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Implications of Digital Marketing Strategy The Competitive Advantages of Small Businesses in Indonesia

Katoyusyi Kano[1], Lee Kyung Choi[2], Bob subhan Riza[3], Regina Dinda Octavyra[4]
[1] Informations System, Gifu University, Japan
[2] Informatics Engineering, Jisan College, Sount Korea
[3] Informatics Engineering, Potensi Utama University, Indonesia
[4]nformatics Engineering, University of Raharja, Indonesia
Email: katoyusyikano@yahoo.com, leekyungchoi@yahoo.com, bob.potensi@gmail.com, regina.dinda@raharja.info

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ABSTRACT

In the current era of technology, it provides many impacts and innovations that can provide more effective solutions in various fields. With digital marketing as an alternative solution, digital marketing can now overcome problems such as lack of funds and limited promotions faced by medium to low-income businesses. The alternative solution is obtained with the current social media such as Twitter, Instagram, Website, and Facebook to create brand awareness, loyalty, sales, and engagement. So, the purpose of this study is to find out the use of marketing strategies from several lower-middle businesses that have gone online and their implications for the competitive advantage of these lower-middle businesses. The method used in this study uses quantitative methods with causality analysis with a population of more than 21,000,000 consumers using a non-probability sampling technique using random sampling with a total sample of 2,100 respondents. So based on the research that has been done, it was found that in marketing products with a digital strategy, 78% of the results were obtained, with the remaining 22% being factors originating from other factors such as a supply of resources, capital, and managerial professionalism. From the existence of innovations in promotional media from SMEs, it is hoped that they can provide a solution to the current budget problems SMEs face. In addition, this is an adaptation to keep up with the times leading to digitalization today. Therefore, it is hoped that there will be more in-depth development on this matter in the future.

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Corresponding Author:
Field of study, University of Raharja, Indonesia

Email: regina.dinda@raharja.info

1. INTRODUCTION

According to one research, based on a BPS survey, different shortcomings and challenges experienced by MSMEs depending on their priorities include: (a) difficulty in marketing, (b) difficulties in raw materials, (c) fierce business competition, and (d) a lack of skills. Managerial (HR) (e) a lack of money, (f) a lack of technical production and experience, and (g) a lack of management knowledge, particularly in finance and accounting. Marketing is a crucial issue that small business owners encounter as well. Small entrepreneurs confront three types of marketing challenges: (1) problems with supporting institutions for small enterprises, (2) problems with market and product competition, and (3) problems with access to market information[1].

The advancement of digital technology enables SMEs to sell their products online and conduct transactions via the online banking system. The advancement of digital business technology has shifted marketing from small and medium-sized firms (SMEs) that were previously done conventionally to digitally by leveraging social media and websites to sell their products. The utilization of internet media is the best option for SMEs to grow their businesses. The convenience of internet connection nowadays, the magnitude of the advantages and the cheap cost required are the primary motivators for SMEs to select online media as the best way to increase their company reach[2].

SMEs are an important business sector in Indonesia since they play a vital part in its economic progress. Although many SMEs have developed in Indonesia and utilize digital business as information technology for their business activities, many SMEs do not fully utilize digital business techniques as information technology, especially social networking media, and do not understand the magnitude of the benefits and role of social networking media [3]. On the other hand, networking and correlative connections are essential facilitators of SME business activity. The broadband penetration rate will improve SMEs' digital involvement and might boost Indonesia's yearly economic growth by 2%[4].

Small and medium-sized enterprises (SMEs) that have online access, use social media and develop their e-commerce capabilities typically enjoy significant business advantages in terms of income, employment opportunities, innovation, and competitiveness. Aside from the benefits of employing digital technology, 36 percent of SMEs in Indonesia are offline, 37 percent have fundamental online skills, 18 percent have intermediate online capabilities, and 9 percent are enterprises[5]. Advanced online (advanced). SMEs perceive the following benefits from digital technology: 50.2 percent access to new customers in Indonesia, 35.5 percent increase in sales and revenue, 33.7 percent access to overseas markets, 22.7 percent easier transactions with customers and suppliers, and 11.2 percent cheaper advertising or lower marketing costs per sale.

