

TRANSFORMATION OF MSME DEVELOPMENT IN UTILIZING DIGITAL TECHNOLOGY COMPETENCE IN MAKASSAR CITY

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Abstract

Economic growth in Makassar City grew by 5.40 percent in 2022, higher than the achievement in 2021 which experienced a growth of 4.47 percent. Gross regional domestic p (GRDP) at current prices was recorded at IDR 208.93 trillion, higher than in 2021, only IDR 190.31 trillion. GRDP at constant prices also increased to IDR 133.13 trillion in 2022, higher than in 2021 which was only IDR 126.31 trillion. Meanwhile, GRDP per capita was also recorded to have increased from the previous year or reached IDR 145.88 million in 2022. Meanwhile, GRDP per capita in 2021 was recorded at only IDR 133.31 million. "The three dominant sectors in Makassar's GRDP include trade, industry, and construction. The Makassar City Government has relied on four very dominant sectors in supporting the economy of Makassar City, including the business, trade, hotel and restaurant industries, and property. In addition to paying attention to these four sectors, his party also continues to carry out public engagement with the community to empower tourist alleys. The contribution of MSMEs to the economic cycle in Indonesia is large, reaching 90 percent. In 2023, the development of MSMEs will be encouraged to be more active. One of them is done by the Makassar Cooperative and MSME Service. Currently, there are 19,000 MSMEs recorded in the database, most of which are dominated by the culinary sector, reaching 5,000. The high number of MSMEs needs to be supported by good stimulus. This is in the context of national economic recovery.

Keywords: Transformation, UMKM, Technology, Digital Marketing.

INTRODUCTION

MSMEs who have not mastered digital marketing optimally face various problems in using information technology facilities in every business activity (Perwitasari, 2022). MSMEs still have low capabilities in implementing digital marketing (Kurniawan et al., 2022). Of the approximately 67 million MSMEs in the country, only 75 thousand of the total MSMEs have websites (Kaplinsky et al., 2022). The development of information and communication technology is currently increasingly rapid, giving rise to an information revolution in the digital era (Karim et al., 2023).

The implementation of an open economic system and changing consumer behavior in the digital economy era will increasingly require business actors to be able to adapt to the global environment (Abduh et al., 2023). The positive impacts of utilizing digital marketing for MSMEs are (1) facilitating business processes and communication, (2) expanding market share, (3) reducing production costs, and (4) access to digital communication and increasing trade and marketing opportunities (Azis et al., 2022).

Based on the description above, it encourages MSMEs to be aware of the importance of the benefits of technological mastery for MSMEs, to increase sustainable competitiveness (Karim et al., 2021). Increased awareness creates interest among MSME business actors in the ability to master information technology, especially digital marketing, which aims to achieve optimal digital marketing technology utilization competency (Sulhan, 2021).

Digital marketing technology competency can be achieved by encouraging and mobilizing the community, especially business actors, to achieve optimal competency in the use of information technology, and fostering changes as desired (Tarigan et al., 2022). Awareness can be formed to change by improving relationships to change, doing things related to change, and expanding and strengthening change. Makassar City is the capital of South Sulawesi which has an area of 175.77 KM² with a population of 1,474,393 people.

Makassar is located on the southwest coast of Sulawesi Island, facing the Makassar Strait. The origin of the birth of Makassar is said to have begun in 1906 when the Dutch government formed a *Gemeinde* government council in Kampung Baru, located in the Losari Beach and Fort Rotterdam areas (Hasniati et al., 2023). This area developed into Makassar City. During the New Order, this city was called Ujung Pandang. Makassar is nicknamed the Port City. This is because Makassar Port has played an important role since the Dutch colonial era until now (Karim et al., 2022).

During the Dutch colonial era, Makassar was one of the centers of trade and maritime transportation traffic. Makassar City has abundant micro, small, and medium enterprises (MSMEs). Based on the report of the Cooperatives and MSMEs Service, Makassar will have at least 19 thousand MSMEs in 2023. Although the number of MSMEs is quite large, the Makassar City Government continues to encourage the spirit of micro to medium-scale economic development (Abduh et al., 2024).

