

Digital Marketing Capability of Rooftile Industry in South Jember

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ABSTRACT

Digital marketing is a modern way of marketing that has several advantages compared to traditional methods. Digital marketing is a breakthrough for business actors to facilitate marketing activities. However, not all business actors have the ability to do digital marketing.

The research uses a naturalistic approach with a qualitative research type. The research was conducted in the rooftile industrial area in Ambulu District and Wuluhan District, Jember Regency. The data were collected by means of observation, interviews, and documentation. Sources of informants were determined using a purposive technique.

In the Ambulu District and Wuluhan District, the rooftile industry is scattered. The rooftile industry is a business that has been carried out for generations and has become the livelihood of the village community. These business actors have limitations in doing digital marketing. They only rely on social media. The most widely used social media for marketing are Whatsapp and Facebook

Keywords : Capability; Digital Marketing; Rooftile Industry

1. INTRODUCTION

The tile industry is one business that is often found in rural areas. Apart from agriculture and animal husbandry, the tile industry also absorbs a lot of manpower. Many villagers have livelihoods and work in this tile industry center. Now, along with the development of time, gave birth to a lot of tile businesses that have sprung up.

Based on data from the Ministry of Industry of the Republic of Indonesia, it is recorded that until 2023 the number of tile industry companies in Indonesia is 489. This number is certainly different from tile businesses which are still small-scale and have not registered their business number. This shows that the number of tile industry entrepreneurs in Indonesia exceeds the number recorded at the Ministry of Industry of the Republic of Indonesia.

With the large number of business competitors, of course, strategies are needed so that the tile business that is being run is not inferior to the competition and generates large turnover from time to time. In this modern and digital era, of course, many people are active via mobile phones. On this basis, the reason is that nowadays companies will be maximized if they have good digital capabilities, for example being able to carry out digital marketing both through social media and websites.

(Gumilang, 2019) in his research also explained the implementation of digital marketing in a business. Where it shows that using digital marketing raises a lot of positive impacts, including the ease of making transactions that can be done anywhere and anytime, communication between consumers and business owners that is more efficient and effective, flexibility in updating information, and can increase the percentage of sales to 100%. The increase in sales volume as a result of digital marketing is also explained in research from (Larasati et al., 2022).

Jember Regency is one of the areas that has a tile industry center in it. The areas that produce quality roof tiles in the Jember Regency are Ambulu District and Wuluhan District, (Mata Rajawali.ID, 2021). Roof tile products in these two areas are very well known even outside the region. This is because the marketing strategy they use already uses digital marketing, namely by using social media.

Digital marketing techniques using social media are very popular. Some of the social media that are often used to market these tile products are Facebook, WhatsApp and Instagram. Examples of businesses in the tile industry in Jember Regency that use this digital marketing process are UD Bumi Ayu located in Ambulu District and UD New Jaya Sakti located in Wuluhan District. Therefore, in this research the researchers currently took the initiative to analyze the extent of the digital capabilities possessed by the two tile businesses.

2. LITERATURE RIVIEW

2.1 Marketing Management

Marketing Management is an activity in which products or services are offered and communicated according to the needs and offers agreed to customers. The marketing process is an offer that occurs between consumers and sellers of products or services. In addition, Marketing Management can also plan an analysis in planning, controlling, implementing and evaluating all activities that occur in marketing. It is also called a management discipline, which is important in all areas of business. It can also be one of the most important factors for business continuity or company life to achieve their goals, (Ariyanto et al, 2023).

In addition, marketing management is a social and administrative process that an individual or organization goes through by creating a product or promotional media to get the desired goals and share historic values in an organization. Marketing is also interpreted as the result of work performance related to business, products, goods and services from producers to consumers with operational processes that begin long before the goods or materials enter the production process. In that case many marketing decisions must be made long before the product is made or appears, as a decision about the product to be made, the owner must also think about the market price and the appropriate offer for the product. (Sukoco & Fanani, 2022) explained that planning a marketing strategy means identifying attractive opportunities and developing a profitable marketing plan.

2.2 Digital Marketing

Digital marketing means marketing or branding activities with various web-based media. The digital marketing strategy must be consistent with the organizational strategy, in the development of digital technology. In this way, the organization is sometimes tempted not to listen or see what is in the market to meet the desired needs. With existing technological advances, business organizations are often attracted to technology that is demonstrated by technological maturity without listening to what the market says according to needs, (Wardhana, 2019).

