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## Web-Based Micro Small and Medium Enterprises Product Brand Development

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### ABSTRACTS

This research aims to determine the development of Industrial Revolution 4.0 technology in the Micro, Small, and Medium Enterprises (MSMEs) sector, to improve the standard of quality business product brands by creating a web-based information system. To support this research, we used qualitative descriptive research methods to describe existing phenomena, both natural and human engineering, that pay more attention to the characteristics, quality, and interrelationships between activities. The results show that product brand development for web-based small and medium enterprises is compelling so that it will be able to compete with other business product brands globally. This is due to a web-based information system created to introduce various products, the owners of MSMEs products. The information system was designed to input the MSME owners' data, starting from product brands, catalogs, and services. Therefore, the information system can help marketing and improve the owners' ability in the product brand development that can be used to compete in the global market. That way, the society can access various information about superior products from the MSME owners who have a product quality is no less good than other excellent products.

### ARTICLE INFO

*Article History:*

**Keywords:**

*MSMEs, business, information system.*

## I. INTRODUCTION

During the Industrial Revolution, the development of technology brought benefits and challenges to the countries' socioeconomic status engaged in such transformation, especially in Indonesia (Morrar, R., et al., 2017). Industry 4.0 affords a new paradigm for the MSMEs industry (Aziz, R. A. 2019). Nowadays, the development of information and communication technology has increased. One of them is the development of web-based systems (Almaimoni, H., et al., 2019). The use of this technology, especially in this web-based technology, can improve business performance. The owner of MSMEs who used digital technology can connect to the internet, create websites, and develop various strategies to improve the products' brand quality for their business, efficient sales, reduce costs, and quickly get a new customer (Aziz, R. A. 2019).

In previous research, Hakeem said that SMEs are the main drivers of a sustainable national economy in developing countries, reaching 40% because SMEs contribute 60% to job opportunities and business integrity (Hakeem, M. M. 2019). Meanwhile, Yoshino and Taghizadeh's research said that SMEs contribute 38% of gross domestic product because SMEs are the backbone of Asia's economy (Yoshino, N., et al., 2016). Then, Kunday and Şengüler study stated that they provide education for the business owners about SMEs to achieve global marketing (Kunday, Ö., et al., 2016). While, Sudhakar, Kattepogu, and David research stated that the MSME sector has a supportive business environment so that the entrepreneurs could be more focused on the field of the industry whose utilizes technology development and do good marketing strategies (Sudhakar, B. D., et al., 2017). Sharma, Bhide and Shukla's research

stated that entrepreneurs must be following a lot of training in the marketing and product brand development programs (Sharma, V., et al., 2017). Meanwhile, Karimi and Naghibi research, said that micro-sized and medium enterprises must be developed through the social media sites of entrepreneurs (Karimi, S., et al., 2015). Then, Chung Jen, Chicoma and Yi Hsien's research stated that the analysis of MSME challenges in Peru must be done to know how MSMEs applied the development of the fourth industrial technology and its impact on entrepreneurs who are running the business (Huang, C. J., et al., 2019).

In previous research, the researchers mainly explained that small and medium enterprises could be done in various fields. Therefore, we are interested in researching product brand development of web-based in micro small, and medium enterprises. This research aims to discover the development of the fourth industrial revolution in the Micro, Small, and Medium Enterprises (MSMEs) sector in Indonesia. It is done to improve the brand standards of quality business products by creating a web-based information system so that many people can access various information, about superior products from the owners of MSME. This research used descriptive method with qualitative approach that uses primary data from interviews and direct observation by analyzing, describing, and summarizing various conditions, situations, and various data.

## 2. METHOD

In this research, we used descriptive analysis method along with the case of a qualitative approach. To identify what factors are effectively applied to the website used for sales, market their

products using e-commerce strategies through websites. This method, data were collected qualitatively in interviews or observations with one of the MSME business owners in the South Sulawesi area, on Jl. Borong Raya, Makassar City. This homemade culinary business has a brand name which is Bonita Cake Boutique products. The research was conducted qualitatively, but can also be analyzed quantitatively in percentage values. A questionnaire survey was attempted to determine the results. This happens when the qualitative data is examined to find the relevant themes and ideas, and then converts them into numerical data for further comparison and evaluation (Nassaji, H. 2015). This is done to understand the reality in the field. To increase the popularity of product brands can give consumers confidence to reduce uncertainty in the purchase of products (Truong, Y., et al. 2017). This research method is often used to examine objects naturally, not manipulated by researchers.

