Analysis of Cirebon City Local Government Policies in the Use of Social Media for MSME Product Marketing

Sholekha¹*, Dewi Intan Permata Sari², Ika Aprilia³, Dhila Ayunda Iravanti⁴, Mukarto Siswoyo⁵, Siti Khumayah⁶

¹,²,³,⁴,⁵,⁶ Universitas Swadaya Gunung Jati, Cirebon, West Java, Indonesia
Emails: sholekha92@gmail.com¹*, dewiintan0220@gmail.com², ikaa3316@gmail.com³, dhilaayunda19@gmail.com⁴, mukarto.siswoyo@ugj.ac.id⁵, siti.khumayah@ugj.ac.id⁶

ABSTRACT:
The development of MSMEs in Cirebon City faces several challenges, including the lack of understanding among MSME actors about the use of technology in digital marketing. This study aims to determine the involvement of local government, especially the Office of Small, Medium Enterprises, Industry, and Trade Cooperatives, in supporting MSMEs through the use of social media. The study examines two variables: the content of the policy and the implementation environment. This research is qualitative in nature, with data collection techniques conducted through direct interviews with the Office and MSMEs in Cirebon City. The results indicate that the use of social media for marketing MSME products in Cirebon City has been effective, as evidenced by the increased promotion of MSME products. However, limitations in human resources, skills, and knowledge about marketing administration remain weaknesses. Therefore, regular and consistent training on the use of social media platforms for MSMEs is necessary, and the Cirebon City Regional Government should monitor the implementation of these programs.

Keywords: Policy, Local Government, Social Media, Marketing, MSMEs

INTRODUCTION

Today’s use of the internet has expanded to various aspects of life, including social media. Social media serves as a socialization and interaction platform that anyone can access and contains a variety of information about products and other things (Alaimo & Kallinikos, 2017; Evans et al., 2021; Ham et al., 2019; Leidner et al., 2020). The existence of social media has become the easiest and cheapest marketing tool that companies can utilize. This is what attracts MSME actors to use it as a promotional medium through websites or blogs that display company profiles. In addition to being an interactive marketing tool, social media also functions as a means of service and communication with consumers, as well as a platform for online buying and selling (Bala & Verma, 2018; Icha, 2015; Infante & Mardikaningsih, 2022; Tuten, 2023).
The implementation of Government policies for Cirebon City MSMEs can be assessed using the theoretical framework of Grindle (2017). According to this theory, policy implementation is influenced by two main factors, namely the content of the policy and the implementation environment. The policy content variable includes several key aspects: First, the extent to which the interests of the target group or target group are reflected in the policy content. Second, the type of benefits received by the target group. Third, the extent to which changes are expected to be achieved through the policy. Fourth, the placement of programs or initiatives is appropriate in the desired context. Fifth, whether the implementation of the policy has mentioned in detail who is responsible for its implementation. And sixth, is the program supported by adequate resources to run it.

Meanwhile, the variables of the implementation environment include the following aspects: First, how much power, importance, and strategy are possessed by the actors involved in the implementation of the policy. Second, the characteristics of the institution and the regulations that apply at that time. Third, how compliant and responsive the target group is to the policies implemented (Ivančić et al., 2017). By considering these two variables, it can be evaluated to what extent the Government’s policies towards MSMEs in Cirebon City can be successfully implemented and provide the desired impact in accordance with the policy objectives that have been set (Azzahra, 2023).

The reality about the state of Cirebon City MSMEs for now is that there are still many who have not been able to manage social media to be used as a place to sell online, because there are many features that cannot be understood and do not have a strategy in promoting their products on social media. According to the explanation above, the author found a gap in research, namely that the public does not understand the use or utilization of social media platforms for the sale of MSME products. In line with this, the author wants to measure the extent of Local Government Policies Through the DKUKMPP Program applied to MSMEs.

The author compares the previous study entitled "Analysis of the Efforts of the Solok Regency DKUKMPP in Developing the Potential of Micro, Small and Medium Enterprises" by (Harpindo Nasir et al., 2022). The research focuses on the efforts of the Solok Regency Small, Medium, Industry, and Trade Cooperative Office (DKUKMPP) in empowering and developing MSMEs. This study shows that DKUKMPP has implemented various strategies through training, counseling, and policies. In the participatory phase, the level of community participation in DKUKMPP programs is quite high, which can be seen from the significant interest and involvement of MSME actors in every training and counseling held. Meanwhile, in the emancipatory phase, this study noted an increase in the development of MSMEs in Solok Regency. This study uses a qualitative method with a descriptive approach.

From the previous study, the author evaluated that the research was still not effective enough because the formulation of strategies in empowering MSMEs was still monotonous. The
policy of the Cirebon City Regional Government in using social media to market MSME products has attracted the author’s attention for further research. This research focuses on the success rate of using social media as a marketing medium for MSME products. Also, what are the obstacles in the implementation of the policy are important things that want to be known and explained in the results of the research. Besides, it is also important to know the supporting factors and obstacles they face.

