



# The Presence of New Applications in Product Marketing Activities: What is MSME Readiness and Response

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## ABSTRACT

The emergence of various new business and product marketing applications is increasingly unstoppable. So business drivers must be able to adapt to the emergence of various applications which are, of course, ready to succeed in business, especially marketing matters based on instantaneous internet connections. This study seeks various views of experts on the emergence of various technology applications in the business arena, especially marketing. For this reason, we have conducted data searches on literature sources that discuss new technology issues in business marketing. The sources include publications of both books and other scientific works that actively discuss technology issues in innovating business marketing. We carry out this study under a phenomenological approach, a strategy to analyze or get input or data findings that can answer problems from a relatively large amount of data. For example, in this study, we carried out a data coding system that carefully evaluated and interpreted the data so that the data became valid and reliable findings, which are the characteristics of qualitative study data analysis. Finally, based on the findings and discussion of the results, we can conclude that the emergence of various applications of the latest technology, especially in the context of marketing MSME products, has required business people to be more proactive in studying and applying the latest technology models which have generally been successful in promoting and marketing MSME products and services. Thus, we hope that the findings of this business and marketing study will be valuable inputs in efforts to maximize future similar studies by academics and industry.

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## INTRODUCTION

The emergence of technology with the latest applications in various fields cannot stop (Luo et al., 2015). Likewise, the emergence of business marketing technology, especially MSMEs, will continue to occur, so whoever moves businesses and MSMEs must respond enthusiastically because its emergence will continue to bring changes and have a considerable impact on the continuity of business activities in all sectors (Syapsan, 2019). Behind this emergence, what is the concern of the

MSME movers is about the progress and emergence of the latest technology, which will certainly ease and help the development of how these MSME managers can take advantage of the latest technological devices that continue to provide benefits or growth in the progress of the business they manage as the goal of the application of marketing technology, namely with all the innovations that will undoubtedly encourage the acceleration of the progress of MSMEs, especially in marketing solution (Syapsan, 2019).

The emergence of applications for marketing MSME products and services, of course, presents an exploration for both intellectuals, academics, and those who are engaged in business execution, such as MSMEs, who are increasingly being required to innovate so that changes in technology that have an impact on MSME marketing make a new intelligence, which focuses on how to adapt MSME actors in running a business related to marketing. Because it is undeniable that the emergence of the latest applications in the marketing field will undoubtedly have an impact on how both MSME managers and their consumers must proactively seek to find out continuously so that they can adapt to the changes and innovations provided by the marketing technology (Watini et al., 2022) on that basis, this study tries to get a deep understanding of how the response and readiness of MSME managers, especially when the emergence of various technology application products are ready to help business people, especially in marketing, which today is known as digital-based marketing applications that require parties to responsive and proactive in adapting to the phenomenon of online marketing or virtual marketing using the latest applications (Hai et al., 2021).

More and more business people already know digital marketing, its advantages, and its types. So an in-depth discussion of application-based business marketing is critical because several digital marketing strategies and examples of their application will certainly add to the wealth of knowledge that will later help business people in navigating their business (Ištvanic et al., 2017). The most frequently read example is the search Engine Optimization (SEO) application, where this method is a business digital marketing strategy that gets more website visitors organically, without placing ads. Examples of digital marketing in the SEO field include article creation, site speed optimization, and site link installation on other websites. Social Media Activation (Instagram, Youtube, and Tiktok).

Social media activation is the second digital marketing strategy (Duffy et al., 2021). Examples of digital marketing in social media include regularly uploading content to social media, building engagement with followers, doing endorsements, and much more. Ease of marketing with the application is a question of knowledge marketing where this digital marketing strategy provides valuable information or new knowledge to potential consumers. Examples of digital marketing through knowledge dissemination such as email marketing and the creation of free ebooks are essential. In addition, there is also data analysis and search strategy (Sampedro Guaman et al., 2021). In implementing a digital marketing strategy, searching and analyzing data is imperative. Every decision taken in the digital marketing process must be based on data, from social media data to online advertising campaigns.

