provide that are used to promote UMKM businesses?

Table 2: Interview Results, People Digital Marketing Management

Source Code	Answer Results
N1	The services provided by the Pati Regency Cooperatives and Micro, Small, and Medium Enterprises Service benefit me personally. In addition, I can increase capital with business capital loans from cooperatives.
N2	By the Decree of the Regent of Pati Number 63 of 2022, concerning the primary duties and functions of the position of the Pati Regency Cooperatives and MSMEs Service. Has duties and authority as a regional apparatus organization appointed by the Regent of Pati to facilitate business actors. However, specifically, its authority is in the form of managerial. MSME management is intended so that MSMEs in carrying out their businesses must comply with the provisions in force in Pati Regency, especially in stages from the season to the centre, for example, in producing dry and wet foods. Of course, micro and MSME entrepreneurs engaged in the food processing sector must understand

	EKP. EKP is food security counseling. This counseling is carried out because the product is related to products that enter a person's body. Business actors must follow the provisions so that the production results managed are not harmful to the community. Therefore, the standard must be set by the provisions. So that business actors can maintain the quality of the processed products and ensure they are hygienic, safe, and healthy for the community. According to SOP standards, the term hygienic is distinguished from family production places, sales places, home business production, their businesses, and residences, which are separate.
N3	It is normal, relatively standard for social media services, for me. However, for the management, it is good.

Table 3. Results of Digital Marketing Credibility Interviews

Source Code	Answer Results
N1	Of course, to create a sense of trust with the services the Pati Regency Office provides, we must commit to mutual trust and understanding. As a business actor, I also need support and attention to understand others.
N2	Yes, so that the public can trust our services, one form of handling is the existence of a call center, which aims to provide information to the public. If the public has questions, they do not have to come directly to the cooperative office. So, a call centre allows the public to communicate directly online.
N3	For me, creating a sense of trust is easy. For example, I was confused about the requirements for a halal certificate. Because the distance from my house to the office is far and I cannot ride a motorbike, I used the call center service to ask about the requirements. Sometimes, if it is outside of working hours, I immediately ask one of the staff and it is explained immediately. That is one form of my trust in the Cooperative UMKM Office.

Table 4: Interview Results Form of UMKM Service Office

Source Code	Answer Results
N1	MSME training, pioneering from the beginning to the present, is increasing
N2	The form of training that has been implemented is limited according to financial conditions. Because it is a health area, the training must be coordinated with the Health Office. The cooperative office only assists and implements, while the resource person remains from the Health Office.

N3	As for training from the department, there are already many. I once attended one of the trainings, which I remember as a business management training. We, the micro business actors, were given explanations and training on managing our funds, starting from how much our capital is, how much the product is sold for, and how much profit. We were taught how to manage it.

Table 5: Interview Results Service Satisfaction Factors

Source Code	Answer Results
N1	Help each other, increase the economy, and lighten the burden
N2	Factors that influence the ownership to manage their business. One of the satisfactions received by the community is having a distribution permit so that the products managed become added value. Because good security, good quality, good packaging, and printing are all complete, the selling value is high. So, we facilitate so that it can be appropriately managed.
N3	The satisfaction is that explaining the question is easy to understand, and yes, it is pretty standard.

Table 6: Interview Results Response to Service

Source Code	Answer Results
N1	Once through social media, in the form of Instagram, to start a career. However, it is not because there are people who are naughty and blocked by people; until now, it has been used to sell other people. Know social media training through Mandiri from 2020 to 2021
N2	Managerial form and form of compliance with licensing and halal certification. Every business actor engaged in the food sector must comply and have at least a halal certificate to ensure that the products they manage are guaranteed, if related to security. Because it has a product, one of which is the brand rights, which must be protected. Suppose the business actor takes care of it through the cooperative service and enters it into the database. In that case, we only provide a certificate and replacement documents so that they can carry out their administration. If there are deficiencies, they are usually submitted to the service. So, licensing, such as taking care of halal certificates, P-IRT numbers, brand rights, and so on, is not handled by the cooperative service but is handled by DPMPTSP.
N3	I do not know about special platforms yet, but I only join communities on Facebook.

Tabel 1 Interactivity Digital Marketing

Source Code	Answer Results
N1	Ever since WhatsApp status, friends, etc., have registered. Ever invited friends and registered?

