

Digital Business Communication Strategies for Increasing MSMEs Brand Awareness

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Abstrak

Strategi komunikasi bisnis berperan penting meningkatkan brand awareness UMKM dan memperluas jangkauan bisnis, tujuan utama peneliti ini menganalisis strategi komunikasi bisnis dan meningkatkan brand awareness UMKM di era digital, penelitian ini menggunakan Metode deskriptif dengan pendekatan kuantitatif, guna memberikan gambaran mengenai pemanfaatan teknologi oleh UMKM, Hasil penelitian menunjukkan media sosial seperti Instagram, Facebook, dan WhatsApp menjadi platform utama pemasaran digital karena kemudahan mengakses internet, Strategi seperti promosi, komunikasi, membawa manfaat meningkatkan visibilitas merek dan penjualan, tantangan UMKM seperti keterbatasan literasi digital, konektivitas internet, persaingan pasar. Oleh karena itu, peningkatan kapasitas adaptasi teknologi kunci utama membangun brand awareness secara efektif. Jadi pentingnya strategi komunikasi digital kreatif, berbasis data mendukung perkembangan UMKM di era digital.

Kata kunci: Strategi Komunikasi, UMKM, Brand Awareness, Media Sosial

Abstract

Business communication strategy plays an important role in increasing brand awareness of MSMEs and expanding business reach, the main objective of this researcher is to analyze business communication strategies and increase brand awareness of MSMEs in the digital era, this study uses a descriptive method with a quantitative approach, in order to provide an overview of the use of technology by MSMEs, The results of the study show that social media such as Instagram, Facebook, and WhatsApp are the main platforms for digital marketing because of the ease of accessing the internet, Strategies such as promotion, communication, bring benefits to increasing brand visibility and sales, challenges for MSMEs such as limited digital literacy, internet connectivity, market competition. therefore, increasing the capacity for technological adaptation is the main key to building brand awareness effectively. So the importance of creative data-based digital communication strategies supports the development of MSMEs in the digital era.

Keywords: Communication Strategy, MSMEs, Brand Awareness, Social Media

Introduction

Technology and digitalisation are an inseparable unity in the digital era as it is today. This relates to a new view of digitalisation communication tools as an interactive dialogue between producers and consumers during the promotion, sales, and post-sales stages, so that customers can reach the marketed products. explained that the digital world has developed rapidly so that this has changed trends in social life. thus companies must be able to keep up with the times in order to maintain their business. One of them is the development of digital technology in recent years has had a significant impact on various industrial sectors, including the Micro, Small and Medium Enterprises (MSMEs) sector. While MSMEs themselves are the backbone of the Indonesian economy, MSMEs that have succeeded in utilising the potential of the digital market. (Melani et al., 2024)

Building a digital marketing communication strategy is very important for entrepreneurs to improve business reputation and product identity Entrepreneurs and new businesses have special characteristics that are different from large and established companies, for example in terms of inadequate management and business credibility so that they require special strategies creatively and innovatively following the development of communication technology and consumer trends. The results of previous studies show that the use of communication strategies with short video platforms in entrepreneurship can increase product sales. Many digital communication strategies and content strategies used by entrepreneurs in this study, although some can be categorised in several strategies that have been identified in some previous literature, such as entertainment and humour, sharing information and promotions, co-branding, utilizing third-party endorsement from influencers.(Rozaq & Utami, 2023).

The use of digital technology in MSMEs is still limited and developing slowly, however, digital literacy management can help MSMEs adapt to changes a digital literacy management helps companies face the challenges and opportunities posed by technological change by understanding digital technology and mastering the skills needed to optimize operations and competition Through optimal use of digital technology, MSMEs can gain benefits such as marketing products widely, increasing brand awareness, getting closer to potential buyers and knowing their needs

through market basis analysis features, increasing sales, facilitating business monitoring and reducing marketing, logistics, and shipping costs. A further advantage of digital transformation for MSMEs is being able to access new customers through digital platforms, thereby increasing sales opportunities in new markets and reaching customers that were previously difficult for them to reach through traditional marketing methods. (Umkm et al., 2023)