Brand promotion efforts use digital media that can reach consumers in a timely, personal and relevant manner. This type of digital marketing includes many of the techniques and practices that fall under the internet marketing category. The development of the digital world is also progressing very rapidly and rapidly demanding more advertising around the world, of course it doesn't happen directly, but it has a huge impact on society, both in marketing and sales.

2.3 Digital Capabilities

Digital capability in business is the ability of an organization to use technology and digital processes to achieve business goals. It includes a set of skills, knowledge and behaviors that enable individuals and teams to use digital technologies effectively and efficiently. (Wahyuddin et al., 2023) in his book explains that an organization and individuals can effectively use information and communication technology to achieve their goals if they have strong digital capabilities.

The following is an example of the fundamental idea behind digital capabilities according to (Wahyuddin et al., 2023):

1) Information and communication technology skills

Information and communication technology is a variety of advances that are used to process, store, send and receive data. Technological capabilities cover all matters related to process, instrument use, control, and data execution. While processing and transferring data between devices is part of communication technology. Information and communication technology is very important in the modern world because the internet and most of human activities now depend on electronic devices. Access to various information in various fields is one of the advantages of information and communication technology.

2) Information and Communication Technology Infrastructure

The information and communication technology environment required to support personal or business activities is known as the information and communication technology infrastructure. Hardware, software, network and security systems are the media in the information and communication technology infrastructure.

3) Digital culture

Digital culture is an important perspective, value and way of behaving to take and make full use of information and communication technology. Digital culture incorporates a disposition of acceptance of innovation, acceptance of change, and a desire to continually learn and adapt.

4) Digital strategy

Digital strategy is a business or personal plan to use information and communication technology to achieve their goals. Advanced procedures incorporate an understanding of the business sector and customers, as well as the ability to use innovation to increase business effectiveness and efficiency.

5) Data analysis

Data analysis is the capacity to collect, store and analyze data to improve decision making. Utilizing software and algorithms to manage and analyze data is included in this capability.

2.4 Social Media

Social media is a web-based platform that provides a lot of social activities for each user, such as interacting or sharing information from one user to another. Media designed to facilitate interactive or two-way social network interactions based on internet technology which changes the information dissemination model to be easier than before one to many viewers, many viewers to many other viewers. Network technology and the habits of people using

suggestions for exchanging opinions, views, experiences and insights from various media that are often used by marketers in implementing marketing activities, for example Facebook, Twitter, Instagram, Skype, WhatsApp, WeChat, and many others, (Suratnoaji et al., 2019).

One of the miracles of social media is being able to develop and use technology that has never existed before and also supports social interaction. Social media has created a radical new way to work, play, create meaning, exchange information between a person and another person who has never met in person and can even make money just by playing with social media. So, it can be said that the social media that we used to know is very different from now, where in the past it was difficult for us to access signals or several electronic devices but now it can be accessed anywhere.

3. RESEARCH METHODOLOGY

Research conducted by current researchers is included in the type of qualitative research with the approach used in the form of case studies. Qualitative type research is research that uses descriptive explanations and requires strong analysis. According to (Sugiyono, 2016), the definition of qualitative research is research used to study a phenomenon with the research instrument being the researcher himself. The case study was chosen as the approach method because in this study the researcher intended to find out related to optimizing the use of digital marketing in the tile industry center in Jember Regency.

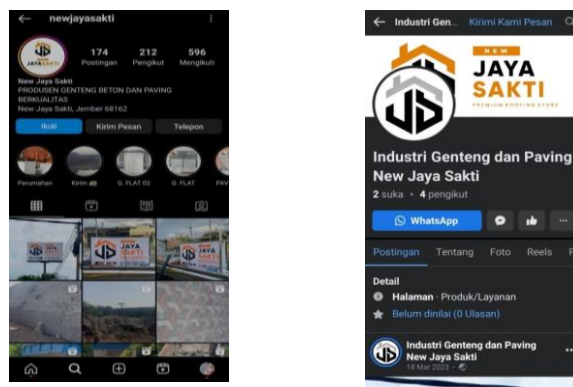
In this study, researchers used interviews, observation, and documentation to collect data. The data that has been obtained is then analyzed using several techniques including data condensation, data display, and conclusion. In addition, there were two informants in this study, where one informant was a tile business owner in the Wuluhan District area and the other was a tile business owner in the Ambulu area.