One of them is the Appakabaji MSME program, which is an ecosystem that integrates several programs, namely the micro, small, medium, and cooperative business data information system (SidatuMiciko), mini-Incubator at the counter (integrated container), and the Makassar City MSME Incubator. Sidatu Miciko is a big data center created to realize the availability of accurate MSME and cooperative data in Makassar City. The MSMEs are then incubated to improve quality (Futri et al., 2021).

MSMEs who pass the incubation stage will undergo training and consultation at the Incubator Center. Furthermore, MSMEs enter the acceleration stage of banking access (Palisuri et al., 2024). At this stage, marketing to partnerships so that they can become strong or resilient business groups (Suparji, 2021). This year, Appakabaji MSMEs successfully entered the nomination for the regional development award stage II. In addition, the city government through the Makassar Cooperative and MSME Service also held SMES and Financing Expo 2024.

This event is expected to make the path of MSMEs soar (Elhan et al., 2022). MSMEs can get or add capital for their businesses. The reason is, that several banks are working partners with SMEs and Financing Expo 2024. Makassar City is one of the areas nominated for the CNN

Indonesia Awards. This is the first award event held by CNN Indonesia, this activity is about how the MSME ecosystem can be integrated digitally (Lukito et al., 2022). This effort was made by the Makassar City Government to create a digital transformation for actors to produce quality products from the creativity and adaptability of business actors.

LITERATURER REVIEW

1. Digital transformation in MSMEs

Since the Covid-19 pandemic, many businesses have closed or gone bankrupt due to the impact of the Covid-19 pandemic which has implications for weak economic growth in various sectors (Wahyuni et al., 2022). Not a few MSMEs have had to close down due to experiencing various problems such as capital difficulties, declining sales, hampering distribution, or difficulties with raw materials. Although many businesses have closed, there is still a chance of hope to launch the people's economy through MSMEs (Bachtiar et al., 2022).

This period has made business actors transform more creatively and adaptively by implementing a digital sales system or from offline to online. There is a change in consumer behavior because payments and marketing are required digitally, and the direct market changes to online markets due to the COVID-19 pandemic (Dhewanto et al., 2022). Digital transformation in the MSME sector refers to the process of integrating digital technology into all operational and strategic aspects of a business to improve performance, efficiency, and competitiveness (Espitia et al., 2016).

This involves changing the way MSMEs operate, interact with customers, and manage resources using digital technology. Digital transformation includes not only the adoption of new technologies, but also changes in processes, culture, and business models (Hasanuddin, 2021).

The transformation of Micro, Small, and Medium Enterprises (MSMEs) development in utilizing digital marketing technology competencies is a rapidly growing research area along with the shift in business paradigms to the digital realm. Along with globalization and technological developments, MSMEs in various sectors are increasingly aware of the importance of adopting digital marketing strategies to increase their visibility, competitiveness, and business growth (Ismail et al., 2022).

The state of the art on this topic includes studies on the adoption of digital technology, implementation of online marketing strategies, the role of social media, data analysis, and the impact of digital transformation on MSME performance (Munaiseche et al., 2022). Encouraging MSMEs to engage in electronic commerce (e-commerce) can expand their market reach.

The implementation of a safe and efficient online payment system can increase customer convenience and support for young entrepreneurs in developing digital skills and starting their businesses can bring innovations and increase competencies in utilizing digital technology.

2. Economic growth rate in the city from MSMEs

Economic growth in cities from MSMEs can have a significant impact on various aspects (Rauf et al., 2021). Here are some important factors regarding its impact, namely:

(1) The creation of available jobs contributed by MSMEs is often the main provider of jobs in many cities, reducing unemployment rates and providing employment opportunities for various community groups. (2) Innovation and entrepreneurship in the scope of MSMEs are often sources of innovation because they tend to be more flexible and adapt quickly to market changes. This can increase the competitiveness of the city's economy. (3) Local economic development in the MSME sector often uses local raw materials and employs residents, which means that the money generated remains in the local economy, strengthening economic growth in the city. (4) Economic diversification creates various MSMEs in various sectors, the city's economy can be more diversified, reducing dependence on certain industries and increasing economic resilience to shocks. (5) Increasing social welfare for all levels of society from MSMEs can help improve social welfare by providing products and services that are by local needs and improving the quality of life of the community. (6) Tax revenues generated from MSMEs contribute to regional tax revenues, which can be used for infrastructure development and other public services. However, there are also challenges faced by MSMEs, such as access to financing, complex regulations, and limited resources (Dewi et al., 2022).

