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Why SMEs Manager Truth the Digital Technology in Managing Marketing Services

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Abstract---*This research aims to figure out why MSME owners justify using digital technology to handle marketing services. According to research and field data suggestions, MSMEs who do not engage in the present technological arena will be left behind in the competition. To demonstrate our knowledge, we gathered a large amount of literature from various sources, including Google Books, Sagepub, Taylor & Francis, and Research Gate, all published in the past ten years. We investigate it using a high level of interpretation and data assessment based on the coding system. Before we go any further, we will test this finding to see whether s = compliance with the study's question. Our initial research was conducted during the PMKM restriction period when national policy prohibited direct encounters; our study generally excludes secondary data. The secondary data is then turned into a solution, which we create in qualitative analysis research. As a result, before the processes for managing a qualitative project, we are led by research. Based on the data and conversation, we can infer that SME managers value digital technology to develop their businesses since digital offers many advantages that help SMEs achieve their objectives.*

Keywords---*digital technology, research studies, SME marketing strategy*

Introduction

Regardless of how good a business manager is, they have learned many skills on how to manage marketing and sales of their business; they may need to do a study of online sales and marketing methods if they want to do business with significant profits and business continuity (Ghobakhloo & Ching, 2019). For that purpose, they may seek surveys to decide whether their business needs online-based sales advantage information or digital technology. Small private businesses such as MSMEs can use computerized tools to advance themselves to compete with larger companies. For this reason, they have enough reason for MSMEs to trust computerized technological innovations to oversee advertising management (Mazzarol, 2015). The data shows that digital exhibitions allow small businesses to reach large numbers of people. Digitalized marketing is an inexpensive approach to growing all kinds of small businesses today. In other words, online marketing is a sophisticated marketing tool that helps small and medium-sized businesses become independent businesses, able to increase employee salaries, perceive progress, and have a commitment through imaginative business strategies so that they become small businesses but stay productive in the digital era now and in the future (Foroudi et al., 2017).

Embracing innovation with the right technology can help SMEs center around their core business. Business managers can reduce manual and tedious tasks by utilizing computerized technology (Khan & Siddiqui, 2013). In addition, the probability of making a mistake is substantially reduced. This can help MSMEs save time and money

while further developing usability and productivity. Digital advertising influences the communication, work, purchasing, and lifestyle design of individuals. Therefore, today's organizations must have a solid understanding of taking advantage of an advanced climate to support brand awareness and impact (Karatum, 2018). Business goals will be achieved when selecting marketing tools on tools that are currently easily accessible to customers. This is to increase Information about computerized innovations and their effect on the progress of executive plans, which drive business improvement. Moreover, this exploration underscores the relationship between data quality and antecedents. Since computerized advertising is progressively moving among netizens, the principal reason is correspondence with purchasers (Pagani & Pardo, 2017; Whitelaw et al., 2020). Shoppers will feel esteemed when served well and rapidly by the organization. Moreover, if the organization gives another item, it can straightforwardly advance purchasers (Baig & Faiza, 2014). The show, gauge things, and trade) collectively with the regulatory comfort and counsel of its archetypes (consolidating data access, demand fulfillment, and customer care) a prevalent hold on how cutting-edge development affects plans and advancements To investigate the connection among information and resource benefit, hypothesis the benefit of the resource will be utilized. Quality, regulatory comfort, progressed development, clear/insignificant assets, and advancement is vital factors to consider critical abilities and limits (Keh et al., 2007; Krings et al., 2021). The connection between these components was examined in this examination. Design to work on comprehension and lucidity about the components that influence the showcasing capacity of MSME items is essential. This will change it up of data about development and progressed instruments to help business advertising understand the innovation of creative deduction, as shown by Mehta & Kaushik (2015). Computerized offering delegates with promising conditions by permitting MSMEs to connect with advertising.

MSMEs will quickly be creative if they can innovate with the help of technology. The article on innovation reception reveals how all administrative functions of MSMEs are digitized. Small and medium enterprises can take advantage of an approach that supports development and progress (Daneshgar et al., 2013). The limitations of SMEs to study and obtain data set it for what is to come. The improvement phase in the future will ultimately determine whether MSMEs want to advance to a higher level or not the progress that accompanies it. This learning capacity, in particular, Information on governance capabilities and internet-connected innovation. Lande et al. (2016), said that human resources might become an essential asset in the organization is an integral part of further beneficial development, administrative capacity should be emphasized. Processing and utilizing these essential resources (Bouazza et al., 2015). Integrated digital data exchange, which is a social way of exchanging online marketing information with clients managed by a vendor who is in control of offering MSME data and Administration through retail channels; constancy in item images and evaluating through retail channels (Saguy & Sirotinskaya, 2014). The buyer's desire to save time and effort is alluded to as subscription convenience.