SMEs may now convey their brands and products through websites they create themselves or social media[6]. With the stimulation of client

demand and the efficiency of promotional expenditures, SMEs have begun to be active in leveraging digital marketing and social media, allowing customers to acquire SME products from any location.

The Indonesian Ministry of Cooperatives and SMEs have registered 55.2 million SMEs, but just 75,000 have gone online. According to data from the Association of Indonesian Internet Service Providers (2015), the number of internet users in Indonesia in 2014 was 88.1 million (34.9 percent), with a total population of 252 million people, according to data from the Central Statistics Agency (BPS) in 2014. Thus, in terms of population, internet users increased by 16.2 million, from 71.9 million to 88.1 million[7]. According to their location, 78.5 percent of Indonesia's total internet users live in the country's western region. In addition, these internet users are mostly concentrated in Indonesia's metropolitan regions[8]. The average age of internet users in Indonesia is 18-25 years old, accounting for over half of all internet users (49 percent). Individuals in Indonesia who are part of the millennial generation or digital natives, i.e., those born after 1980, constitute the majority of internet users.

The majority of internet users own and use apps or social networking material (87.4 percent), followed by searching (68.7 percent), instant messaging (59.9 percent), browsing for the latest news (59.7 percent), and downloading and uploading movies (27.3 percent). According to the sites used to sell online, 64.9 percent use social networks, 22.9 percent use messengers, 14.4 percent use online communities, 5.7 percent use online shop blogs, 2.3 percent use online shop websites, and 1.5% use mailing lists. As many as 62 million individuals utilize social media, and around 4.6 million Indonesian consumers actively use the internet to transact or purchase[9].

SMEs must exercise caution when selecting appropriate social media platforms for their marketing goals. Facebook is better suited for the goal of reaching a larger audience since the character of its users extends from all levels, allowing SMEs to establish connections and awareness by leveraging the events function, status updates, or directly reacting to customer comments. SMEs may use Facebook to their advantage by posting detailed updates with photographs and website links for call-to-action. Meanwhile, Twitter is ideal for encouraging more open conversation and raising awareness. When utilizing Twitter, SMEs must update with an emphasis on basic, easy-to-understand terminology that is accompanied by a website link for a call-to-action. Meanwhile, Instagram is ideal for increasing customer awareness and developing relationships. Because Instagram does not allow straight links to website pages, SMEs must publish behind-the-scenes photographs of product creation/advertising shoots, new product teasers, celebrity endorsements, and photo contests[10].

This research aims to identify the adoption of digital marketing tactics in SMEs that have gone online, as well as the consequences for these SMEs' competitive advantage based on customer perceptions. Digital marketing strategies for Small and Medium Enterprises (SMEs) in the form of using

social media and websites are very important because they can provide knowledge to SMEs regarding the ways and stages in expanding consumer networks through the use of social media and websites in marketing their products in order to increase their superiority. SMEs must compete for themselves.

2. THE COMPREHENSIVE THEORETICAL BASIS

Sales and marketing are highly essential in the business world. Thus, organizations use various methods to improve their sales and marketing systems, ranging from classic to modern. With the fast advancement of technology, many businesses utilize technology to better their sales and marketing operations. The use of digital business techniques that utilize technology, especially the internet, in trade is a common problem both by the government and the community. E-commerce is the term used to describe online marketing [11]. *E-commerce* is one part of digital business techniques into a modern business approach that uses the internet to meet the demands of companies, merchants, and customers by lowering prices while continuously improving the quality of goods and services and improving delivery services[12]. E-commerce operations are classified into several sorts, including e-banking, online billing, and online marketing, which are carried out by giant corporations and small and medium-sized businesses. E-commerce based on online, or internet media allows site users to browse SMEs' websites and select items and services from virtual catalogs. When a visitor wishes to purchase something, he simply adds it to his virtual shopping cart[13]. Items in the virtual shopping cart can be added and withdrawn. The virtual cashier will inquire about a name, address, and payment method (e.g., via credit card). Visitors then need to wait for delivery E-marketing is establishing and sustaining client connections through online activities that allow for the interchange of ideas, products, and services that benefit both sides. E-commerce refers to applying information technology in business, which giant corporations and SMEs employ in selling their products. SME product marketing may be expanded, and profitability increased by utilizing e-commerce.

