



The Role of Digital Marketing for the Home Convection Industry

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Abstract. This research was conducted because it aims to analyze the role of digital marketing on home industry sales. This study uses a qualitative analysis approach. The object of this research is the Home Industry of convection products in the city of Sidoarjo. Data was collected by means of library studies and interviews. The results show that home industry players gain additional knowledge, understanding, and insight as well as basic skills about online marketing.

Keywords: Digital Marketing · Home Industry · Convection

1 Introduction

In our lives can not be separated from the name “technology”. The closest example is the use of smartphones in making it easier for us to carry out daily activities. This is proof that technology participates in various fields of life, including business. In this digital era, businesses that do not use technology will not be able to keep up with the times. Because many of the business people who have used information technology to support business progress that can provide greater profits.

The increase in the number of internet users in Indonesia from year to year is increasing as well as the development of technology, the digital world and the internet, this will also have an impact on the marketing world. (<https://www.statista.com>, 2021). The statement above can be an opportunity for Home Industries to market their products digitally, supported by the results of reports of internet users in Indonesia in early 2022 which reached 204.7 million people. Of these, the majority of users access via smartphone (<https://apjii.or.id/>, 2022).

Digital marketing is also defined as marketing activities that use internet-based media according to (ES. et al., 2017) while according to Sawicki (2016) Digital marketing is the exploitation of digital technology that is used to create a channel to reach potential recipients to achieve company goals through meeting consumer needs more effectively (Fig. 1).

The picture above shows that 93% of internet users in Indonesia search for goods or services online. From these data it can be concluded that the potential for online shopping is quite high and continues to grow in Indonesia. This can be useful for the home industry to sell their products through digital marketing.



Fig. 1. Online Shopping Activities. Source: WeAreSocial and Hootsuite

The object of this research is the home industry of convection products in the city of Sidoarjo. The convection produces negligee, women's shirts and pants. The home industry is an individual business.

Based on the background described above, the author and the team are interested in researching the role of digital marketing for the home industry. Referring to the background above, in general the formulation of the problem is how the role of digital marketing affects the sale of home industry products. Based on the formulation of the problem above, the purpose of this study in general is to describe how the role of digital marketing affects sales of the home industry.

2 Literature Review

Home industry is a company on a small scale, usually this company only uses one or two houses as a center for production, administration and marketing at the same time. When viewed from the business capital and the number of workers absorbed, it is certainly less than large companies in general (Muliawan, 2008).

Turban (2013) explained that online shopping is the activity of purchasing a product (goods or services) through the internet. According to Kotler (2014) Internet marketing has five advantages. First, changes on a small scale can also do. Second, there is no advertising space limit compared to traditional media. Third, access and search for information quickly and easily. Fourth, the site can be opened by anyone. Fifth, shopping can be easier and faster.

Digital Marketing

Digital marketing is the use of digital technology in achieving marketing goals and efforts to develop marketing concepts so that they can communicate globally with consumers. It can be interpreted that digital marketing is marketing by applying digital technology as a medium. The essence of digital marketing is to make a product easy to reach by consumers with direct access provided through social media. The characteristics of digital marketing are as follows:

1. Increasing business interactivity with consumers.
2. Provide access to information to consumers by electronic dialogue and vice versa.
3. Business activities carried out through the internet so that analysis and planning are carried out to find, attract and retain consumers.

4. Increasing the acceleration of buying and selling products, information and ideas via the internet.

Promotion

Promotion is a form of marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned Tjiptono (2002). Promotion aims to provide information about the existence of the product to consumers by providing belief in the benefits of the product.

Shopee

Shopee is one of the e-commerce companies or online buying and selling sites that is relatively young, shopee is growing very rapidly, especially in Indonesia, competing with other online buying and selling sites that first developed in Indonesia. Shopee sells various kinds of products that are always needed by the community, namely clothing, household goods, accessories, electronic equipment, toys, automotive equipment, beauty and health products and many others. The best offer from Shopee is free shipping throughout Indonesia, making Shopee so attractive, shopee has facilitated sellers so they can sell easily. Shopee has applications for both mobile and a website that can be accessed anywhere and anytime, so that between sellers and buyers are able to carry out transactions without being limited by place and time.

Home Industry

Industry is an economic activity that manages raw materials into raw materials, semi-finished materials and or finished goods into goods with a higher value for their use.

Meanwhile, according to BPS, the industry is classified into four based on the number of workers it employs, namely:

- a. Large companies or industries employ 100 or more people,
- b. The company or industry employs 20 to 99 people,
- c. Small companies or industries employ 5 to 19 people,
- d. The household handicraft industry is an industry that employs less than three people (including unpaid labor).

3 Research Method

The research method used in this article is qualitative by choosing a case study as the research approach. The basis for qualitative research is to form a detailed view of the informants, which is described in words as a whole.

According to Creswell (2008) defines qualitative research methods as an approach or search to explore and understand a central phenomenon. To understand the central phenomenon, the researcher interviewed the research participants or participants by asking general and rather broad questions.

In this study using data collection techniques. The data in this study used primary data in the form of interviews and observations. We conduct the data collection to the object that we observed in home convection industry at Sidoarjo.

Data analysis, the data obtained will be analyzed using descriptive statistics and qualitative analysis.

4 Results and Discussion

4.1 Results

The results obtained through a case study of the convection home industry in the context of empowering and developing Human Resources (HR) are as follows.

1. Download the shopee application via mobile or computer.
2. Create a shopee account so that you can sell convection home industry products through digital marketing media in the following ways: Go to My page in the Shopee application > Register > Enter Phone Number > Select Next > Enter CAPTCHA Code > Enter Verification Code (OTP) > Select Next > Set Password > Register (Fig. 2).
3. Upload interesting photos to encourage consumers to buy (Fig. 3).

Discussion

Promotion through digital by utilizing social media, Shopee or other media platforms can make it easier for home industry players to attract consumer buying interest and can interact directly through chat available in the application.



Fig. 2. How to open a shop. Source: <https://shopee.co.id/>



Fig. 3. Home Industry Product

Shopee is a platform that is often used by people in Indonesia as a business medium for product promotion costs and energy in conveying information to consumers, and the process of delivering information to consumers in a short time. Texts, even photos and videos can be disseminated quickly and easily.

Promotions carried out through social media are online promotions. For this reason, it is necessary to understand technology for business people in the process of product promotion, which can reach a wide enough range, including home industries who really need technological assistance so that their products can be known in the community.

Digital marketing is very much needed by small businesses such as home industries with minimal capital to be able to market their products widely without having to have a shop.

A well-done digital marketing strategy will result in product promotions that can increase sales turnover. The advantages of a digital marketing strategy are as follows.

- 1) Target consumers can be set according to demographics, regions, lifestyles and others;
- 2) The results obtained are faster so that producers can correct the actions taken;
- 3) Much cheaper cost;
- 4) Wider reach;
- 5) Accessed anytime and without time limit;
- 6) Can measure the results of the promotion by looking at the number of visitors or the number of consumers;
- 7) Can gain trust and relationships because communication is two-way.

The selection of social media used as promotion can also affect the sales of home industry products.

The reasons the home industry uses Shopee in promoting products are 1) Shopee can expand consumer reach, 2) promotions through Shopee can generate consumer confidence due to various comments from other users who know the benefits of the product, and 3) home industry can take advantage of video and audio features with high quality. So that it will create brand awareness.

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