RESEARCH METHODS

In this study, the author uses a qualitative descriptive research method. The data sources used include primary data obtained through interviews with selected informants to provide in-depth information about the study, as well as secondary data used to support and strengthen the results of field data (Mack, 2005). This secondary data is obtained from various references such as journals, books, and other sources (Glänzel et al., 2016). Data collection techniques are carried out through observation, in-depth interviews, and the collection of facts that develop in the community, especially regarding the marketing of MSME products in the context of the Regional Government's policy on the use of social media platforms. After the data is collected, the author will conduct data analysis which includes data presentation, data processing, and drawing conclusions (Benchimol et al., 2015; Sutton & Austin, 2015).

RESULTS AND DISCUSSION

Based on an interview conducted directly with the head of the SME division at the DKUKMPP (Cooperatives, Micro Enterprises, Industry, and Trade Office) of Cirebon City, the results were obtained that the agency has participated and become a forum for MSME actors in business development, through digital seminars and training. One of the Cirebon City Local Government programs, called "Improving the Promotion of MSMEs through Social Media," aims to increase MSMEs' understanding of how to promote their businesses through social media platforms effectively. This program also aims to educate MSMEs about the wise use of social media, with the aim of avoiding risks such as fraud and other negative impacts that can be detrimental.

The event was held in the 2nd floor room of the Cirebon City Cooperatives, Small, Medium Enterprises, Trade and Industry Office (DKUKMPP) and was attended by 100 participants, both MSMEs fostered by the Cirebon City Smartfren Community and the Cirebon City DKUKMPP Office. As the content of the seminar is to provide information on easier internet business opportunities that are very profitable so that MSMEs can get even more increased income and insight into sales on more modern social media.
Apart from DKUKMPP, the author also explored information from Cirebon City MSMEs through the direct interview method to get results that MSME actors are very supportive and interested in developing their businesses through programs provided by the government, one of which is increasing promotion through social media, training and technical guidance, basic financial management training and training on entrepreneurship, all packaged in accordance with the digitalization era. However, from some MSMEs, there are still limitations in managing application features on social media, so the Cirebon City DKUKMPP often holds periodic digitalization training to review and maximize personal branding on social media, where social media platforms have a wide range of marketing, so that products can be known by many people which is influential for increasing business income. One strategy implemented in increasing the promotion of MSMEs is to create interesting and creative content, as well as take advantage of trends that are popular on social media platforms such as TikTok, Instagram, and Facebook. This aims to attract consumer interest in promotions carried out by MSME actors and encourage consumers to buy these products.

Based on the results obtained through data collection techniques such as in-depth interviews, observations, document analysis, and literature studies, the author applies the theory of Merilee S. Grindle. According to Grindle (2017), policy implementation is influenced by two main variables, namely the content of policy and the context of policy.

1. Success Rate in Using Social Media to Market MSME Products.
   The success rate of the program has reached 70% of approximately 2,426 MSME actors in Cirebon City who are recorded to participate in the program. However, 30% of them still cannot participate in the program because of personal interests.

2. Obstacles Faced in the Use of Social Media for MSME Product Marketing.
   The social media use program has obstacles faced, namely in terms of human resources such as the lack of knowledge of MSME actors in using social media and the suboptimal use of digitization equipment because 30% of MSME actors have the status of housewives.

3. Supporting factors in using social media to market MSME products.
   The supporting factor for the implementation of the program is that the Cirebon City Regional Government in collaboration with SOEs has created a digitalization-based training program for the development of MSME marketing.

   The implementation of the Cirebon City Regional Government policy (DKUKMPP program) can be described as follows:
   A. Policy Content
      1. Interests
         The target of the Regional Government Policy through the Cirebon City DKUKMPP program is very clear, namely MSME actors. So far, it can be said that approximately 2,426 MSME actors in Cirebon City have been recorded participating in the Policy Program. However, of
course, not all MSME actors in the city of Cirebon can implement the program optimally, because only 70% of MSME actors have run the program well. DKUKMPP encourages MSME actors by holding digitalization-based training. This training aims to make MSME actors aware of the extent to which digitalization can benefit MSMEs in developing their businesses, especially in digital marketing. Of course, this program is carried out using communication tools such as mobile phones that already optimally support social media features.

2. Types of Benefits
   a. Policy benefits for Regional Governments (DKUKMPP).
      With this program, DKUKMPP can regulate MSME actors so that MSME empowerment, budget management, and natural resources become more effective and efficient. In addition, DKUKMPP can improve the quality and efficiency of public services, so that MSME actors feel an improvement in service quality compared to before the program.
   b. Policy benefits for MSMEs in Cirebon city.
      The types of benefits felt by MSME actors in Cirebon City are related to product marketing more efficiently and tending to save costs in promotion. Second, the program can improve the quality and way of packaging its products through training and briefings conducted by DKUKMPP.

3. Degree of Change
   a. Increasing the mindset of Cirebon MSME actors towards the benefits of social media. With the program’s various benefits, DKUKMPP hopes that MSME actors can change their mindsets because of the demands of the increasingly modern era, especially in using social media.
   b. Prioritizing young MSME actors.
      Nowadays, young MSME actors have been successful even though they do not have a place of business. This is because their more modern mindset is by utilizing social media as a place to market their products. Prioritizing young MSME actors who have this mindset can not only improve quality in the economic sector but also improve the quality in the tourism sector of Cirebon City rapidly.