N2	Yes, we take advantage of activities in the Pati Regency Cooperative Office or those outside. We can socialize with the community so that every business actor and owner who wants to join can go through socialization or existing communities, such as the Indonesian Catering Service community. There is a community in the food sector. Every time Indonesia's Independence Day comes, they have a community to help each other. There is also a coffee cluster community at BAPPEDA, a snack cluster, a pomelo cluster, a coconut kopyor cluster, a Kuningan cluster, and a batik cluster. They have their communities. So, our function is to invite them to participate in the survey and survive as much as possible. The name of the competition is not just for those who have businesses, and there are a few problems. One of the obstacles to micro businesses is capital, price competition, and the number of new business actors.
N3	Because now is the era of technology, competition between individuals. If you actively use social media, maybe you can. If they are not tech-savvy, it is not easy. If it is young, we think it is okay. We also appreciate that many business people are over 50 years old, so we selectively choose them to participate in our digital marketing training. Yes, we look for young people; if they are elderly, their children can accompany them. So that they also try

Table 8: Interview Results, Technology, Digital Marketing, Management

Source Code	Answer Results
N1	There are many challenges, and you have to be patient. You must always be ready to check your cell phone when you are still early in your career. Because it is a village, you have to think so that people can come to my place of business. But, since using social media, more and more people have come to
N2	Social media. But at most in one year, one or two batches. Because of budget limitations. However, if there are many enthusiasts, yes, but they are limited by existing conditions. So from these communities, they have a desire to learn. Like it or not, they learn by themselves, and other friends can follow the knowledge gained by one person. Yes, they can imitate the form the application takes. That is why, when taking participants, we do not take from just one community. All are given and rationed.
N3	The biggest challenge is that the more we go here, the more traders and business actors sell the same products. So, you have to be smart about attracting consumers.

Table 9: Service Benefits Interview Results

Source Code	Answer Results
N1	Get a halal logo, food inspection includes cleanliness and safety
N2	We are in the process of building a database so that people do not need to go to the office. But through this application. This is almost finished; it is just being launched. Business actors can register their businesses and enter the database through the application. The name is "Si Magnum" (UMKM information management system). Usually, you come to the office bringing personal data and product details to be registered in the database.

N3	This is for the convenience of the community. I am thrilled and agree because now, in the digital era, we have to follow the managed system. To make it easier for the community, because there are people in the mountains, coastal areas, mainland, and so on, they do not need to come to the office. However, they can immediately register for the application. However, of course, it is not immediately called a system; later, data validation will provide certainty that the data entered is correct and should not be wrong.

Table 10: Digital Marketing Management Interview Results

Source Code	Answer Results
N1	There are Facebook, Instagram, and WhatsApp
N2	For now, for promotion, it is a bazaar. However, we partner because we do not have a budget, so we work together. For example, the UMKM bazaar with Bank BRI is held every birthday, and it is called the UMKM bazaar. There is also Bank Jateng asking us about what activities or days there are for bazaars in various locations, depending on the conditions they request. Like yesterday, when welcoming the Regional Sports Week, we were appointed as hosts by the Central Java Province. As hosts, this significantly impacts Pati's business actors, both from the hotel sector. All hotels are needed in Central Java; they all come here from the hotel sector. There are also those from the culinary food sector who must have a considerable impact. We collaborate with State-Owned Enterprises for these activities. Bank BRI has also been there, Bank Jateng, KSH Hospital was very lively, the anniversary of Pati Regency, PORPROV, and significant moments in Pati Regency, which involve UMKM in the Pati Regency area. In addition to promotion, one shows others or outsiders the superior products in the Pati Regency, like batik and brass, which are already famous. The popular one yesterday was pomelo; people did not know, they thought it was a grapefruit. The Gembong area has great coffee potential. However, with the many creative young people, people know about it more quickly.
N3	Taught how to promote through social media and special events, such as information on UMKM or micro business bazaars

Table 11 Marketing Program Analysis Results Marketing Optimization Through Digital Marketing Services

Indicator	Description	Remarks
Accessibility	Ease of access for employees to business actors' data on the department's website	Very Good
	Ease of disseminating information about events, training, and others through business community groups	Very Good
Interactivity	Ease of digital interaction with business actors, such as through a call center service	Fairly Good
	Regular training is provided to entrepreneurs and MSMEs	Very Good
Credibility	Satisfaction and trust of members in the free services provided	Very Good

	Communities formed by the department to create open spaces and channels for information dissemination	Very Good
Informativeness	Use of social media as a promotional and marketing tool	Very Good
	Use of the department's website for marketing business actors' products	Fairly Good

This result was successfully obtained based on the author's analysis of data sources obtained from the data observations and interviews conducted as above. Seeing the indicators of the marketing optimization program through digital marketing services, the Pati Regency Cooperative and UMKM Office have information with a good average in running it.