Humans' ability to speak, communicate, act, and make decisions has been altered by digital technology. Digital marketing is described as marketing efforts such as branding that use different web-based media[14]. The digital marketing plan should be consistent with the firm's overall strategy. Organizations are sometimes tempted not to listen to or observe what the market wants in the rapid growth of digital technology. With the growth of technology, corporate organizations are frequently tempted to display the sophistication of their technology without first hearing what the market has to say. Organizations may learn about listening by actively creating websites, blogs, and even social networks like Facebook or Twitter, where consumers or communities can contribute. Before selecting to utilize a blog, most business owners consider the following. needs: (1) a medium that entrepreneurs can easily use to write product information or articles that support and provide product guidance for consumers, (2) the media

used can display the required supporting images such as photos or product illustrations, (3) the media used can also display video displays capable of visualizing the product or supporting presentations, (4) the media used must be easy to attach documents containing information in pdf, doc, xls, ppt, odt, odt, odt, odt, o (5) The medium employed can help customers communicate with entrepreneurs online. (6) The media may also be utilized as a transaction instrument and various payment mediums. (7) The media must give services to customers, and (8) the media may assist with internet communication. (9) the media may display testimonials. (10) the media can track visits, (11) the media can provide special offers. (12) the media can present the most recent information through SMS-blog, and (13) the media can help with product search. The media may increase brand exposure and awareness, find and attract new customers, and boost consumer perception[15].

(BPS), Moreover, in Law no. 20 of 200, an SME is defined as a firm with a net asset capital of less than Rp 10 billion, excluding land and buildings, or total annual sales of less than Rp 50 billion. Interactivity, demassification, and asynchronous communication are features of the internet. Interactivity refers to this modern communication technology (which includes a computer) to assist persons in conversing like a face-to-face discussion [16]. The interactive level is comparable to interpersonal communication. As a result, the participants may communicate more precisely, efficiently, and pleasantly[17]. Demassification, a specific message that may be shared individually among vast numbers of participants, also indicates that control or control of mass communication networks often shifts from message producers to message consumers. Asynchronous means that the new communication system may send and receive messages at any moment that any participant desires. The capacity of small enterprises to embrace websites internationally characterizes their relevance and prospects. Websites are built with a specific strategy in mind to beat out the competition on search engines so that a website may appear at least on the first page of search engine results. Keyword management is the primary approach for beating the competition on search engines[18].

One of the uses of digital business techniques by using social networks which are also often called social media, can help SMEs in promoting their products and services[19]. Because it can cover a large area while being cost-effective, SME company players may use social networks to carry out marketing activities such as product introduction, engagement with consumers and future customers, and network expansion [20]. Facebook, Email, Blackberry Messenger (BBM), buying and selling sites, Twitter, personal websites, and sites belonging to other individuals are the social networking tools most used by SMEs to advertise their company items[21]. Marketing tasks that are commonly carried out include uploading product photographs to present potential customers with an overview of the items supplied, publishing product statuses, and writing product descriptions or reviews[22]. Social media can assist small

businesses in creating networks, partnerships, and chances for online branding. SMEs believe that social media apps are more beneficial than others, but they do not track ROI (ROI).

Social media is today's most open, engaging, and participatory form of public relations (PR). Those on social media tend to garner more attention than people in the real world. One of the digital business strategies by utilizing social media, this event is then used to build a brand in the minds of customers. Business players then leverage the open aspect of social media to sell their products to tiny and medium-sized firms (SMEs)[23]. They may begin by publishing photographs and information about their items on social media platforms such as Facebook, Twitter, and Instagram. This strategy is compelling and successful, and it has the potential to save more money. Small and medium-sized businesses do not need to spend enormous sums of money to sell their products by hiring salespeople to go directly to the field to market their items. Because social media users are generally more responsive by clicking, loving, or hating the goods, marketing strategies using social media are regarded as more focused and one step closer to their consumers. So that corporate actors may respond to these comments more swiftly, regardless of whether customers like their products or not [24].