Likewise, there are applications for Hard-selling, Soft-selling, and Hypno-selling, where convenience is one strategy with the most sales techniques. Managers will hear the three most common sales terms while implementing a digital marketing strategy: hard-selling, soft-selling, and Hypno-selling. The last one is Google and Social Media Ads. The digital marketing strategies above are Google and the most popular Social Media Ads. When creating Ads, businesses must ensure that the ad content has the right message and targets consumers. So that Ads can generate sales as expected, especially encouraging MSMEs (Sidhu & Saini, 2022).

Previous studies of technology in business have characterized "technology and innovation power" as marketing information and its application to the practical purpose of technology as a marketing tool. This kind of study views that digital application-based marketing innovations can reach consumers with products and services sold, which can be done with the help of virtual and

instant information (Walcher & Wöhrl, 2018). In doing so, it avoids spending colossal advertising and promotion costs on identifying traded goods and new marketing innovations such as using artificial brain power that is now widespread in many countries, which is sometimes tricky for ordinary traders and consumers alike. As innovation develops in the short term, businesses also characterize the phrase "new technology" as referring to the late use of ICT that new digital applications have replaced technology-poor marketing in an imagination-rich way. To lay it out plainly, development is an "oddity" when it is right off the bat in the business showcasing cycle for an organization or possible purchaser (i.e., in the trailblazer or early adopter stage like most MSMEs in Indonesia (Wirawan et al., 2021).

The literature we will examine includes a variety of new applications that have emerged in advancing the marketing of small businesses, including MSMEs in the acceptance cycle by MSE drivers (Pereira et al., 2022). Therefore, these articles use different study finding strategies. In particular, the further advancement of new applications must have provided accessible information for business operators because several companies, including MSMEs or buyers, have adopted new business technology innovations to allow pioneers or platforms to be noticed and broken down quantitatively. Media marketing tools feature live streaming deals on products and services (Simba & Thai, 2019).

The advancement of promotional applications that are different from before will be challenging because of the constantly updated technology, so many sites and applications will have to be adapted to new promotional methods. The results of the introduction or acceptance must be reorganized so that AI-based proposals whose quality will continue to rise to new dimensions of marketing applications. Taking business people into this new mindset, we characterize the advancement of new applications in their marketing as logical information and their application in the initial business cycle for enterprises and MSMEs as well as buyers with the possibility of influencing behavior and actions, foundations and cycles of creating, delivering and incentivizing contributions. Trade for consumers in the current digital era where people, in general, will continue to be accustomed to new ways of application on their devices (Singh, 2019).

In light of the thought of different perspectives, it is so essential to figure out the development of new computerized applications, particularly in the space of showcasing the two administrations and business items, including MSMEs, and how the status of SMEs to answer the peculiarity of the rise of numerous applications that are effortlessly found in different spots is a stage to remind that it is so vital to comprehend and apply the introduction of the rise new applications, particularly for the people who drive MSMEs so Rendi answers each peculiarity that happens if they have any desire to make MSMEs a triumph and everything connected with issues of running SMEs and different organizations in the time of present-day innovation (Wirtz et al., 2016).

## RESEARCH METHOD

Furthermore, the writing method section will describe the study's process to discuss the emergence of new applications in the marketing of MSME products and the readiness of business managers (Korstjens & Moser, 2018). It is essential to understand that the emergence of various digital applications used in government and business, especially in business marketing, continues to increase daily. Therefore, we are happy to discuss emerging new applications, especially in business promotion and marketing, including MSMEs. For this reason, we have obtained several data from literature sources that we obtained electronically by searching Google Scholar, and another Google explores to obtain data that can answer the problem of the emergence of technology applications in marketing products and services from MSMEs businesses (Tsang, 2020).

After we collected data, we analyzed the data under a phenomenological approach, attempting to get answers to research questions from several data we reviewed. The review follows steps such as coding the data, analyzing it, and drawing conclusions that we believe are

relevant and valid to answer the problem. Efforts to maximize the marketing of MSME products are a solution. In reporting this study, we purchased the design when this review presented data and was followed by evidence in the form of evidence from field studies, both the emergence of application technology in marketing and the readiness and response of MSME managers to the phenomenon of the emergence of new technology applications that support marketing. Thus the stages and information regarding this method, we conducted this study to answer the problem with high validity (Johnson et al., 2020).