Achieving MSME management administration accommodation, integrated digital technology support is significant. Clients may obtain data through coordinated access in online stores regarding the item and its accessibility (Barasa, 2013). By offering buyers a seamless demand satisfaction experience, coordinated demand satisfaction can be envisioned. Accessibility of goods, ease of purchase, and fast delivery are very significant components (Mohan & Ali, 2019). Integrated support from customers is typing governance that has been supported by a digital system so that customers can freely subscribe to MSMEs; everything is easy with the products purchased. Online purchases can be traded or returned to retailers. The buyer's desire to save time and effort is referred to as administrative accommodation. He et al. (2014), characterizes unified data access, coordinated request satisfaction, and board aggregated requests as "a cycle of coordinated data access, aggregated request satisfaction, and executive coordinated requests.

To achieve MSME administration accommodation, the maintenance of integrated customer relations is essential. Customers can obtain data through coordinated access in online stores relating to items, accessibility, and areas (Ganguly & Euchner, 2018). By offering buyers a seamless demand satisfaction experience, coordinated demand satisfaction can be envisioned. Accessibility, ease of purchase, and fast delivery are significant variables (Zameer & Mukherjee, 2011). The unified support of the Administration's clients and customer support is outstanding, as is the merchandise purchased. Online purchases can be traded or returned to retailers (Wright et al., 1998). In every organization, advanced innovation takes a significant part (Setia et al., 2013). Technology has enabled organizations to collaborate, store and investigate Information and improve the effectiveness of their customer service.

The execution of MSMEs in their support of the client's interests is paramount. They have made a significant impact on the world of marketing. Execution in client care must be as innovative as possible and have worked on the ability of MSMEs to reach marketing limits requiring the utilization of computerized innovation and digitization (Sulaiman et al., 2020). Organizational boundaries to consider buyers, competitors, and other components are controlled by innovation, the general state of the market. Promotional capacity can be applied in a variety of ways. Methods, such as following a client association and similar to taking part in a professional association and following

accepted procedures, providers should be considered. This process requires extensive physical resources and is difficult for organizations not supported by technology to understand. Organizational resources of the MSME expression have a broad definition scope, with resources being input (Simulundu et al., 2018). They are actual investigative units in assembly systems, where imitation is marked. Hafeez et al. marked limit as the capacity of the asset pool to perform work or movement. Contributions to promoting capability measures were created by displaying rebuilt functional capacity measures (Lee et al., 2019).

The utilization of advanced innovations

MSMEs are slowly taking advantage of cutting-edge innovations to respond better to buyer demands while also developing consumer-side jobs. This advances the interests of both the client and the organization while also aiding agreement development and cost reduction. Advanced innovations can be used to communicate superior grade data (Teng et al., 2021). They add that MSMEs are increasingly focusing on leveraging advanced innovations to work on the nature of the data they offer their buyers. In general, custom development can be characterized as using items with execution views that are further developed to provide clients with new or further developed Administration (Yoga et al., 2019). Client behavior and advertising are heavily influenced by significant data delivered in the right way. Integrated promotions provide consistency in marking to help buyers, such as coordinated items and value data that ensures timeliness and consistency of customer service in an integrated way (Harini, 2020).

Currently, advertising on the Internet outperforms TV and link networks in an exciting way (Safko, 2010). Publications such as conventional print newspapers are losing their influence in reality as we know where multi-channel follow-on viewing is growing at a rate of 137%, followed by a 500 percent increase in organizations using different computerized advertising channels. What is driving this increase in the continued use of promotions? SMEs are at fault. As demonstrated by Olatokun & Kebonye (2010), up to 72 percent of clients are now luring companies through multiple channels and sophisticated performance rehearsals. What is strange is that, despite the way clients and owners alike have advanced to computerization, many small organizations are still lagging. Advance promotion is not as complicated as it seems, contrary to the common thinking among small business owners and entrepreneurs. As many organizations have experienced and rewarded effectively, the work is justified. If these reasons are not enough to convince consumers to use computers, these top ten benefits will help (Davila et al., 2012).

Method

This study aimed to understand why MSME managers justify digital technology in managing marketing services. Based on the studies and field data recommendations, it is proven that MSMEs that do not participate in the current technology arena will be left behind in the competition. So, to prove this understanding, we have collected much literature from several publications such as Google Book, Sagepub, Taylor, and France, as well as research gate published over the last ten years (Peter et al., 2020). Next, we examine it by involving high interpretation and according to the coding system and data evaluation. Before we conclude, we try this finding to get conformity with the question of this study. Overall, this study rejects secondary data, considering that our first study was carried out during the PMKM period, where the national policy restricted direct meetings. Then the secondary data becomes a solution, and we design it in a qualitative analysis study. For this reason, we are guided by studies before the procedures for managing a qualitative project (Nwaiwu et al., 2020).