Furthermore, The perceived effect of implementing a digital business strategy with social media is quite significant because it allows knowledge about items to move more quickly from one user to another. Utilization of digital business through social media can also be used to conduct market research and competition. This strategy is very successful because corporate actors can gain knowledge of what customers want and need more quickly[25] In addition, digital business strategies by utilizing social media can also be used to measure user satisfaction with these items. When interacting with competitors through social media, businesses can learn how many suppliers of the same product they sell.

The hallmarks and strengths of social media are as follows: (1) Transparency: everything seems open since the elements and contents are designed for public consumption or a group of individuals, (2) Dialogue and communication: It will develop a communication-based relationship, for example, between a brand and its supporters. (3) Relationship network: a relationship will be built between the constituent pieces and a relationship between persons or groups of individuals, or a representation led by individuals. (4) Multi Opinion: everyone will dispute, and everyone has a relative point of view; whether truthful, wrong, or in the gray region, this is communicated in the form of communication as the medium, (5) Multiform: it can take the form of social media press releases, video news releases, the internet and other parts, social network communication as influencers, or a mix of these.

SMEs' competitive advantage is primarily driven by their capacity to anticipate globalization . SMEs' competitive advantage is measured using dynamic capacities, innovation, and global orientation measures. Firm management, human resource development, and marketing are examples

of emotional skills that the company owns. Furthermore, SMEs must prioritize innovation and global orientation since these two elements heavily influence SMEs' performance in competing in the global market.

Rapid changes in the corporate sector are brought about by advancing information technology (IT). Every business actor feels compelled to adopt information technology due to the demand for time and cost-effectiveness. This technology is required not just by giant corporations but also by Small and Medium Enterprises (SMEs) to boost their operations' competitiveness. SME players do not need to spend significant sums of money developing apps or purchasing data servers if they use Telkomsel's business solutions. Telkomsel has developed an excellent business application for usage by SMEs.

Furthermore, SMEs do not need to make significant capital commitments to acquire servers with cloud computing solutions. The use of information technology will increase efficiency, allowing entrepreneurs to focus more on market penetration management. This may undoubtedly boost the competitiveness of SMEs, allowing them to seize chances as world-class organizations.

Using a digital business strategy by utilizing e-commerce that can be used for online marketing and sales will certainly increase sales volume and ultimately increase business income and ultimately develop the small and medium business. In the current era of the global economy, SMEs are required to make changes to increase their competitiveness. One of the critical factors that will determine the competitiveness of SMEs is information technology (IT). IT can enhance business transformation through the speed, accuracy, and efficiency of exchanging large amounts of information.

Using a digital business by utilize e-commerce for online marketing and sales would undoubtedly improve sales volume, consequently increasing business revenue and developing these small and medium-sized firms. In today's global market, SMEs must adapt to maintain or grow their competitiveness. Information technology is a critical component that will decide the competitiveness of SMEs (IT). IT may improve business transformation by increasing the speed, accuracy, and efficiency with which vast volumes of information are exchanged. The hypothesis in this study is a digital business strategy (which includes the availability of product information or articles that support and provide product guidance for consumers, the availability of required supporting images such as photos or product illustrations, the availability of video displays that can visualize the product or supporting presentations, the availability of document attachments containing information in pdf, doc, xls, ppt, or other formats, and the availability of document attachments containing information in pdf, doc, xls, ppt, or other for, The capacity to discover and attract new customers, as well as the ability to utilize or brand image perceived by consumers) have a partial or simultaneous influence on SMEs' competitive advantage.

