

Changes in the Pattern of Marketing Strategies with Content Marketing Strategies to Maximize Product Sales SMEs in North Sumatra

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Abstract

Nowadays, technological development is rapid development. Now technology change can make activities can be easier to carry out, one of them in marketing. Currently, various marketing activities, both small and large sectors, use technology in their development. With the rapid development of technology, marketing is not a difficult thing anymore. One of the uses of technology can be felt in the SMEs sector. The marketing strategy with a strategic content marketing pattern will further increase the growth rate of buying interest in products offered by SMEs. Content Marketing is a strategy where marketers plan, create and distribute content that can attract targeted audiences, then drive them to become customers. Although a content marketing strategy is essential, not all SMEs use digital marketing in running their business. This is because SMEs are often categorized as highlighters in terms of technology. Being left behind in terms of managing content marketing strategy is due to less reliable resources in mastering technology, but SMEs are still required to master information technology to expand a wider market reach. This is because consumers today are consumers who actively use technology in the form of gadgets.

Keywords

Content Marketing, Digital Marketing, SMEs, Technology, Marketing Strategy.

Introduction

The present innovative advancement is a quick turn of events; with innovation, everything can be effectively completed, one of which is promoting. Presently, different promoting exercises, both small and enormous, use innovation in their turn of events. With the fast improvement of innovation, promoting is certifiably not something troublesome any longer. One of the employments of innovation can be felt in the SMEs area (Micro, Small and Medium Enterprises).

The utilization of data innovation is essential for advanced advertising. Changes join fast mechanical improvements in buyer conduct. In the present period devices, customers seldom purchase products routinely. Given the APJII Survey (2020), APJII declared that the number of web clients in Indonesia until the second quarter of 2020 expanded to 73.7% of the populace or what might be compared to 196.7 million clients; the expansion in the number of clients was because of the COVID-19 pandemic.

The most loved commercial centers are Shopee, Lazada, Tokopedia, and Bukalapak, 68.7%. At the same time, the most loved web-based media are Youtube 88%, Whatsapp 84%, Facebook 82%, Instagram 79%, and Twitter 56%. Some web-based media are stages that become spots to share content like text, pictures, or recordings that can be utilized to promote content. The primary motivation behind the content promotion is to give advantages to shoppers. With content advertising, the client will search for the organization or brand because the brand has valuable content for clients determined to get answers for their issues.

Using a good content marketing strategy will increase consumer buying interest in SMEs products in North Sumatra. According to Kotler (2000), purchase interest is a psychological force within an individual, which impacts an action. Purchase interest arises from the urge or stimulus to own a product. Motivation is a driving force from within individuals that forces them to take action. If consumers are already interested in these products, they will buy the products they want. According to Kotler and Keller (2016), quality products have a very close relationship with consumer attitudes, where products that have quality provide an incentive for consumers to buy these products.

Literature Review

State of Art

As per Kotler et al., (2012) "Showcasing the board as the workmanship and study of choosing objective business sectors and building productive associations with them."

Advertising patterns utilizing advanced media should be confronted. With the quick improvement of data innovation, advertising procedures progressively move from actual substance to advanced substance. In a large business, yet even medium and private companies should likewise have the option to contend, including SMEs.

In the furious utilization of stages advanced as a correspondence medium, the main thing to focus on in stage is the plan of content or messages conveyed to the crowd. Message or content is a vital component of correspondence (Hancock, 1980) remembering for advertising correspondence. This substance is then regularly called content promoting.

"Content showcasing utilizes an assortment of media configurations like content, video, photos, sound, introductions, digital books, and infographics to recount your image or organization's story. It very well may be perused on an assortment of gadgets, including PCs, tablets, cell phones, and others. It is dispersed using claiming, outsider and web-based media stages, and it gives quantifiable outcomes using suitable suggestions to take action and limited-time codes".

Showcasing Strategy

Chernev, (2018), Kotler et al., (2012) express that deciding the objective market (showcasing methodology) is an action that is completed in the wake of having the option to fragment the entirety of the species likely business sectors, the organization should settle on the sort and number of portions to be designated. The objective market (target market) comprises numerous purchasers who have the necessities and qualities that the organization will serve. Organizations utilize different procedures in promoting their items because the current conditions are exceptionally close; if the organization does not utilize the proper technique, the organization will lose in the opposition for a piece of the pie.