Support from the government and financial institutions, as well as training and education for MSME actors, can help overcome these challenges and maximize the positive impact of MSMEs on the city economy. The novelty of this research is the creation of innovative strategies in the transformation of MSME development and increasing competence through the use of digital marketing technology (Bahtiar et al., 2021).

This research is not only based on a deep understanding of the use of digital marketing technology but also on exploring strategies that can have a positive impact on the development of MSMEs. This research provides new insights and significant contributions to developments in the digital era.

METHOD

The approach used for data analysis in this study includes qualitative descriptive analysis in the form of frequency distribution with the help of the SPSS version 21 program, (2) inferential analysis, namely the Krusskal Wallis difference test, and (3) Dunn test, and (4) Structural Equation Models (SEM) using the Amos 7.0 program (Arikunto, 2014). This study aims to (1) analyze the level of competence of MSME business actors in utilizing digital marketing and the level of business sustainability, (2) analyze the factors that influence the competence of MSME actors and business sustainability, and (3) formulate a strategy for developing the competence of MSME actors in utilizing digital marketing (Bandur, 2016). This study was conducted in stages, namely (1) conducting a mapping analysis at the level of competence of MSME actors and (2) creating a model for developing the competence of MSME actors in utilizing digital marketing.

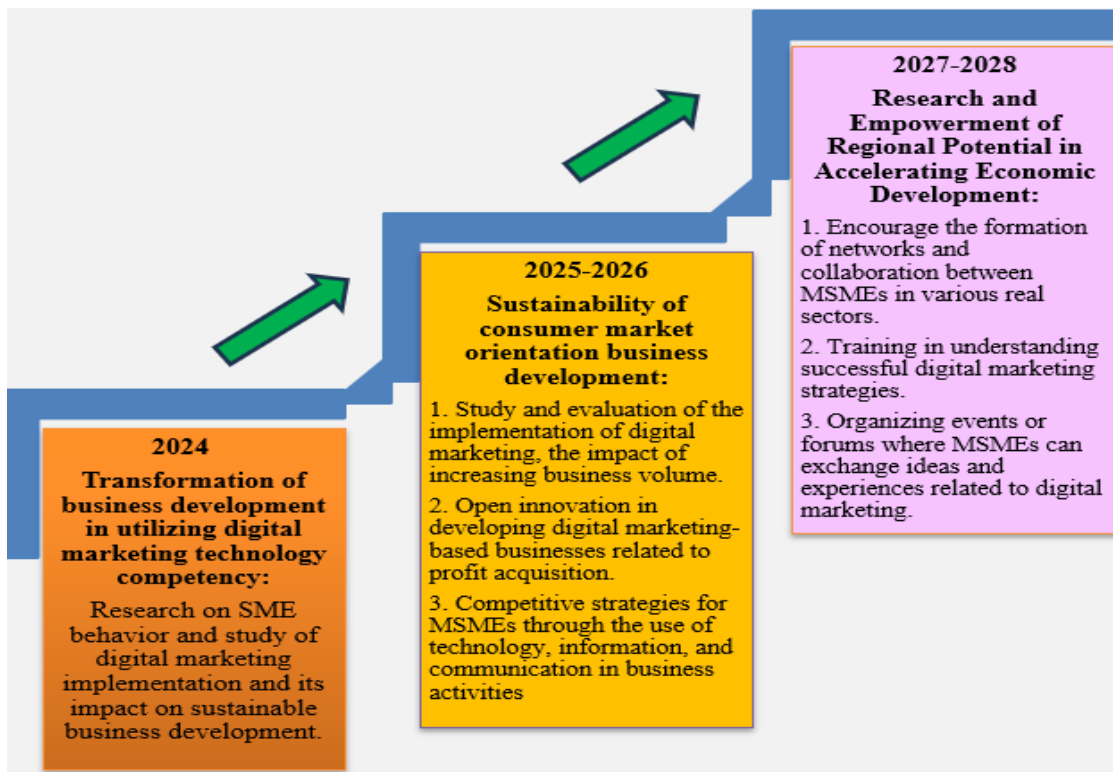


Figure 1: Research roadmap

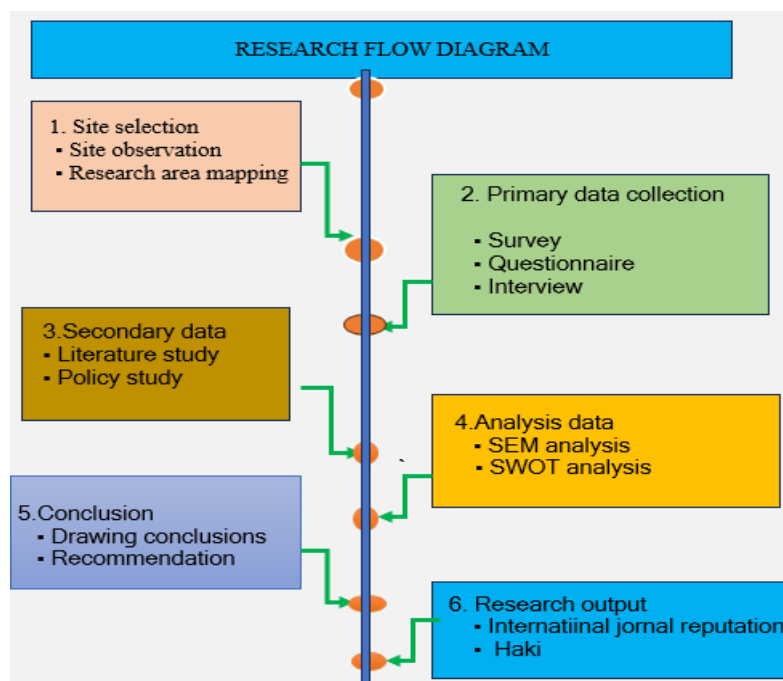


Figure 2: Research flow diagram

RESULT AND DISCUSSION

Digital transformation is a critical step for MSMEs to remain relevant and competitive in an increasingly connected and technology-driven market. Strategic implementation of technology enables MSMEs to improve performance, adapt to market changes, and take advantage of new opportunities.