The explanation above can explain the use of social media and its relationship as a promotion method for SMEs today. In addition, the author also found several previous studies that had a research theme that discussed the same thing. In the following table, the author has summarized several studies that examined the same research theme:

No.	Researcher Name	Title	Problem	Research result
1.	Merry Mita Moy, Eko Ruddy Cahyadi, Elisa Anggraeni [26]	The Impact of Social Media on Knowledge Creation, Innovation, and Performance in Small and Medium Enterprises	In the globalization era, social media is widely used by small and medium enterprises (SMEs) to promote and market their products. However, there is still a limited objective of this study the effectiveness of social media in improving the business performance of SMEs.	social media has a significant influence on business performance if through knowledge creation and innovation. Through social media has an impact on knowledge creation, innovation. SMEs can increase tacit and explicit knowledge from obtained information on social media.
2.	Sherly Sherly, Sultan Agung Fitria Halim, Sultan Agung Acai Sudirman [27]	The Role Of Social Media In Increasing Market Share Of Msme Products In Pematangsiantar City	The increase in product market share cannot be separated from the connectivity of the marketing system and media used. Marketing channels play an important role in increasing sales both in the short and long term.	This aims to encourage MSME players to make use of digital marketing by using social media in promoting their products to compete in market share.
3.	Mas Try Washiludin Singapraja Manggala, Rendri Maulana, Denny	The Role of Social Media in Promotion of Micro, Small	he application of telematics applications (telecommunication, media and informatics) is one of the keys to	With social media, SMEs can communicate with customers and attract new potential customers to survive in the midst of

	Trias Saputra, Irma Rachmawati, Deden Sumantry, Murdiati Trisnaningsih[28]	and Medium Enterprises (MSMEs) and Its Implications Law Number 11 of 2008 Concerning Information and Electronic Transactions (UUITE)	support efforts to increase the competitiveness of the national industry. Currently, telematics is very easily accessible by entrepreneurs to improve their business competitiveness, including Micro, Small and Medium Enterprises (MSMEs).	competition. SMEs must develop into businesses that have high competitiveness.
4.	Sony Hendra Permana, Edmira Rivani, Eka Budiyanti [29]	Utilization of the Internet as Media for Marketing SMEs Products	One of the main problems faced by Small and Medium Enterprises (SMEs) is the problem of marketing. However, in the current era of the Industrial Revolution 4.0, marketing should not be a problem anymore. SMEs can utilize the internet to solve their marketing problem.	In order for SMEs to utilize the internet as a media for marketing their products, SMEs must increase their capacity of knowledge in the field of information technology. SMEs must change their mindset that social media is not just a friendship network but is a potential market for their products
5.	Kartika Ayu Ardhanariswari, Ninik Probosari, Ari Wijayanti	Branding Strategy by Social Media Ads And The Impleme	(MSMEs/UMKM) are not yet aware of the importance of branding for competitiveness and not aware of the importance of protecting	Some SMEs' responses related to branding appear, this is caused by, 1) because they do not understand the knowledge of branding; 2) do not

	[30]	ntation Of Intellectual Property Rights In Wonogiri Coffee SMES (UMKM)	intellectual property rights and more focused on aspects of product sales. Micro, Small, and Medium Enterprises (MSMEs/UMKM) play an important and strategic role in building the national economy.	have a positive entrepreneurial character 3) have never received assistance.

3. METHOD

This study incorporates causality research and uses quantitative approaches to identify the usage of digital marketing tactics in SMEs that have gone online and the consequences for the competitiveness of these SMEs based on customer perceptions. The population consists of 21,892,127 consumers from various SMEs that have gone online. The Slovin formula was used to calculate the number of samples, and a minimum sample size of 100 persons was determined with a 95% confidence level. In this survey, there were 2,100 responses from these SMEs or 100 respondents for each UKM. Using a screening question, the target group is respondents who have utilized social media and digital marketing in the 21 SMEs.The sampling approach employs non-probability sampling in conjunction with accidental sampling.

The digital marketing strategy variable employs the following sub-variables: (1) the availability of product information or articles that support and provide product guidance for consumers, (2) the availability of required supporting images such as photos or product illustrations, and (3) the availability of suitable video displays capable of visualizing items or presenting supporting evidence, (4) the availability of document attachments including data in pdf, doc, Xls, ppt, or other formats, (5) the availability of internet connection with business owners, (6) the availability of transaction instruments and a range of payment media; and (7) the availability of customer care help. (8) accessibility of online opinion support, (9) accessibility of testimonial displays, (10) accessibility of visitor records, (11) accessibility of special offers, (12) accessibility of the most recent information presentations through sms-blog, (13) simplicity of product search, (14) capacity to increase visibility and brand recognition, (15) ability to find and attract new customers, and (16) ability to boost consumer perception of the brand.