Table 12: Results of the Implementation of Digital Marketing

Indicator	Description	Remarks
Conversion Rate	Achieving an inevitable increase in sales rate	Increased product sales by business actors due to the use of social media as a promotional tool
Website Traffic	Achieving brand awareness goals through various services and specific events	Able to introduce products to consumers through offline events and online promotions via social media
Social Media Engagement	Building a recommendation network among business actors, friends, family, and the community	Business actors or department employees provide recommendations to close acquaintances and the surrounding community

Discussion

The implementation of digital marketing optimization programs by the Office of Cooperatives and MSMEs in Pati Regency has successfully delivered a range of solutions aimed at enhancing digital marketing services, which have positively impacted the growth of MSMEs. Based on field observations, the researcher noted that the Office employs a personal approach in explaining business management to its members. The communication established through special events or training sessions has been a key factor in strengthening relationships with MSME actors.

According to interviews with internal parties and MSME members, the implementation of digital marketing programs aimed at increasing MSME sales in Pati Regency aligns well with the principles of Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness (Aryani, 2021), and has been executed effectively. Most respondents expressed positive and enthusiastic responses, especially regarding their willingness to learn digital marketing. However, some improvements are needed, such as ensuring a consistent schedule. Furthermore, the institution should maintain the involvement of micro-business actors and MSMEs to strengthen participation in development training and events to promote their flagship products.

Content analysis of the interviews shows that informants' responses were highly positive. This is because the Office of Cooperatives and MSMEs in Pati Regency has sincerely applied strategic principles, including digital marketing. As stated by Hendry Kristyanto, SE, MM, a staff member at the Office:

Regarding the types of training, they are limited by financial capacity. Coordination with the Health Department is required, as training in health-related areas falls under their authority. The Cooperative Office only assists and facilitates the training, while the resource persons come from the Health Department. The first service provided is business management training, intended to prepare MSME actors with proper management, including business capital, production costs, and selling price, so that they can calculate profit. This system requires compliance from business actors

and valid business licensing. For example, micro-businesses must have an MIB (Micro Business License), a primary requirement issued by the DPMPTSP (Investment and One-Stop Integrated Services Office) of Pati Regency. Moreover, Pati has established the Public Service Mall, a breakthrough initiative by the local government that facilitates fast and free online and offline licensing services."

A similar opinion was expressed by Bambang, an MSME actor in coffee and tape Gembong products and a member of the Pati Regency program:

"There have been many trainings provided by the Office. I once participated in business management training. As micro business owners, we were taught how to manage our finances, starting from calculating capital, determining product prices, and estimating profits. We were trained in how to manage it properly."

According to Siregar (2024), digital marketing plays a vital role in shaping company image and influencing consumer purchase interest in today's internet era. It has become a crucial and strategic approach for companies to achieve their goals (Haryanto et al., 2024). Digital marketing enables businesses to build closer and more relevant relationships with consumers through strategies such as easily accessible information, social media interaction, and content personalization. Successful implementation of these strategies has a direct positive impact on brand image in customers' eyes.

The ease of two-way interaction between sellers and buyers and borderless market coverage offers significant potential. However, challenges remain, such as increased competition, potential misuse, negative consumer feedback, and technological limitations in certain regions. Therefore, the government must actively promote digital marketing adoption and provide MSMEs with sufficient access to technology so they can compete in the global market. For MSMEs to grow inclusively and sustainably, it is essential to optimize the use of digital resources

CONCLUSION

Based on the research titled *"Optimizing Marketing Through Digital Marketing to Increase Sales of MSMEs in Pati Regency"*, the Department of Cooperatives and MSMEs of Pati Regency has implemented strategic digital marketing initiatives to support local MSMEs. These strategies include daily agendas such as training, assistance with halal certification, P-IRT numbers, trademark registration, and other support to empower micro and small businesses. One key innovation is the "Si Magnum" system (UMKM Information Management System), which officially records business data under the department's supervision. Implementing digital marketing strategies has proven effective in increasing product sales and business visibility in the region. If continuously developed, these efforts hold potential for expanding into international markets. To further improve, the department is recommended to: (1) provide more explicit guidance and be more responsive to feedback from the public regarding service processes such as certifications and training, (2) initiate or participate in international events to promote Pati's flagship products globally, and (3) conduct monthly evaluations to refine existing strategies, ensure alignment with the department's mission, and enhance satisfaction and sales among MSME actors.

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