## RESULTS AND DISCUSSIONS

### **A new model of interaction between MSMEs and customers**

We start from the technology focal point of how innovation from new technology can empower new ways of marketing from buyer to customer, buyer to company, company to the buyer, and company to company communication. Many companies are leveraging technology to connect buyers directly with orders by attracting customers around their trademark. For example, Nike and Adidas shoe brands have created marketing systems to promote collaboration between sports networks such as sprinters, trainers, and other sponsors (Hall, 2022). New advances have often been made to further develop the company-buyer relationship by delivering new advertising applications. For instance, A.I. is an appropriate power in deligating humans from companies with machine specialists, working with company-buyer collaboration through machine expression. Humanized chatbots can influence buyer reactions in marketing collaborations that start with customer pickup with the help of the latest marketing technologies.

Furthermore, symbols have progressively applied in the company's connection with buyers, where the level of symbol structure and social authenticity are significant determinants of marketing viability. The reality of technology being extended and used in the retail of goods and services to work with the company's collaboration with buyers, as a trial innovation before buying, is very strong when buyers have no doubts about the goods they are about to buy. So the strategy of introducing goods via marketing media will present new nuances for advertisers that can be used to increase the continuity of sales for individuals and small businesses such as MSMEs that can stream directly with digital technology guidance (MacArthur, 2021).

### **New data and analytical methods**

New technological advances also impact the passage of new information and generate new understanding, as happens when new devices carry information. For example, the structure and workings of technology affect information from the old to the new. Those who can use new technology will be able to do more to check the adequacy and appearance of information and become a new force in marketing and sales like a new sales model by using live streaming. For this reason, the study by Guenzi & Habel, (2020) states that mastering digital transformation applications will increase sales after success in the marketing stage. They offer a methodology for companies to survey new advanced capabilities to make informed item delivery and item discontinuation options.

Furthermore, Daviet et al., (2022) describe a future in which buyers may agree to use the latest information technology to develop a consumer focus further and increase new goods and services. Studies of this kind show that by adapting to the times with collaboration with customers and buyers, companies with companies, new technological advances generate new types of information and decisions. Thus, this new technology often requires the improvement of new strategies or transformation of existing ones to process and generate new data after a series of analyzes and in-depth studies on how the new technology can increase the sales of companies and SMEs (Priyono et al., 2020).

### **Innovation and marketing approach**

The essential issue in a business is picking a promoting procedure. This is because it will show the potential for new business progressions to give new promoting ways and strategies that lead to mechanical advancements in advertising labor and products. For example, the study of Tidd & Bessant, (2020) organizes innovation by integrating technology in the marketing aspect by paying attention to changing times and technology. Their study shows how individual sales through technology can be directly increased by the innovation of various inventions and artificial intelligence. It also dissects the viability of AI-based "expression machines" by examining the viability of chatbots and other social media. At the same time, Tani et al., (2022) detailed that the adequacy of A.I. in retail is indispensable. Concentrating on this reveals that new technological innovations will empower advertising to create images and deliver new tools that make selling products and services more successful.

Finally, new technological advances empower new marketing techniques and tall structures, as presented in the study section of Wichmann et al., (2022). They conceptualize the motorized stage of business as a place for consumers and companies to reach new customers and deliver goods and services on a large scale. So, we can propose a typology of symbols that guides advertisers' approach to consumer choices about planning and conveying characters and brands of large and small trademarks such as MSMEs. In this case, Alqtati et al., (2021) propose a structure that coordinates the effects of hereditary quality into hypothetical customer behavior and utilizes that system to provide an outline for promoting sustainable use of information and benefiting stakeholders. All of the above views demonstrate the value of emerging methods of new technologies in understanding the effects of recent marketing advances in advertising is fundamental. They also provide direction on forming the most relevant exploratory questions so that important marketing decisions consider the latest technology with a consumer orientation (Novaes & Hartmann, 2020).

