

Integration of Market Development Strategy with Digital Marketing and Integrated Marketing Communication on SMES Kribo

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ABSTRACT

The economic growth of Micro, small and medium is currently one of the business sectors that contribute to the regional economy. KRIBO has the potential to develop its business through digital marketing and integrated marketing communication through the right communication media, because some sales transactions are done digitally and online. The level of readiness to use digital marketing in the application used has an effect on the message that will be received or delivered to consumers. The IMC concept integrating businesses and integrates all communication channels in conveying the message of a product consistently and clearly. Furthermore, digital marketing significantly strengthens IMC by facilitating consistent and interactive communication across multiple digital platforms. Both digital marketing and IMC have significant positive effects on marketing performance, measured by market expansion, customer acquisition, brand awareness, and sales growth. The results demonstrate that integrating these strategic elements enables SMEs to respond more effectively to changing customer preferences, improve competitive advantage, and support long-term business sustainability. This study contributes to the marketing and SME literature by proposing an integrated framework that combines market development strategy, digital marketing, and IMC. The findings also provide practical implications for SME managers and policymakers seeking to strengthen SME competitiveness through digital transformation and coordinated marketing communication strategies.

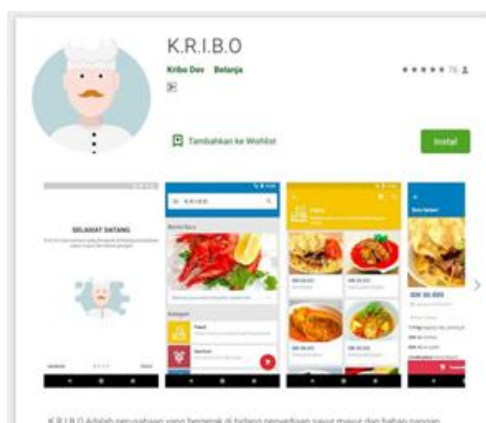
Keywords: Digital Marketing; Integrated Marketing Communication.

INTRODUCTION

Economic growth of micro, small and medium enterprises is currently one of the business sectors that contribute to the regional economy. Besides playing a vital role not only in developing areas but in big cities. MSMEs become an opportunity perspective to open job opportunities, income distribution and reduce poverty levels. This is inseparable from the obstacles faced by MSMEs, namely obstacles in business development, mostly due to limited capital, and information obtained for the progress of their business.

One of the MSMEs in Jambi City that offers hydroponic vegetables is the Indonesian Hydro Garden (Kribo hydroponics). Kebun Hydro Indonesia is a form

of business entity engaged in organic vegetable plantations that are planted hydroponically or soilless agriculture. This organic vegetable is better known as the KRIBO. The advantages of this vegetable plantation are managed without working the land, but only using the medium of water with floating rafts techniques. In addition, in plant care, without using inorganic pesticides. The area of the planting house that is currently operating is 300 m², consisting of 30 floating raft pools, 29 of which are enlargement locations and 1 pond as a nursery location. The Vegetables produced are different kinds of lettuce grand rapid with the harvest 30 days from the seeding day.

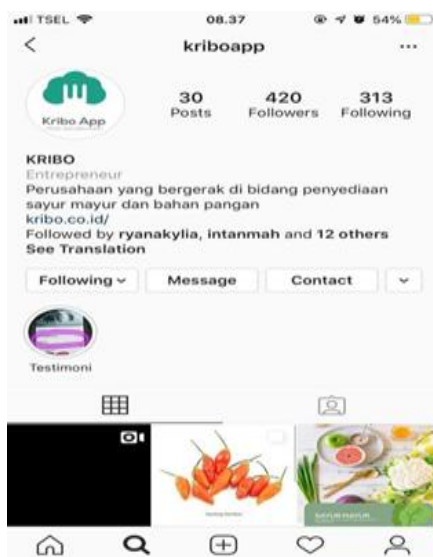


Source: Processed data

Figure 1
KRIBO Android-based application

Currently, KRIBO does not only market the products they produce themselves, but with the development of the transition to digital marketing they also help small traders in traditional markets to become intermediaries for sellers to market products ordered by KRIBO consumers, these products are in the form of: Fish, meat, fresh chicken, vegetables, and herbs. KRIBO

is currently developing an Android-based application that can be downloaded by buyers if they want to place an order, besides that promotions are also being carried out on social media such as Instagram with the @kriboapp account, the followers of this application are 420 users.



Source: Processed data

Figure 2
Instagram account of KRIBO.