Advanced Marketing

As indicated by Kotler, (2000) "The initial three stages in the promoting cycle understand the market and client needs, planning an advertising procedure driven by client worth, and assembling a showcasing program that all prompts the fourth and most significant advance: connecting with clients and overseeing productive client connections." It may be reasoned that advanced advertising as showcasing is following the improvement of progressively intuitive data innovation and is utilized by current advertisers to get immediate reactions from clients and assemble associations with clients through email, web, gatherings, online media, portable correspondence, etc.

Content Marketing Strategy

Kotler et al., (2012) characterize content showcasing as "A promoting approach that includes making, curating, conveying, and intensifying substance that is intriguing, pertinent, and valuable to an unmistakably characterized crowd bunch to make discussions about the substance." Pulizzi, (2013) characterizes content promoting as "The showcasing and business measure for making and conveying important and convincing substance to draw in, procure, and draw in an unmistakably characterized and comprehended objective crowd with the target of driving productive client activity." Mathey, (2015) states content advertising as: "The specialty of speaking with your public without selling anything straightforwardly (marked substance is essential for the substance promoting umbrella). It is called non-interference advertising since it should intrude on the way of your public. It is not promoting or cold pitches yet depend more on the substance you have made, curated, and imparted to them."

Pulizzi, (2013) characterizes content showcasing as "The advertising and business measure for making and appropriating important and convincing substance to draw in, obtain, and draw in a characterized and comprehended objective crowd with the target of driving beneficial client activity." According to Ptashnik et al., (2011) characterizes content promoting is: "Content advertising is characterized as distributing content that enables, connects with, instructs, and associates perusers."

Riverside Marketing Strategies well-qualified assessment, Edjou et al., (2017) content showcasing, which gives buyers data to help choose to purchase an item, increment enhanced the utilization of an item, and give diversion without ignoring the accomplishment of organizational objectives through unnoticeable advancement.

SMEs Products

The objective market is nearby SMEs by and large, albeit some fare items abroad and has various representatives, resources, and frameworks bit. (Analoui and Karami, 2003). The primary issue of SMEs is the absence of working capital. Therefore, business people cannot build their creation volume to accomplish more turnover. There are numerous others, and as per the Interactive Marketing Team (2018), SMEs are experiencing difficulty circulating products, still not expanding web-based promoting, and the shortfall of marking is a genuine MSME issue. Also, this issue shows that, as of now, SMEs have not executed a Content Marketing Strategy in their business.

Methodology

The sort of exploration that will be utilized in this examination is distinct subjective exploration. As per Burawoy, (2009) the illustrative examination is an exploration strategy used to track down the essential conceivable information on the object of exploration at a specific time. (Boddy, 2016; Lancaster, 2007). The information source utilized in this investigation is essential information, which is straightforwardly identified with the exploration issue; for this situation, SMEs items and advertising, content showcasing technique and are gotten straightforwardly from witnesses to become material for examination FGDs and top to bottom meetings. Additional information is not straightforwardly identified with research issues and is acquired from different sources, and is not utilized as the principal material in research examination, like books, magazines, reports, and others identified with SMEs and promoting content showcasing procedure.

Focus Group Discussion (FGD), conducted twice in the first year and once in the second year in the city of Medan and the districts/cities that implement it, together with respective informants who are experts in their fields from Kadin, Sentra SMES, Disperindag, Cooperatives and communities representing stakeholders in the Province North Sumatra. Direct observation of SMEs Center business players in Sumatra Province and conducting in-depth interviews conducted with informants who are experts in their fields. As well as casual conversation / informal spontaneous: spontaneous interview if the material needed is unclear and requires complete information. Data analysis with the qualitative descriptive data analysis method (Grbich, 2012), the successive approximation method starts with research and assumptions about the concept. Researchers collect additional data to solve unanswered issues so that the data is accurate.