4. Place Decision Making
   a. Policy correctness
      The correctness of this policy is based on the changing times that continue to demand MSME actors to digitalize, of course in terms of marketing that is influential for their business development through social media.
   b. Determination of policy targets.
      The setting of policy targets is reviewed from MSME actors in Cirebon City who are still widely unable to manage existing social media.
5. Program Implementer

It is undebatable that mobile phones are not just luxury needs in the current era. Everyone, including MSME business actors, must have a mobile phone. The problem is that they, as MSMEs, cannot use the cellphones they have for their business interests. Therefore, DKUKMPP has created a digitalization-based training program. In order to further maximize the program, DKUKMPP also collaborates with external parties such as Rumah BUMN (PLN), Pegadaian, Smartfren and Bank Indonesia. One form of cooperation is to conduct digitalization-based coaching for MSMEs. Based on the explanation, the response of 2,426 MSMEs in Cirebon city 70% of the responses were positive and of the 30% of MSMEs in Cirebon city have not been able to take part in MSME coaching. This is because there are personal interests that cannot be left behind. Broadly speaking, it can be concluded that the programs that DKUKMPP has been implemented quite well.

6. Resources Involved

a. adequate human resources.

In line with the program, Human Resources in using digitalization equipment is still not optimal because 30% of MSME actors are housewives.

b. Availability of necessary fees.

Costs in the implementation of the program are often charged to external parties who collaborate with DKUKMPP and this can cause reciprocity for external parties.

c. Facilities and infrastructure for MSME development programs.

Some of the facilities and infrastructure are not only provided by external parties but also by the DKUKMPP such as rooms, seats or projectors if needed.

B. Implementation Context

The strategic environment also has a significant impact on the success of policy implementation. This strategic environment is known as the context of policy. In discussing the context of implementation, the following aspects include:

1. The power, interests, and strategies of the actors involved.

a. Authority in implementing programs.

Regional Government Policy Authority (DKUKMPP) given to MSME actors by facilitating technical guidance training using social media. The importance of Regional Government Policy (DKUKMPP) to advance the mindset of MSME actors in utilizing their mobile phones, to develop MSME businesses through social media.

b. Strategies carried out by policy implementers

The strategy in the implementation of the policy is to synchronize, collaborate, and synergize with external parties to advance MSME businesses through a program of
events that encourage the improvement of human resources in conducting business development digitalization, for example such as the MSME Promotion Improvement Program through Social Media "The program is in collaboration with Smartfren Community Cirebon City".

2. Characteristics of institutions and rulers.
Institutions or Rulers are an important factor in policy implementation. This point explains how an institution can influence policy implementation.

a. Minimizing other interests.
DKUKMPP is more committed to prioritizing MSME actors in advancing their businesses through Social Media with regular coaching to minimize other interests in the form of MSME bazaars or conventional marketing strategies.

b. Commitment from policy implementers
DKUKMPP Cirebon City is always committed to implementing policies in the form of coaching programs and MSME training programs through Social Media and is able to operate social media platforms to develop businesses that are better known by the wider community through Tik Tok applications, Instagram, Whatsapp, Facebook, and Online Shopping Platforms.

3. Compliance and Responsiveness
The success of policy implementation lies in how responsive MSME actors are to local government programs (DKUKMPP) that promote and improve MSME actors through social media.

a. Be consistent in implementing policies.
DKUKMPP will always be consistent and support every program implementation held by external parties in advancing the Cirebon City MSME business digitally.

b. Implement policies in accordance with local government regulations.
Program regulations for MSME actors have been implemented quite well, but some MSMEs still have limitations in managing application features on social media. So, the Cirebon City DKUKMPP often holds periodic digitalization trainings to review and maximize personal branding on social media in promoting product catalogs to increase the income of Cirebon City MSME actors.

CONCLUSION

The author concludes that related to Meerile S. Grindle's theory, the local government's policy through the Cirebon City DKUKMPP program has reached 70% of the approximately 2,426 MSME actors in Cirebon City who participated in the program. However, considering the limitations of human resources in skills and knowledge about administration in terms of marketing products, there are still weaknesses, such as 30% of them still cannot participate in
the program because there are personal interests and the use of digitalization equipment has not been optimal. So these programs need to be improved. The factor that supports the implementation of the program is that the Cirebon City Regional Government (DKUKMPP) in collaboration with SOEs has created a digitalization-based training program for the marketing development of Cirebon City MSMEs.

BIBLIOGRAPHY


**Copyright holder:**
Sholekha, Dewi Intan Permata Sari, Ika Aprilia, Dhila Ayunda Iravanti, Mukarto Siswoyo, Siti Khumayah (2024)

**First publication right:**
Asian Journal of Engineering, Social and Health (AJESH)

**This article is licensed under:**

[CC BY SA license icon]