The growth in the use of information technology is widely used as a means of communication in all directions, both for personal and business needs. This is of particular concern, especially for business people, one of which is KRIBO, which currently uses internet facilities for most of its marketing and product promotion processes, namely Android applications, social media such as Instagram and ordering via WhatsApp chat.

Optimal utilization will certainly have an impact on market development and become a competitive advantage strategy for MSMEs, (Chrismardani, 2014). The form of digital marketing online known as digital marketing according to is a projection of conventional marketing developed through the latest formats, languages and channels in the digital world to create marketing strategies. The orientation is user oriented, interactive, and can be accessed anywhere. Product development is a key strategy for improving the competitiveness and sustainability of MSME. Rather than relying solely on fresh mushroom sales, the enterprise seeks to develop innovative processed products, improve product quality, enhance packaging design, and create products that better meet consumer demands. Product innovation enables the MSME to increase customer satisfaction, differentiate itself from competitors, and expand its market opportunities

(Fatricia & Elliyana, 2019). Great opportunities in developing digital marketing are expected to be able to increase productivity and Integrated Marketing Communication (IMC) which is the main goal of digital marketing (Zulfikar & Sari, 2025). The level of readiness to use digital marketing will affect the messages that will be received or delivered to consumers. In the IMC concept, business people combine and integrate all communication channels in conveying a product message consistently and clearly.

METHOD

This research is a type of qualitative research. This research is used to determine the integration of market development strategies with digital marketing and integrated marketing communication. The instrument used was the matrix swot questionnaire (David, 2005) by processing the questionnaire data. The data obtained was translated descriptively according to the internal environmental analysis to determine the strengths and weaknesses faced by the company in order to compile an Internal Factor Evaluation (IFE) matrix. While environmental analysis External Factor Evaluation (EFE) is used to identify opportunities and threats. The combination of the IFE and EFE matrices produce an IE matrix which contains nine kinds of cells that show the total value and weighted combination of the IE matrix.

External Faktor Evaluation (EFE) matrix enables strategists to summarize and evaluate economic, social, cultural, demographic, environmental, political, government, legal, technological and competitive information dan IFE matrix is to summarize and evaluate the main strengths and weaknesses in the functional areas of the business. SWOT analysis allows SWOT Matrix users to determine strategic alternatives based on a combination of internal and external factors. The SWOT matrix will produce four types of possible alternative strategies, namely: SO (Strength-Opportunity) Strategy; WO (Weakness-Opportunity) Strategy; ST (Strength-Threat) Strategy; and WT (Strength-Weakness) Strategy

RESULT

As an element in digital marketing and Integrated Marketing Communication that has been carried out by KRIBO Hydroponic UMKM, UMKM can carry out Integrated Marketing Communication and implement Digital Marketing even though it is not optimal. This is generally caused by constraints in terms of costs, limited promotional capabilities and resources in managing digital marketing.

Weights and ratings for internal factors, namely the strengths and weaknesses of digital marketing and integrated marketing communication formulated in the IFE matrix.

Table 1
IFE Matrix Result

No	Internal Strategy Factor	Weight (A)	Rating (B)	Score
Strength				
1.	Sales service application	0,208	4,00	0,832
2.	Social Media Marketing	0,125	3,00	0,375
3.	Sales Promotion	0,166	3,50	0,581
4.	Direct Marketing	0,105	2,50	0,262
Weakness				
1.	Promotion Cost	0,114	1,00	0,114
2.	Horizontal Communication	0,150	1,00	0,150
3.	Database Technology	0,132	1,50	0,198
Total		1,000		2,512

Source: Processed data

Table 1, the total score obtained from the IFE matrix is 2.512. This value indicates that the KRIBO Hydroponic UMKM has a strong internal position because the score is above 2.5. The main strength of

KRIBO Hydroponic MSMEs is the sales service application (0.832). The main weakness of KRIBO Hydroponic MSMEs is the absence of database technology (0.198).