Discussion

This investigation utilizes numerous straight relapse examinations to assess the impact of Reader Cognition, Sharing Motivation, Persuasion, Decision Making, and Factors on item deals of ladies financial specialists in Sentra SMEs in North Sumatra.

The R-estimate and the changed R-squared worth were utilized to assess the strength in the connection between the indicator variable and the reliant variable. The rundown model gives data identified with the coefficient of assurance, as displayed in Table 1. The coefficient of connection (R) clarifies the strength between the relationship of the free factor and the reliant variable, while the changed R-Squared clarifies the measure of fluctuation clarified through the exploration model.

Table 1 Research result

Variable	R	R Square	Koef. Regression	T calculate	Sig
	, 779 ^a	, 607			
Constant			1.953		
Reader Cognition			, 122	1,241	, 217
Sharing Motivation			, 154	2,108	, 038
Persuasion			, 152	3,443	, 001
Dicision Making			, 191	2,294	, 024
Factors			, 192	2,446	, 016

Table 1 shows that the commitment of the variety in the worth of the variable's Reader Cognition, Sharing Motivation, Persuasion, Decision Making, and Factors in affecting the item deals of ladies money managers in Sentra SMEs is 60.7%. The rest is the commitment of different factors excluded from this examination model.

Table 1 shows that the variable Reader Cognition does not significantly affect the deals of female business major parts in Sentra SMEs in North Sumatra because the importance worth of the Reader Cognition variable is 0.217 while the factors of Sharing Motivation, Persuasion, Decision Making, and Factors impact the deals of items for ladies financial specialists in the Center for SMEs in North Sumatra because the importance worth of the variable is Sharing Motivation 0.038, Persuasion is 0.001, Decision Making is 0.024, and Factors is 0.016.

Advertising is tied to making and holding clients (Grigsby, 2015; Tracy, 2014; Rubia and Smith, 2004). Nonetheless, the method of doing this has changed as yet changing, to a great extent because of the digitization and advancement of Internet innovation. (Rancati et al., 2015). Baltes, (2015) research indicates that content promoting is a vital piece of advanced showcasing. The explanation is that the primary piece of any organization's advanced advertising ought to be founded on distinguishing shoppers and their necessities, so the organization can acquire trust and build up client organization connections. Content advertising methodologies include utilizing computerized stages (like web journals and interpersonal organizations) to give customers excellent substance on these stages. These stages and the substance introduced through different media incentivize clients and help organizations draw in, change over, and hold them.

Content showcasing should look for data-rich, engaging and accommodating; the verification of content advertising is whether the actual substance can assist the crowd with tackling the issue, regardless of whether they never at long last purchase an item or administration. As indicated by Moran, (2016) content promoting ought to have four ascribes. Validity, congruity, contrast, and quantifiability. Content assumes a significant

part in automatic promotion because imagination, superior grade, and important substance can drive client commitment. The meaning of content advertising depends on the meaning of the Content Marketing Institute, "an essential showcasing strategy that spotlights on making and disseminating important, significant and steady substance to draw in and hold characterized crowds for benefit."

Malthouse et al., (2013) referenced that since shoppers can channel content as indicated by their inclinations, organizations should change correspondence methodologies to adjust to inbound messages and make clients esteem. Content is a method of giving data that empowers clients to take part in a brand. The solitary justification for a client visiting a site page is not to buy an item but to discover data about, for instance, a bought item through the substance given on the page. To keep up with brand notoriety, organizations must co-make content with clients. For instance, clients can compose and respond to inquiries concerning items or make client audits on items in gatherings.

The piece of the Smaller scope, little and medium endeavors (SMEs) inside the public economy is exceptionally immense. The 2018 Service of Cooperatives and Little and Medium Endeavors creates the impression that the total number of SMEs major parts in Indonesia has reached 59.2 million individuals. This substance is ready to frame a neighborhood's economy and, in fact, a public increment.