The competitive advantage variable employs dynamic capacities, innovation, and global orientation markers. In this study, the measuring scale is a Likert scale, which is a scale used to evaluate a person's or group's attitudes, views, and perceptions concerning social phenomena. The

variables to be measured are converted into variable indicators using a Likert scale. The indication is then utilized as a starting point for assembling instrument components, which might take the form of statements or questions. The respondents' responses are as follows: very good, good, very good, not good, exceedingly terrible. The type of data used in this study is primary data in direct response data from consumers of several SMEs. They have used digital marketing strategies by filling out questionnaires about the use of digital marketing strategies in SMEs that have gone online and the implications for the competitive advantage of these SMEs. In this study, data was gathered by observation, distribution of questionnaires, and interviews.

The Pearson Product Moment correlation determines the degree of the link between the independent and dependent variables while measuring validity. The validity test is computed by comparing the computed r-value (correlated item-total correlations) to the r table value. It is declared valid if r count > r table. Meanwhile, the Alpha Cronbach formula may be used to assess dependability. If a variable has a Cronbach Alpha value greater than 0.7, it is said to be trustworthy. If the Cronbach Alpha value is less than 0.7, the variable is judged untrustworthy.

The Successive Interval (MSI) technique converts data from a questionnaire utilizing a Likert scale (ordinal level of measurement scale) into interval data. MSI was used to convert the data from the ordinal scale questionnaire into an interval scale. This is done to meet the minimal criteria for interval scale data in parametric research employing multiple linear regression analysis and correlation analysis. The normality, multicollinearity, and heteroscedasticity tests were used in this investigation.

Multiple linear regression analysis and correlation analysis were utilized to establish how much effect the above-mentioned social media and digital marketing strategy factors had on competitive advantage. The regression equation used is as follows:

$$Y=a+b_1X_1+b_2X_2+b_3X_3+b_4X_4+b_5X_5+b_6X_6+b_7X_7+b_8X_8+b_9X_9+b_{10}X_{10}+\ldots+b_{16}X_{16}$$

Explanation :
Y = Competitive Advantage
X = Social Media and Digital Marketing Strategy
a = constant
bi = Regression coefficient of sub variable Xi
Xi = Sub Variable i of variable X

Based on the study's aims, the variables will include exogenous factors (causal variables), such as Digital Marketing Strategy (X), and endogenous variables (effect variables), such as

an advantage in the Market (Y). The F test is a statistical test method that is used to examine the influence of the independent factors on the

dependent variable at the same time. The goal of this F test is to see if the Xi sub variable influences competitive advantage at the same time (Y). In this study, the competitive advantage in selecting the hypothesis is based on the F test, which states that if the F statistic is less than the F table, H0 is accepted, and H1 is rejected; however, if the F statistic is more than F table, H0 is rejected, and H1 is accepted. The t-test is a statistical test procedure that is used to examine the influence of the independent variable on the dependent variable. The goal of this t-test is to see if. This t-test aims to see if the sub-variable Xi has any effect on competitive advantage (Y).

In this study, the t-test is used to determine the hypothesis, which means that if the statistic is -t table t arithmetic t table, H0 is accepted and H1 is rejected, but if the statistic is t arithmetic -t table, H0 is rejected, and H1 is accepted. If the coefficient of determination is bigger (closer to one), the effect of the independent variable Digital Marketing Strategy (X) on the competitive advantage of SMEs moving online as the dependent variable (Y) is considerable. On the other hand, when R2 decreases (gets closer to 0), the effect of the independent variable Digital Marketing Strategy (X) on the Competitive Advantage of SMEs moving online as the dependent variable (Y) decreases.