### 3. RESULTS AND DISCUSSION

Observations were made with a lot of respondents who had participated in this qualitative descriptive research method. The first objective was to investigate the sample's demographic information consisting of selected MSMEs in the South Sulawesi area. The following is the data obtained from the interview with one of the speakers who have micro, small, and medium enterprises: Observations using interview techniques show the results of the informant. The owner has been running the business since 2015, where product marketing is only done at home using semi-modern marketing techniques. Traditional and modern marketing strategies is used to improve the business products brand and reach a balanced

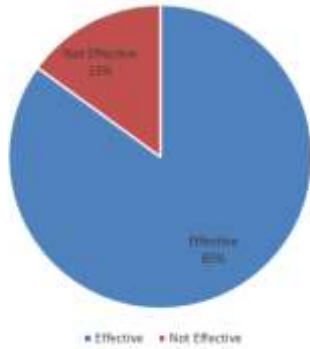
product marketing. During the interview, we focused on questions about the development of digital-based products brand. The owners have the interest to focus their branding and marketing products through the digital marketing industry. Because according to her, digital marketing can help to increase the quality of product marketing. In addition, to use social media, the owners use the website in the marketing process because it is very effective for product marketing and the benefits feel so good for the business owners. One reason is to reach out to consumers in accessing information related to products, services, and interactions between the business owners and consumers to make it better and easier.

Digital product brand development could be done in various ways, one of the methods is using product marketing techniques through website. Web-based information system focused on product branding processes such as marketing, promotion, product ordering, and service to consumers. It aims to build credibility on the brand standards of business products, reach the market widely, increase revenue, and balance marketing strategies with traditional and modern method.

To support the interview results' data, we surveyed the other MSME owners by using a questionnaire survey method that was widely distributed. The following is the result of data obtained from a survey that has been conducted related to the effectiveness of product brand through the website among MSME owners (see Figure 1).

The percentage value at 85% indicates that the website becomes an effective medium to increase products brand. This happens because marketing through the website can reach consumers widely, attract the attention consumers' to the

attractive website display, and become one way to convince prospective buyers, so they can be sure to buy the products. 15% products brand marketing through the website is not adequate because the website was considered rare to use, it's a contrast to the daily use of prospective consumers are more dominant to use social media for the search of information and online shopping.



**Fig. 1. Branding Website**

In general, social media use among the public shows a high value, so that in activities branding products is carried out, use social media. On the other side, the process of branding products through the website is more effective. Because the website becomes a one of media that is very convincing the public that the owners and managers of MSME give a serious impression in running their business. This expression becomes an important point to understand consumers' behavior patterns so that that customer loyalty will increase in the process of product brand development. The results of selecting the MSMEs owners related to marketing through the website is shown in Table 1.

**Table 1.** Marketing Medium Selection

No.	Medium	Respondent	Amount
1	Website	17	17 people
2	Social Media	5	5 people

From the data results provided, brand development of web-based products effectively increases everything in business

activities that MSME owners are running. The website is an important media for product branding activities because prospective consumers will assess the business's image or credibility by looking at the services and product information displayed through a professionally designed website. It starts from the display and design elements of an attractive website, such as product information, images, videos, promotions, and services. The following is data on the total of MSME units in Indonesia (see Figure 2).



**Fig. 2. Total of Indonesian MSMEs Units**

Source: Indonesian Central Statistics Agency (BPS), 2020

The total of MSME units every year kept rising, Figure 2 shows that the growth of MSME owners is always growing. MSMEs are the drivers of the national economy as seen from the contribution of MSMEs provided by 60.3% of Indonesia's total Gross Domestic Product (GDP). According to a survey of the Indonesian Central Statistics Agency (BPS), MSMEs were registered at 64.2 million units of 2018, reaching the percentage value at 99.9% of Indonesia's total business operating. While MSMEs absorb as much as 97% of the whole labor and 99% of the entire job field (Badan Pusat Statistika Indonesia, 2020).

Digital product brand development has a lot of tight competition, but the branding should be focused on developing product brands through websites. The credibility of business products in marketing through the website has a

different way from other competitors because in general competitors use social media to build their credibility. On the other hand, the effectiveness of websites in product marketing has a high percentage, it is already considered to fulfill the consumers needed in online shopping. Therefore, the consumers have a comfortable process during online shopping and can build a good relationship between the owner or the business manager.

### CONCLUSION

This study indicates how vital product brand development for the MSME business. We concluded that using branding methods through the website is the best solution for the entrepreneur to

succeed. This is supported by the development of technology that is growing rapidly every day; the innovations provided positively impact the sustainability of the business. The entrepreneur can be focused on building the digital product brand strategies so that the credibility can create a trusted consumer to build loyal relationships with the business owners. The involvement of digital media for MSMEs in branding and marketing activities of products indirectly will get a lot of profit. Thus, the website becomes an effective medium to be applied in the process of brand product development.

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