Kotler et al., (2012) noted that Substance Showcasing orchestrating approaches which involve target setting, a gathering of spectators planning, substance plan and ideas, substance creation, substance scattering, and significant headway, just as leading substance appraisal and substance progression. Also, the comes to fruition of this consider are reinforced by inquisitive going to come to fruition from Djoukanova and Georgieva, (2014) which express that there are three phases inside the substance advancing orchestrating handle, be explicit substance organizing, substance creation, and substance circulation.

Concur with McCarthy et al., (1979) substance advancement system is: (1) Create your crowd bunch, no compelling reason to sit around making content that is not intriguing or not essential to your clients. They need to destroy some profundity examination of the crowd gathering to ensure they are getting it, their interface, and their purchasing propensities. There are numerous approaches to assemble data to all the more likely impart it to the focal crowd bunch. One way is by directing reviews with current clients. Ask them their opinion about the business, administrations, and general message. In this arrangement, they attempt to recollect however much they can learn about who their client

base is. Getting information concerning ordinary age, sexual orientation, pay, and purchasing inclination will offer assistance to persuade content creation. (2) Create a site that is focused on advancing.

The more significant part of customers asking about a specific exchange online before making a purchase, having a reliable, particularly excellent stage is essential for little organizations to gigantic organizations. Building a unique website is not straightforward, especially if they are not ready for copywriting, coding, or web plan. So take it, specialists, in case they will be capable. There are packages of minor focal points that can represent the deciding moment in the area. For case, a tall speed. On the off chance that the site requires over three seconds to stack, packages of visitors will leave.

Different explanations behind a tall webpage extent consolidate the requirement for versatile streamlining, monstrous web copy, broken helpfulness, and unclear course. (3) Make your substance discoverable. Whether they need the little trade content promoting to broaden bargains, attract unused customers, or develop brand care, the absolute best approach to accomplish the goals is to supply substances that customers can use to overhaul their lives.

Agreeing to Hurriyati and Dirgantari, (2019) you have made an incredible sight after portraying your gathering of spectators; it is an ideal opportunity to make a substance that attracts individuals to your stage (4) Advance Your Substance. Use the email as much as possible; go ahead and plug. Be social: use online media instruments, do not be confused to ask to offer help with the scattering and backing of the substance via web-based media for bloggers or powerhouses. Keys to making incredible quality substance: Unique, Noteworthy, Instructive, Precise, Astute, and Assorted Substance through accounts, infographics, and so forth.

One of the apparatuses utilized is online media; for this situation, the web-based media utilized is Instagram. This is done because the utilization of online media is viewed as progressively enormous. For instance, they are alluding to the information held by WeAreSocial.Net, as cited by innovation. In January 2018, Indonesia was one of the nations with the most active Instagram accounts globally, with around 55 million clients. This number places Indonesia in the third spot after the United States and Brazil. This number is sure to increment because, in June 2018, Instagram clients arrived at 1 billion. (Mokhtar et al., 2017).

Generally supported by Chan, (2011) in his contemplate the reasonability of using on the web announces via online media. Consequently, one might say that a positive exhibiting methodology using online media prompts a more broad grandstand for SMEs. Outsource experts are additionally other web-based media displaying procedures that SMEs extensively use in Medan. Members have also agreed that naming an outsourced administrator for their web-based media displaying is a piece of their exhibiting. They accept that outsourcing experts can propel their exchange well. This can be because the associations outsource does not have to convey a heap of stock; however, the trading of customer orders and shipment unobtrusive components to the business overseer or wholesaler, who sends orders explicitly to clients. (Mokhtar et al., 2017).

Other than, SMEs major parts in Medan have additionally progressed their things and organizations through different frameworks like WhatsApp, Instagram, Tokopedia, Lazada, shape, Buka Lapak, Line, brief message structure, and others advance their online trade. The individuals also offer exceptional refunds to expand their arrangements. Regardless, naming customers or sharing things or organizations via web-based media is a notable advertising procedure. Like this, SMEs need to find other substance exhibiting techniques to actuate more customers to visit their online media.