The transformation of the development of Micro, Small, and Medium Enterprises (MSMEs) in utilizing digital technology competencies in Makassar City is an important step to increase the competitiveness, efficiency, and market reach of MSMEs in this digital era. Here are some important aspects that need to be considered in this transformation process:

- (1) Holding training and workshops that focus on the use of digital technology, such as digital marketing, e-commerce, social media management, and the use of business management software.
- (2) Providing easy access to information about the latest technology and how to apply it in business.
- (3) Increasing internet accessibility throughout Makassar City, especially in areas that have not been reached.
- (4) Encouraging MSMEs to use digital platforms such as marketplaces, digital payment applications, and cloud-based inventory management systems.

The role of MSMEs is very large for the growth of the Indonesian economy, with their number reaching 99% of all business units. In 2023, MSME business actors will reach around 66 million. MSMEs' contribution reaches 61% of Indonesia's Gross Domestic Product (GDP), equivalent to IDR 9,580 trillion. MSMEs absorb around 117 million workers (97%) of the total workforce.

Table 1: 2018-2023 MSME data

Tahun	2018	2019	2020	2021	2022	2023
Total of MSMEs (Million)	64.19	65.47	64	65.46	65	66
Growth (%)		1.98%	-2.24%	2.28%	-0.70%	1.52%

Sumb Source: Author's findings, 2024.

The category of MSMEs is based on the amount of business capital at the time of establishment. If the business capital reaches a maximum of one billion rupiah (excluding land and buildings for business premises), then it is categorized as a micro business class. Businesses with business capital of more than one billion rupiah up to five billion rupiah are included in the small business class.

Businesses with business capital of more than five billion rupiah up to ten billion rupiah are included in the medium business class and larger than this, then become a large business class (Databoks, 2022). The following is a graph of Indonesian human development through the MSME sector.