4. RESEARCH RESULTS

4.1 Roof Tile Industry in Wuluhan District UD New Jaya Sakti

UD New Jaya Sakti is one of the tile business industries owned by H. Kelvin in Tamansari Village, Krajan Hamlet, Wuluhan District. This business has been established since 2000, which means that until 2023 this business has been running for 22 years. UD New Jaya Sakti is also a concrete roof tile pioneer in the Tamansari area, Wuluhan District.

During its 22 years of existence, UD New Jaya Sakti only started digital marketing in 2018. Where the marketing process was carried out by the biological child of the business owner and manager named Maginda. The media used to do digital marketing are in the form of social media. Some of the social media used by UD New Jaya Sakti are Facebook, WhatsApp, and Instagram.



Picture 4.1 Instagram and Facebook Accounts Owned by UD. New Jaya Sakti

In using social media, UD New Jaya Sakti makes use of the features provided in the application used. For example, in the Instagram application, UD New Jaya Sakti uses highlights, stories, and feeds to send information about the products they sell as well as testimonials related to their products. Whereas on the Facebook application, UD New Jaya Sakti also sends information about the products they sell via uploads and includes WhatsApp to make it easier for consumers to make purchases. On WhatsApp, consumers will be presented with product catalogs and advertising through stories. The application that is recognized by the owner of UD New Jaya Sakti which has the most significant influence in increasing sales is Facebook. This is based on the level of community familiarity with Facebook and the existence of a COD system in the nearest area.

As a result of using digital marketing, the owner of UD New Jaya Sakti admits that purchases are made every day. The wider market segment is also the impact of the use of digital marketing by UD New Jaya Sakti. The owners admit that their current customers are spread across the horseshoe area and are able to touch a monthly turnover of 200-300 million.

However, in the process of doing digital marketing, UD New Jaya Sakti admitted that his party had never done paid advertising before. The owner reasons that this has less effect on sales and consumers prefer to see the product in person. As well as the owner also anticipates a lot regarding fraud that often occurs. In addition, for now they do not have a business website like the tile business that is already large.

4.2 The Tile Industry in Ambulu District UD Bumi Ayu

UD Bumi Ayu is one of the many tile businesses located in Sabrang Village, Ambulu District. UD Bumi Ayu is the oldest tile business in Sabrang Village, number two after UD Kurnia, which is in the same location. This business is a family owned business that has been running since the 1980s. With a business age of 30 years, of course, this business has been widely known by the community, especially in the Ambulu District area.

With a relatively high level of familiarity, the owner admits that he does not implement digital marketing optimally. Facebook and WhatsApp applications remain social media for digital marketing. The owner uses a personal social media account without creating a separate business account, so that the existing uploads are mixed up with personal uploads. However, this does not close access for the public to make purchases. This is reflected in consumers who come to the Situbondo Regency area. The turnover achieved by UD Bumi Ayu per month is 10-15 million.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

UD New Jaya Sakti and UD Bumi Ayu are two businesses in the tile industry located in the south of Jember Regency. Both of them have digital capabilities in doing their marketing. This is marked by the implementation of digital marketing with intermediaries in the form of social media Facebook and WhatsApp at UD Bumi Ayu, while UD New Jaya Sakti uses Facebook, Instagram and WhatsApp.

5.2 RECOMMENDATIONS

With this high turnover, UD New Jaya Sakti can implement digital marketing more optimally to achieve even greater turnover in the future. This can be done using other digital marketing strategies such as using websites and paid advertising. As for data security, which was previously feared by the owner in carrying out digital marketing, it can be anticipated by checking data before serving consumers.

Turnover which is very far from UD New Jaya Sakti is one of the impacts that occurs due to the use of digital marketing that has not been optimal. So that in this case, UD Bumi Ayu can use an even more optimal digital marketing strategy to increase their monthly turnover. Some things that can be done are creating social media accounts owned by businesses, doing paid advertising, and uploading marketing content in a disciplined manner.

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