Result and Discussion

The first reason why computerized marketing connects SMEs with consumers on the Internet Gone is the days when shoppers searched for data on goods or Administration by looking through telephone catalog volumes or perusing piles of broadsheets. 80% of clients today use the Internet to make searching their data more accessible and more enjoyable. This is because computerized marketing helps MSMEs produce a higher cost-per-lead than conventional marketing or telemarketing (Yee & Yazdanifard, 2015). According to a HubSpot study, advanced advertising can help organizations by creating better Cost-Per-Leads than regular promotions or, in any case, sales (Shamsudin & Rahman, 2014). Take advantage of the mix of ordinary and sophisticated performances. Without question, we live in a computerized era, and web promotion and online media fundamentally influence buyer behavior and friend assignments. MSMEs must change to meet this new reality (Farida et al., 2017). The constant expansion popularity and supply, the augmentation of the inventory network, and innovation altogether angle to consider because of the quick advancement of innovation. The best way to adapt to significant changes is to computerize everything because

of the gigantic measure of Information. The procedure Despite how the new period of correspondence has come, specialists propose that old promoting strategies ought not to be neglected and that organizations should attempt to blend advanced and conventional advertising techniques to accomplish their objectives (Subawa et al., 2020; Kusuma & Darma, 2020).

A further belief is that advanced marketing in digital ways is putting SMEs at the forefront of the competition. Many organizations and associations are moving forward in their pursuit of computerized displays, which combine presentation, PC, portable, and online media, among different channels. Taiminen & Karjaluoto (2015), In SMEs, the use of advanced promotional channels by most of the SMEs reviewed failed in taking advantage of new computerized innovations, and therefore, did not get all the benefits. There was an idea to prepare a project to help SMEs use digitization. This is what public authorities should be concerned about. Since the Information is bound to one locale, the generalizability of the results is limited. Computerized Marketing Can Help SMEs Go with Big Business – Digital marketing can help SMEs overcome the forbidden barriers with big brands and big organizations and put customers on par with MSME opponents. The factors influencing the acceptance and use of computerized advertising channels by small and medium-sized organizations (SMEs) in Finland are examined in this investigation. The Information came from 16 principals and 421 research respondents in Central Finland who attended semi-organized meetings in SMEs. Most SMEs do not, as expected, take advantage of the new advances and thus do not take full advantage of them (Öztamur & Karakadılar, 2014; Maharani & Gozali, 2015).

The use of computerized broadcast channels

Furthermore, MSME managers believe in continued marketing preparing MSMEs for the "Internet of Things" - According to Nordrum (2016), there will be a total of 26 billion gadgets — phones, tablets, watches, glasses, tools, shoes, and that is just a tip of the iceberg – everything is connected in a worldwide online environment known as the "Web of Things" Smith (2021). A Successful Digital Marketing Strategy for Caribbean Small Businesses Caribbean private companies are critical to the district's economy. Nearly 60% of independent businesses fail in the first ten years, partly because they cannot promote. Entrepreneurs need to keep up with the latest developments on emerging computerized advancements such as artificial brainpower, the Internet of Things, blockchain, and extensive Information. Successful private enterprise can promote positive social change, which can open doors for employment locally.

Clients participate in internet promotions, explicitly through online media or web-based media interpersonal interactions. There are a variety of open interpersonal organizations, each with its own set of rules (Cenamor et al., 2019; Chin et al., 2012). There is a distinct tendency to build friendships through web-based media platforms such as Facebook, Instagram, and Line, and some are designed specifically for friends. LinkedIn enables MSMEs to find and foster associations. There are open media. E-mail for individual use of e-mail. From the various stages noted above, choose the one that best suits the needs of MSMEs. Business entertainers can also use individual site media. According to We Are Social, a leading American promotion firm, Indonesia's most famous interpersonal interaction site was listed in January. Youtube (49%) and Facebook (49%) were the most popular web-based media platforms in 2017. (48%). Instagram takes the number two spot (39%), Twitter (38%), Whatsapp (38%), and Google (38%). (36%). The rest are involved in the intelligent query by digital uses (Centola, 2013).