Table 2
EFE Analysis Matrix Result

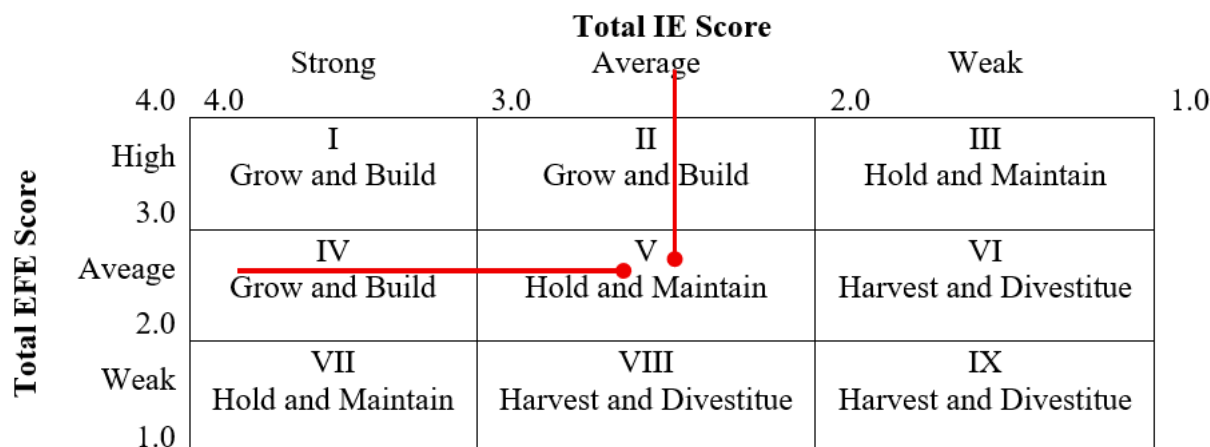
No	External Strategy Factor	Weight (A)	Rating (B)	Score
Opportunity				
1.	Product and Service Differentiation	0,427	4,00	0,951
2.	Support from Government	0,167	3,50	0,648
Threat				
1.	Similar Business Competitors	0,261	3,00	0,662
2.	The Ability of Human Resource	0,145	1,50	0,245
Total		1,000		2,512

Source: Processed data

Table 2, the total score from the EFE matrix is 2.506. This value shows that KRIBO Hydroponic MSMEs can be said to be able to take advantage of external opportunities and avoid the threats that lie ahead. The main opportunity for KRIBO is product and service differentiation (0.951), the main threat of KRIBO is the presence of similar business competitors (0.662). The value of the IFE matrix and the EFE matrix is obtained from the total score of each matrix where the IFE matrix has a total score of 2.512 and the EFE matrix is obtained a total score of 2.506, which if the value is

mapped into the IE matrix is in quadrant V.

Based on the picture above, it can be seen that the KRIBO is in the Hold and Maintain position (maintain and maintain). Internal and external factors obtained, KRIBO must maintain the sales service application provided, this method can be done to maintain sales demand and competitive advantage owned and market expansion from business partners and from consumers, while what KRIBO must maintain is its sales promotion.



Source: Processed data

Figure 3
IE Matrix (data processed)

Alternative strategies that will be carried out by breeders of chicken eggs obtained from the IE matrix are then developed into the SWOT matrix. The alternative strategy, namely:

1. Maintain and nurture sales service applications (Strategi S-O). The sales service application is one of the indicators that has advantages in digital marketing at the KRIBO. Sales service applications can be enhanced utilization and usage by always maintaining and disseminating digital-based shopping convenience.
2. Increase Sales (W-O). The factor of sales promotion is one of the factors that must be able to be improved, considering that promotions can have an effect on increasing sales later. Increased promotion will have a positive impact on MSME businesses in expanding market share.
3. Increase Promotion (W-O). An alternative that can be done to increase promotion is to work with print media or program endorsers to increase the intensity of sales promotions.
4. Expanding The Marketing Network (S-T). Expanding the marketing network can be done by KRIBO Hydroponic MSMEs by collaborating with several partners
5. Increase Human Resource Competencies (W-T). Increasing HR expertise in their fields, considering that this is quite important in maintaining and developing digital marketing that is owned and integrated marketing communication as a means of developing business and increasing sales productivity.

CONCLUSION

The integration of digital marketing and integrated marketing communication in the KRIBO Hydroponic UMKM business is an effort to combine and coordinate all its communication channels to convey

clear, consistent messages and have a strong influence on the digital marketing services they have. The indicator in the use of digital marketing in the form of a sales service application is quite maximal, it is just necessary to expand socialization and promotion so that consumers and users know thoroughly the usefulness in the ease of shopping, it's just that in the service application indicators there are constraints or weaknesses, namely in terms of database technology which is caused by the lack of human resources available to manage the service database. Additional role in integrated marketing communications, sales promotion indicator is still constrained due to cost constraints owned so the campaign carried out was not optimal. The existing literature consistently demonstrates that the integration of market orientation, digital marketing, and Integrated Marketing Communication (IMC) is essential for enhancing the competitiveness and performance of small and medium-sized enterprises (SMEs).

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