In today's digital era, the important role of digital branding is one thing that can no longer be ignored by all types of businesses, including MSMEs (Micro, Small, and Medium Enterprises). Digital branding is a marketing strategy that uses digital media to build a brand image. In helping MSMEs, their role is quite important to expand market reach, increase brand awareness of MSMEs, and increase sales. Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet usage in Indonesia has increased every year until the end of 2019, reaching 196.7 million people out of a total population of 266.9 million. In addition, 37.3% of internet users also visit online shop content either through social media or e-commerce (Gustiana, et.al, 2022). Therefore, MSMEs need to pay attention to these aspects in branding. (Candra Wulan et al., 2023)

The era before 4.0 economic competition was apparent when large and small companies competed, often large companies would monopolize the market, but in the current digital era it could be the opposite, giant companies will lose competitiveness when they are unable to come up with new innovations for certain consumers. The size of a company is not a guarantee of survival, but agility or skill in reading opportunities and playing technology is the key to growing rapidly. This means that the digital world greatly influences the progress of our economy, even the ebb and flow of a company is determined by its skill in reading the market based on digital data. A simple example, our Micro, Small and Medium Enterprises (MSMEs) will be able to compete if they are skilled and able to adapt to the digital

world, at least their marketing and promotions are online. If not, *MSMEs* or a company still do marketing with conventional-traditional styles, it is possible that they will experience losses or a decrease in turnover. (Doi, 2024)

A newly formed brand certainly wants to be known and recognized by the public. In order to be known and recognized by the public, you can introduce yourself by holding a press conference or through social media so that it can grow the seeds of brand awareness. Brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category. Brand awareness describes the existence of a brand in the minds of consumers, which can be a determinant in several categories. A strong brand is reflected by high brand awareness and strong and positive brand associations. Marketing communication plays an important role in building consumer awareness, therefore a special strategy must be created so that this marketing communication has a positive effect. Strategy is a concept or plan made to compete with competitors and also to achieve a goal that you want to achieve. Strategy is essentially planning and management to achieve goals. (Budiarti & Yanuar, 2022)

Research Method

The research method used is a descriptive method using a quantitative approach. Quantitative research with this descriptive format aims to explain, summarize various conditions and situations or various variables that arise in the community that are the objects of research based on what happens to then be described about the conditions or situations.

Results And Discussion

1. The Importance of Brand Awareness for *MSMEs* in the Digital Era

Social media has become one of the main tools in digital marketing strategies, with a usage rate reaching 82.84% among business actors. Platforms such as Instagram, Facebook, Twitter, and WhatsApp are chosen because of their easy accessibility and cost efficiency. In particular, Instagram provides a Business Account feature that helps business actors manage their profiles more effectively. This feature allows businesses to build professional profiles, analyze follower data

and upload performance, and run promotions to achieve their marketing goals. One of the main benefits of digital marketing through social media is its ability to build brand awareness, which is the ability of consumers to recognize or remember a brand. Strong brand awareness plays an important role in business success, and can be strengthened through consistent digital marketing strategies, such as the use of relevant, authentic content, and in accordance with market needs. Infokrian's Instagram account is one of the platforms that utilizes social media to support MSMEs in increasing brand awareness. With various digital marketing strategies implemented, Infokrian aims to help MSMEs reach a wider market and strengthen their brand image. (Romadhona & Putri, 2025)

In today's digital era, the important role of digital branding is one thing that cannot be ignored by all types of businesses, including MSMEs (Micro, Small, and Medium Enterprises). Digital branding is a marketing strategy that uses digital media to build a brand image. In helping MSMEs, its role is quite important in expanding the reach of the market, increasing brand awareness of MSMEs, and increasing sales. Based on a survey conducted by the Indonesian Branding is one of the activities of entrepreneurs towards their consumers by introducing a type of product or brand with a planned plan in order to build or improve their business products. This branding focuses on business actors having product branding through photography. The reason for this branding is to be able to provide how important it is to market products more widely to MSME actors in the Medokan Semampir Village area.

2. Challenges in MSME communication in the digital era

The digital era of communication for MSMEs identifies several main challenges faced by MSMEs in general in facing the first digital era, the level of connectivity is still limited in the digital ecosystem. The latest data shows that only around 13% or

around 8 million MSMEs are connected to the digital ecosystem second, MSMEs must compete with other digital business actors. This challenge is related to the ability to compete and have an effective digital ecosystem third, Business in the digital market has characteristics that require a fast and reliable response. MSMEs need to have the capacity to respond effectively to consumer needs and demands in a dynamic digital environment. Fourth, limited digital literacy among MSMEs. Informal sector business actors often have limitations in understanding and using available digital media, communication tools, and networks. Fifth, they need an effective product catalog to make it easier for consumers to find the products they are looking for. The product catalog must be arranged with categories, sizes, colors, and available stock so that consumers can easily find the information they need.