Online media displaying philosophies can change, consenting to the kind of SMEs or portion. This can be additionally firmly identified with the exchange targets and advantages promoted by SMEs. The outcomes gave the idea that online media exhibiting remembers an imperative effect for the exchange execution of SMEs. Online media must be a medium that energizes and expands correspondence between SMEs performing artisans and their customers. Online media can make a fascinating climate for SMEs that licenses organizations to expand their arranged grandstand, decline exhibiting costs, increase arrangements, and offer nearer customer relationship organization. Overall, online media can be a powerful instrument that changes well with a business advancing strategy; modest, natural, vigorous, and community. (Mokhtar et al., 2017).

This investigation upholds the aftereffects of exploration Boateng and Okoe, (2015) showing that few nearby Indonesian brands have effectively adjusted online deals. About 60% of their dynamic buyers are the working class who live in metropolitan regions like Bandung, Jakarta, Surabaya, Makassar, Medan, Bali. About 70% of imaginative business people say that online channels will be the fundamental correspondence stage in advertising, and disconnected, stores will be reciprocal, because of their simplicity and capacity to contrast and different items in a brief time frame.

This backings past research led by Dahnil et al., (2014) who explored little and medium undertakings in Malaysia, in light of this examination, little and medium-sized business entertainers who utilize online media as a feature of promoting exercises like correspondence techniques. Promoting and online media valuation are one promising organization for building business correspondence with clients.

Other exploration led by Jones, (2011) with the object of examination on SMEs tracked down that the job of online media for MSME entertainers is as per the following (1) expanding purchaser acknowledgment and interest, (2) expanding great relations with shoppers, (3) can build the quantity of new customers, (4) increment the capacity to arrive at buyers on a worldwide scale, and (5) add advancement channels for nearby organizations to work on the picture of SMEs.

Schaupp and Bélanger, (2013) additionally specifies a few advantages of building up cozy associations with clients, in particular: (1) getting data refreshes from clients, (2) expanding the standing of the organization's web-based media profiles, (3) adding wellsprings of data other than disconnected media that can be utilized as market contemplates, (4) can impact powerhouses to likewise impact their adherents so our items can get a decent and positive picture.

Conclusions and Suggestions

The plan of content and messages created by organizations should empower clients to upgrade confidence by sharing substance, in light of the fact that the principle inspiration for utilizing online media is to work on confidence. Referenced the significance of drawing in key social powerhouses to get out the word on interpersonal organizations since they are essential for an enormous organization inside a local area, in this way expanding the chance of review content. The social connection between key social forces to be reckoned with and the local area will likewise reflect energy and increment the validity of the substance, since it is probable not to be viewed as corporate data and publicizing, which is a critical idea in content advertising.

Changes in promoting conduct from traditional to advanced are not coordinated by the presence of SMEs players who utilize computerized advertising, despite the fact that SMEs are accepted to have the option to prod the Indonesian economy. The utilization of computerized innovation based promoting ideas is an expectation for SMEs to form into focuses of monetary strength. SMEs can utilize web-based media as a method for computerized promoting. Notwithstanding minimal expense and no compelling reason to

have unique skill in early inception, online media is considered able to do straightforwardly arriving at purchasers.

The absence of information on SMEs players with respect to computerized promoting scientists gives socialization and preparing on the utilization of data and correspondence innovation. In the event that SMEs comprehend the significance of computerized showcasing for their business, it is trusted that they will be inspired to utilize advanced advertising as a method for correspondence and advancement, and can rehearse it straight by using web-based media.

SMEs entertainers should understand that presently, mea can affect fostering a business. As business entertainers, we should know and embrace the impact of computerized promoting as a supporting variable in fostering a business identified with web use and its advantages. Computerized based advertising intends to expand the quantity of customers, assemble inclinations, and advance brands. With the goal that the day the benefit we get from these SMEs exercises is expanding. Advanced advertising is additionally a two-way correspondence that can build public mindfulness and commitment with items and brands.

The motivation behind content showcasing is to give buyers content that they will take an interest in. The method of taking part in content means sharing, preferring, remarking, and adjusting messages, and afterward spreading them, consequently making client created content. The mental support in the substance relies upon the buyer's objective requirements and inspirations. Customers will in general take part in content to make a positive mental self portrait, which demonstrates that purchasers may pass on the substance of their items, however partake in the exercises of the brand relating to their optimal self.

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