4. RESULTS AND DISCUSSION

The SPSS program's classical assumption tests on the regression model include the normality, multicollinearity, and heteroscedasticity tests. The normality test using the Kolmogorov-Smirnov method yields an Asymp. Sig value of 0.308 (2 tailed) is larger than the significant value of 0.05. (residual variable is normally distributed or passed the test). As a result, the data is generally dispersed based on the first criterion. The multicollinearity test findings showed that the value of VIF 10 and Tolerance > 0.1 indicated no multicollinearity concern in this study. The heteroscedasticity test findings demonstrate that the scatter diagram does not create a specific pattern, indicating that the regression does not have heteroscedasticity problems.

Multiple regression analysis was performed to examine the influence of the independent variable (digital marketing strategy) on the dependent variable (competitive advantage) on 2,100 respondents who were online customers of numerous SMEs. Based on the results of data processing using SPSS software, the multiple regression equation models can be formulated as follows:

$$Y = 1{,}223 + 0{,}328X_1 + 0{,}217X_2 + 0{,}211X_3 + 0{,}176X_4 + 0{,}236X_5 + 0{,}198X_6 + 0{,}248X_7\ 0{,}229X_8 + 0{,}277X_9 + 0{,}152X_{10} + 0{,}361X_{11} + 0{,}263X_{12} + 0{,}395X_{13} + 0{,}316X_{14} + 0{,}336X_{15} + 0{,}336X_{16}$$

Figure 1. The results of multiple regression analysis on 21,000 respondents

Figure 1 was the result from the regression coefficient for the independent variable (X_1), the availability of product information or articles that assist and give product advice to customers, is positive, demonstrating a unidirectional contribution of 32.8 percent between X_1 and competitive advantage (Y). The regression coefficient for the independent variable (X_2), the availability of necessary supporting pictures such as photos or product drawings, is positive, showing a 21.7 percent unidirectional connection between X_2 and competitive advantage (Y). The regression coefficient for the independent variable (X_3), availability of video screens capable of displaying products or supporting presentations, is positive, showing a unidirectional contribution of 21.1 percent between X_3 and competitive advantage (Y). The regression coefficient for the independent variable (X_4), the availability of attachments for documents holding information in pdf, doc, Xls, ppt, or other formats, is positive, showing a 17.6 percent unidirectional contribution X_4 to competitive advantage (Y). The regression coefficient for the independent variable (X_5) availability of online connections with entrepreneurs is positive, showing a unidirectional contribution of 23.6 percent between X_5 and competitive advantage (Y). The regression coefficient for the independent variable (X_6), the availability of transaction instruments and payment media variation, is positive, showing a 19.8 percent unidirectional connection between X_6 and competitive advantage (Y). The regression coefficient for the independent variable (X_7), the availability of service help to consumers, is positive, showing a unidirectional connection of 24.8 percent between X_7 and competitive advantage (Y). The regression coefficient for the independent variable (X_8), the availability of online opinion support, is positive, showing a unidirectional contribution of 22.9 percent between X_8 and competitive advantage (Y). The regression coefficient for the independent variable (X_9), the availability of testimonial displays, is positive, showing a unidirectional contribution of 27.7 percent between X_9 and competitive advantage (Y). The regression coefficient for the independent variable (X_{10}) of visitor record

availability is positive, showing a 15.2 percent unidirectional connection between X_{10} and competitive advantage (Y). The regression coefficient for the independent variable (X_{11}) availability of special offers is positive, showing a 36.1 percent unidirectional contribution of X11 to competitive advantage (Y). The regression coefficient for the independent variable (X_{12}) for the availability of the most recent information via SMS blog is positive, showing a 26.3 percent unidirectional connection between X12 and competitive advantage (Y). The regression coefficient for the independent variable (X_{13}) ease of product search is positive, showing a 39.5 percent unidirectional contribution of X13 to competitive advantage (Y). The regression coefficient for the independent variable (X_{14}), the capacity to establish visibility and brand awareness, is positive, showing a 31.6 percent unidirectional connection between X_{14} and competitive advantage (Y). The regression coefficient for the independent variable (X_{15}), the capacity to find and attract new consumers, is positive, demonstrating a unidirectional contribution of 33.6 percent between X_{15} and competitive advantage (Y). The regression coefficient for the independent variable (X_{16}), the ability to strengthen the brand image received by consumers, is positive, indicating a unidirectional contribution between X_{16} and competitive advantage (Y) of 31.8%. The partial statistical hypothesis can be formulated as follows:

H_0 : Variable Xi has no effect on Competitive Advantage; where i = 1,2,3,...16
H_1 : Variable Xi has an effect on Competitive Advantage; where i = 1,2,3,...16

Figure 2. Influence and significance on competitive advantage

The data processing findings determined that all independent variables (Xi) had a t-count value more extensive than the t-table value and were significant (Sig 0.05); hence H_0 and H_1 were excluded. As a result, it is possible to conclude that Xi substantially influences competitive advantage. This demonstrates that the sequential contribution of the value of the variable Xi to competitive advantage (Y) in the regression line equation is as follows: Product search ease (0.395), availability of special offers (0.361), capacity to find and attract new customers (0.336), product information or articles that assist and provide product guidance for consumers (0.328),

ability to generate brand exposure and awareness (0.328). (0.316), the ability to strengthen the brand image received by consumers (0.289), the availability of testimonial displays (0.277), the availability of the most up-to-date information via SMS blog (0.263), the availability of service assistance to consumers (0.248), the availability of online communication with entrepreneurs (0.236), the availability of online opinion support (0.229), the availability of required supporting images such as photos or product illustrations (0.217), the availability of the simultaneous statistical hypothesis can be formulated as follows:

H_0 : Digital Marketing Strategy has no effect on Competitive Advantage
H_1 : Digital Marketing Strategy affects Competitive Advantage

According to the data processing findings, the F count is 2.129 with a Sig = 0.017. As a result, F count > Ftable (2.129 > 1.68) with df numerator = 16 and df denominator = 2.083 at level = 5% and significance level = 0.017 0.05, H0 is accepted and H1 is approved. This suggests that the Xi variable has a considerable influence on the competitive advantage simultaneously (Y).

The coefficient of determination was calculated to be 78 percent. This demonstrates that social media strategy and digital marketing have a 78 percent influence on competitive advantage. The remaining 22 percent is explained by characteristics not investigated in this study, such as capital, resource supply, and management professionalism.

5. CONCLUSION

This study has discussed the potential of social media as a means of promotion to be a solution for SMEs in marketing their products. There is a high number of potential social media from the various promotional methods offered by utilizing social media. In addition, looking at the advantages such as budget and broad reach, this is the right solution to overcoming the low budget and low promotional space that SMEs are currently experiencing. Therefore, we feel that selecting social media as a new promotional medium for SMEs is the right choice.

Starting with the most dominant, digital marketing strategies affect competitive advantage sequentially, namely: ease of product search, availability of special offers, ability to identify and attract new customers, availability of product information or articles that support and provide product guidance for consumers, ability to create visibility and brand awareness, ability to strengthen the brand image received by consumers, availability of testimonial displays. Such as photos or product illustrations, the availability of video displays capable of visualizing products or supporting presentations, the availability of transaction tools and payment media variations, the availability of document attachments containing information in pdf, doc, Xls, ppt, or other formats, and the availability of visitor records The digital marketing strategy has a 78 percent influence on

competitive advantage, with the remaining 22 percent explained by other variables not addressed in this study, such as capital, resource supply, and management professionalism. The usage of social media and websites must be optimized since there are still flaws in the websites and social media used by SMEs, such as being less informational, less participatory, and less updated.

From this study, the authors feel there is still a lack of more specific promotion choices in promoting products on promotional media. In addition, various new marketing strategies can still be developed that utilize social media. This is a challenge that we feel we can create in our following research to see in more detail and broadly about promotions that use social media.

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BIOGRAPHIES OF AUTHORS

	Bob Subhan Riza is a permanent lecturer at the main potential university, in the information systems study program. She can be contacted at email: bob.potensi@gmail.com
	Regina Dinda Octavyra is a student majoring in informatics engineering with a concentration in software engineering at University of Raharja. She can be contacted at email: regina.dinda@raharja.info