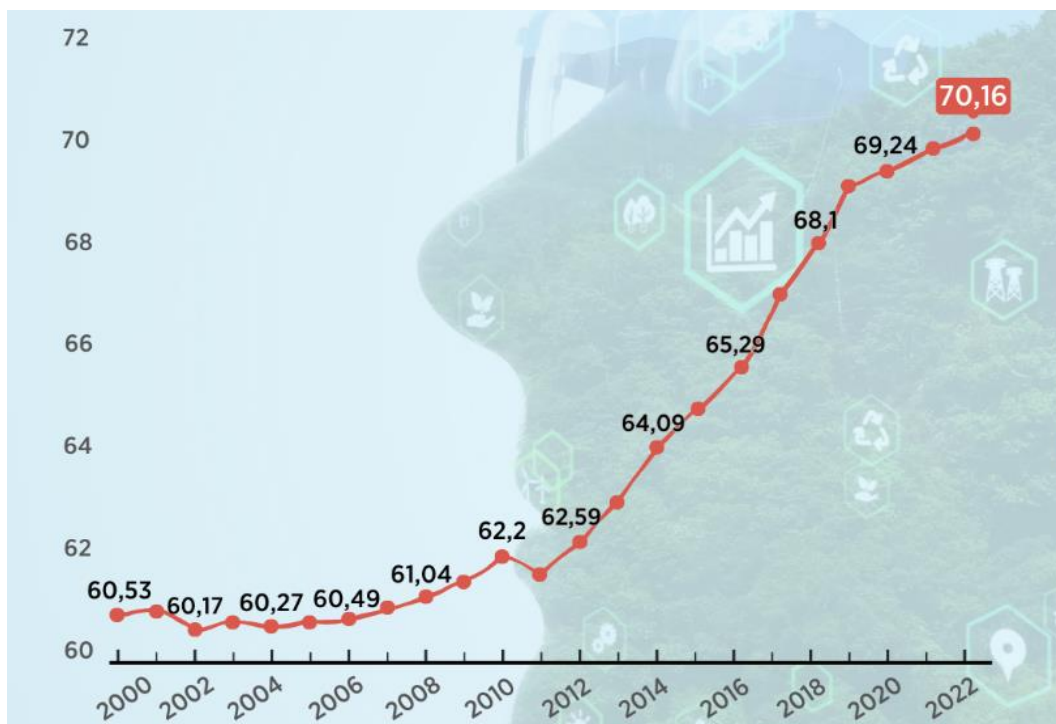


Figure 3: Indonesia's Human Development Score through MSMEs

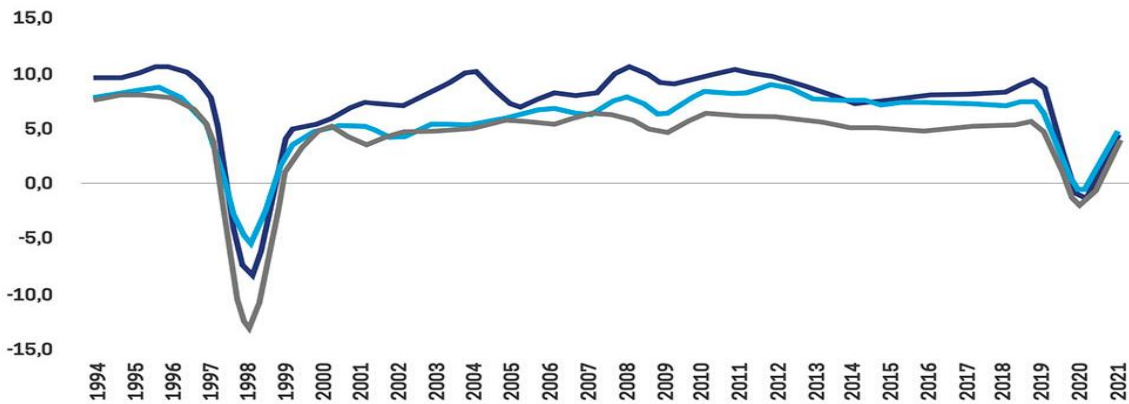
Source: Author’s findings, 2024.

Indonesia will be the largest online food delivery service market in Southeast Asia in 2023. Throughout 2023, the gross merchant value (GMV) of the service in Indonesia reached US\$4.6 billion or around IDR 72.12 trillion (assuming an exchange rate of IDR 15,680/US\$).