Digitalization is very important in developing MSMEs, increasingly advanced technology creates opportunities and opportunities for MSME entrepreneurs to develop their businesses even greater. The role of MSME digitalization is very important because it will help MSMEs survive in an increasingly competitive market. MSMEs that adopt digitalization can more effectively expand their market reach, optimize resource utilization, and increase business management efficiency. In addition, digitalization also allows MSMEs to build a stronger brand image and increase customer loyalty. However, despite the many advances that have been felt, there are challenges that MSME entrepreneurs must face in this digitalization era. In the digitalization era, human resources also known as human capital are very important to overcome challenges and take advantage of opportunities. Limited digital skills are a major problem for MSMEs. When testing the use of digital technology and applications, many MSME employees do not have sufficient skills (Viani, et.al, 2022). Therefore, MSMEs must ensure that they provide training and skills development to their employees so that they can work effectively in the digital era. (Amilia et al., 2024)

One of the important elements that MSME economic actors must consider in the era of digitalization of society 5.0 is networking. Networking allows MSMEs to connect with relevant business partners, customers, and communities so that they can expand their business reach. According to Hidayat & Andarini, 2020 One of the

main problems faced by MSMEs when building a network is that it is difficult to build their own network.

The use of digital marketing does have an impact on increasing sales. However, the increase in sales obtained is not that significant. This is due to several inhibiting factors. Promoting merchandise using digital media is not without obstacles, there are a number of obstacles in promoting products made. The first obstacle is an unstable internet signal. Another obstacle in marketing using digital media is price competition. (Pratiwi et al., 2023)

3. Effective digital communication strategies for MSMEs

Brand awareness is a marketing strategy term that can describe the level of consumer awareness of a product. Brand awareness is very important for any type of business. One of them is MSMEs that are just starting a business. Brand awareness is usually used as a measure of a brand's performance, one of which is for MSMEs. In creating brand awareness, a media platform is needed that supports product marketing promotions to be more efficient with a wider reach using both online and offline media. After studying the marketing management process and marketing research, it's time to start applying your learning outcomes by creating a marketing strategy. All types of businesses and enterprises, both large and small, need a marketing strategy as a basis for marketing activities. Marketing strategies do not only focus on how to make a profit, but also focus on building a product/service branding. (Widjaja et al., 2023) In practice, marketing strategies must always follow trends, so that they can follow the flow of consumer needs and desires in a period of time. It is no longer a secret that business competition in the digital era is getting tighter. Every business and company is competing to get consumer attention. Ease of access and content competition are the keys to

marketing in the digital era. Therefore, it is necessary to know some marketing strategies that can compete in the digital era.

Digital Marketing is one of the marketing methods that is widely used by Indonesian people today to increase business initiatives in today's era. In this modern era, technology is very useful for increasing marketing needs and can reduce mobility. Digital marketing utilizes technology such as the internet by starting and being able to take part in conversations between consumers and certain businesses. Seeing how people use the internet, digital marketing has great potential to drive rapid industrial growth. This technology is not only a source of knowledge, but can also influence economic development in a country. The dynamics of business life have changed due to the digital era. (Amilia et al., 2024) Using the internet as a marketing tool is known as "digital marketing". *MSMEs* benefit greatly from digital marketing because consumers can now easily keep up with the pace of digitalization. With digital marketing, someone can check various commodities online and communicate and transact in real time or at any time, from anywhere in the world. For ease of ordering and the opportunity for customers to compare one product with another, most of the information about various products is available online.

Conclusion

This study shows that communication strategies in technology play a very important role in increasing brand awareness of *MSMEs* in the digital era and technological developments such as the use of social media, both Instagram, Facebook and WhatsApp, are the main choices for marketing with social media because they have easy access and proper communication through social media technology which has been proven to increase brand visibility and drive sales growth. Significant challenges are still faced by *MSMEs*, including limited internet connectivity, low digital literacy and tight competition. Therefore, adaptation to technology and digital skills is important for *MSMEs* in order to survive and thrive in today's digital business.

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