Use social media

Facebook Messenger, Line, LinkedIn, BBM, Pinterest, and Wechat is the most popular online media platforms (Kemp, 2017). According to Sri Widowati, Country Head of Facebook Indonesia, Indonesian Facebook clients visit their page typically several times every day (Amriani et al., 2013). He also revealed that up to 45 percent of Indonesian web clients tend to shop on the web. This number will probably increase shortly. The Indonesian web client is growing, which shows the attitude of the Indonesian individual. Thus, a computerized way of life is becoming more common. However, it seems that this opportunity was not taken advantage of. The burden of busy organizations and individuals with an advanced climate changes their perspective promote. Although large, small, and individual organizations increasingly use advanced technology (Kumar & Ayedee, 2018).

However, using web-based media to promote or get closer to clients is certainly not a wise idea. Unfortunately, the number is still tiny. Utilization of computerized media for advanced showcasing advertising. When compared to the increasing number of web clients, promotion) is still not ideal. Based on McKinsey's research, only about 30% of organizations in Indonesia have websites. Use computerized tools in improving their organization (Supriadi et al., 2016), therefore, we can conclude that the advanced capabilities of the advertising industry in Indonesia are still a

huge industry. Economic acceleration, especially in business and household salaries, is enforced through strengthening the family). SME is a reality. During the current financial downturn, it is hoped that it can help the economy. The use of sophisticated advertising thinking that relies on innovation (computerized showcasing) provides assurance. SMEs will develop into an economic force to be reckoned with (Parise et al., 2016; Vásquez & Escamilla, 2014).

Old age lays deep roots. Advertising master Yuswohadi points out that MSME actors must have the option to expand their profits to grow. Benefits of digitization (Harapan et al., 2017). Currently, it can be done due to the advancement of advanced innovation. SMEs can use the web to promote their wares and make exchanges. Through the web banking framework, social media is an illustration of a computerized device. Promote the easiest to use. An organization cannot win without a site. We only see it occasionally start, especially in an area like Indonesia. Through web-based media, MSMEs can reach the online world. This may be a development that triggers protracted business and private enterprise fairness. In addition to its low cost and lack of utility, social media must be prepared for an effective early start because of its unique ability to do so (Widjaja et al., 2021).

The following belief is that technology has direct contact (commitment) with future consumers so that financial managers are not suddenly included. The utilization of web-based media exceeds site production. The absence of an understanding of computerized innovation makes these MSME actors hot. E-business and promotion (web-based business). Potential applications of this computerized promotion People must be innovatively proficient, which requires mixing and collaboration. Data and correspondence innovation (ICT) prepare Volunteers locally Planned to offer Information and knowledge into advanced performance use. MSME entertainers can be encouraged to use web innovations if they have pertinent information about them. They use online media as a tool to deal with their organization. The creators are interested in how much advanced advertising has been used. Proposition makers have ideas carried out by entertainer MSME actors even in remote areas if supported by internet connection technology (Guffey & Loewy, 2021).

The last reason we examine is how MSME managers believe in Micro, Small, and Medium Enterprises (MSMEs). The use of advanced innovation-based marketing ideas (automatic promotion) offers SMEs the hope of becoming an economic force to be reckoned with. Old age lays deep roots. Advertising master Yuswohadi points out that MSME actors must have options to increase their profits to grow. Benefits of digitization (Harapan et al., 2017). This is currently achievable due to advances in advanced innovation. SMEs may use the web to promote their products and make exchanges. Through the web banking framework, social media illustrates the easiest to use computerized marketing tool. An organization cannot win without a site.

Researchers only occasionally see experts believe in technology, especially in cities like Indonesia, which are now slowly being reached by internet connectivity (Conrad & Newberry, 2012). Through web-based media, MSMEs may reach the world of the web. This may be a development trigger. Protracted business and private enterprise fairness in addition to low cost and no utility, online media should be prepared to perform effectively on initial start-up because of its specific ability to do direct contact (commitment) with the client are planned accordingly, not suddenly a money manager is included (Pikhart & Klimova, 2020). The use of web-based media overshadows the production of websites. The absence of an understanding of advanced innovations has damaged these MSMEs' electronic commerce and advertising (web-based business). Potential applications of this advanced exhibition Individuals must be mechanically educated, which requires mixing and interaction. Information and correspondence innovation (ICT) prepares volunteers for business to thrive (Cenere et al., 2015).

Conclusion

We can conclude why MSME managers believe in using digital in serving marketing and interacting with consumers with reasons and facts from a review of several scientific publications on business and technology, especially digital applications. For a reason, such as digital tools are elementary to apply, other examples, for example, digital is now more friendly for consumers to use in searching for their needs via social media platform applications such as Facebook, Youtube, Instagram, and others. In other words, MSME managers choose digital for flexibility and productivity, which have internet-connected applications at the end. Therefore, we hope that the results of this study will become additional material for the parties to develop an internet-connected business.

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