The transaction value is equivalent to 26.9% of the total GMV of Southeast Asian food delivery services which reached US\$17.1 billion. Grab Food is the largest online food delivery service provider in Indonesia in 2023 with a market share of 50%, while Go-Food is 38%, and Shopee Food is 5%.

Then below Indonesia, there is Thailand with a gross transaction value of US\$3.7 billion. Grab Food also dominates the online food delivery service market in the Land of the White Elephant with a market share of 47%. Next are Singapore and the Philippines with gross transaction values of US\$2.5 billion each, followed by Malaysia US\$2.4 billion, and Vietnam US\$1.4 billion.

Referring to momentum works, the GMV value of online food delivery in Southeast Asia in 2023 cumulatively grew by 5% (year-on-year/yoy). They assessed that this growth was mainly driven by the smallest market in Southeast Asia, namely Vietnam, whose transactions increased by US\$300 million or 27% (yoy).



Description:

- : Economic growth of Makassar (%)
- : Economic growth of South Sulawesi Province (%)
- : Economic growth of Indonesia (%)

Figure 4: National economic growth

Source: Author’s findings, 2024

The challenges of MSMEs in the future that must be overcome together by all stakeholders include innovation and technology, digital literacy, productivity, legality or licensing, financing, branding and marketing, human resources, standardization and certification, equalization of coaching, training, and facilitation, and a single database (BPS, 2016). Currently, the Indonesian Chamber of Commerce and Industry and the Indonesian Government are encouraging the improvement of national MSME performance through a digitalization implementation strategy to increase competitiveness, become a global player, and be export-oriented.

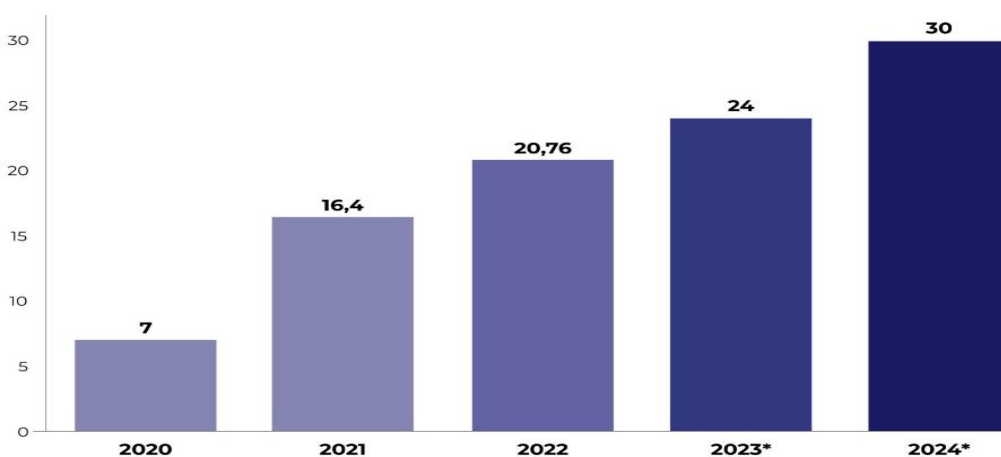


Figure 5: Number of digital ecosystems MSMEs in Indonesia (million MSMEs)

Source: Research results, 2024.

The government together with the chamber of commerce and industry continues to encourage micro, small, and medium enterprises in Indonesia to enter the digital ecosystem. The Ministry of Cooperatives and SMEs targets that MSMEs that can enter the digital market will increase to 24 million units in 2023 and will increase to 30 million units in 2024. To achieve this target, Kadin supports the government's program to initiate the digital transformation of MSMEs through various programs, including the entrepreneurship wiki platform in line with the Coordinating Ministry for Cooperatives and SMEs which opened an integrated business service center. The growth of micro and small industry production in the quarter on a y-on-y basis tends to increase although in the second quarter, it is smaller than in other quarters, as in Figure 6.

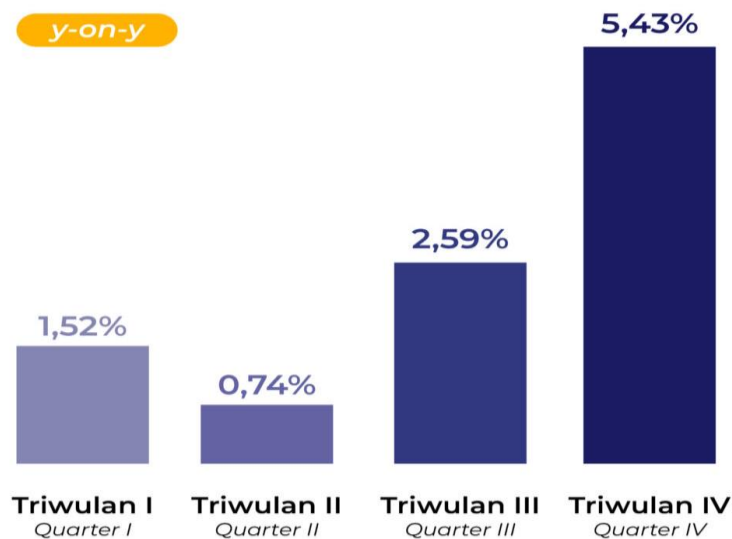


Figure 6: Production growth

Source: Research results, 2024.

In Makassar City, several MSMEs have switched to a digital basis, especially to market their products. Overall, in South Sulawesi, around 120 thousand of the 1.5 million MSMEs have utilized digital technology since the COVID-19 pandemic. Data from the Makassar City Cooperative and MSME Service shows that the number of MSME actors has reached 16,492, with some of them having started using digital technology to improve their businesses.

Although there has been significant progress in the digitalization of MSMEs in Makassar, collaborative efforts are still needed to further increase technology penetration in this sector. The sub-district with the largest number of MSMEs in Makassar City is Panakkukang Sub-district. This sub-district is the center of business and trade in the city, so many MSMEs operate in the area. In addition, Tamalate Sub-district and Rappocini Sub-district also have a significant number of MSMEs, supporting the local economy with various types of micros, small, and medium enterprises.

MSMEs in Makassar City are increasingly optimizing digital platforms such as e-commerce, social media, and mobile applications to market their products, increase market reach, and provide convenience for consumers in shopping.

The majority of MSME actors in Makassar City is women. In Makassar City, there is a significant tendency for MSMEs in this city be mostly driven by women entrepreneurs. In 2024, the number of women who become MSME actors in Makassar City will continue to increase. Based on available data, the contribution of women in the MSME sector shows a significant positive trend.

Until now, the latest data shows that the number of women MSME actors in Makassar City has reached around 30.6 million business units at the national level, with a significant portion coming from South Sulawesi, including Makassar City.

CONCLUSION

Digitalization has a significant impact on the sales of MSME products in Makassar City, as in many other areas. Here are some of the main influences of digitalization on MSMEs in Makassar. Digitalization allows MSMEs in Makassar to reach a wider market, both locally and internationally, through e-commerce platforms and social media.

This opens up new opportunities for them to sell products to customers who were previously difficult to reach. With a website and social media accounts, MSMEs can build their brand and increase visibility in the market. Digitalization allows them to promote products more effectively and reach a wider audience.

Digitalization can help MSMEs optimize their operations by using inventory management tools, digital payment systems, and cloud-based applications to simplify business processes. This increases efficiency and reduces operational costs.

Social media and digital platforms allow MSMEs to interact directly with customers, receive feedback, and adapt products according to market needs. This can increase customer satisfaction and loyalty. Digitalization allows MSMEs to collect and analyze data on buyer behavior and market trends.

This provides valuable insights for marketing strategies and product development. MSMEs that operate digitally are not limited by their physical location. They can sell products to customers in different regions, increasing business opportunities and growth. Digital payment systems simplify transactions and make them faster and more secure, which can increase customer satisfaction and speed up the sales process. While digitalization opens up many opportunities, it also increases competition.

MSMEs must adapt quickly and face competition from other businesses that are also utilizing digital technology. The effects of digitalization tend to be positive but to harness the full potential of digitalization, MSMEs in Makassar need to have access to the right technology, training, and support to overcome challenges that may arise.

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