### **New apps in making an impact on marketing**

After examining four main ways that new technological innovations influence product, and promotion practices, this study offers a structure for understanding how MSMEs are developed further by showing the direction of marketing and related elements of central management and operations (Song et al., 2021), each new application certainly presents a loop that shows the strategies that are implemented and delivered when MSMEs invest human resources into new marketing technology innovations to generate increased sales assets. Starting from scratch, new technological innovations can increase waste on all fronts, maintain quality, and maintain the volume of information and market and customer conditions (Stocchi et al., 2022). For example, the high-tech development of computerized gadgets and the latest programming applications will create a high-speed flow and travel of information that captures the process of searching for goods, feelings, and actions, and collaboration of consumers with different MSMEs in various foci across operational offices.

Some of the latest technological information for several MSMEs, such as website development, state of advertising content, the introduction of item descriptions, and product information, can become universal capital because it can reduce costs to collect and inspect them rapidly (Tani et al., 2022). The technology of sending computerized information, which generates the latest news on co-purchasing MSMEs through photos, audio, text, and stories, has also empowered MSMEs for large-scale field trials that allow MSMEs to survey the causal impact of the promotion of their products and services assets. In this way, advertisers can improve the composition and content of the web to target the increase in the number of visitors to assess the impact of new marketing application tools and the effect on sales on marketing activities across MSME businesses (Rakshit et al., 2021).

### **Advanced Marketing Strategy and SMEs response**

The term computerized showcasing has developed from at first just covering the advertising exercises of items and administrations utilizing computerized based diverts that are more extensive in protecting the whole cycle from getting buyers, building purchaser premium, further developing items, keeping up with shopper connections to expanding deals (Palmatier & Sridhar, 2021). According to the American Marketing Association, computerized marketing is an action or movement, beginning from the method involved with making an item or administration to advancing and conveying promoting messages to shoppers and different closely involved individuals by using advanced innovation. In the meantime, more works characterize automatic promotion as the utilization of advanced innovation to make correspondence channels to possible customers inside the system of the organization's objectives by addressing buyer needs. Computerized promoting is another leap forward in showcasing items on the web (Purwana et al., 2017).

Computerized marketing is a showcasing procedure planned by computerized innovation to arrive at buyers, break down customer conduct, and advance and sell items. Sharma & Jawad, (2005) in their article on "Global E-Marketing: Opportunities and Issues." Stating that computerized advertising systems utilize the utilization of correspondence and information organizations to give individual correspondence among organizations and clients. Right now, automated promoting techniques are vital because they can be powerful and productive in reaching the ideal market reach. This is proven by Suci Vodă et al., (2021) research that web-based advertising using advanced innovation can increment item deals because of momentum customer conduct, which is liked through internet-based buys.

Advanced advertising is accepted to build the organization as a showcasing that cannot be accomplished without promotion. From the above understanding, it tends to be presumed that a computerized showcasing procedure is an organization technique to accomplish a web-based promoting objective using advanced innovation. For MSME players, planning and enhancing the execution of computerized showcasing methodologies is an unquestionable necessity in confronting business challenges during the New Normal time frame because of the COVID-19 pandemic. Advanced can make it simpler for finance managers, particularly MSMEs, to screen, give data and give advertising item needs per client wants. Not just that, utilizing computerized advertising will make it simpler for finance managers to arrive at all degrees of society without time or geological limits (Suki, 2021).

### **MSME entrepreneurial behavior and readiness**

An individual's innovative way of behaving is a consequence of working on ideas and hypotheses, not on character ideas or even instincts. Therefore, an innovative way of behaving is something that can be learned and mastered (Gunawan et al., 2019). The essential qualities that are very important in a productive business are as follows: Fearlessness Self-assurance is a person's mentality and belief in managing orders or work. Mentality and belief are perspectives and beliefs to start, perform, and complete the current task or task. In this way, individuals who do not have fear generally have the positive side of belief, self-confidence, uniqueness, and freedom from something. Lies for progress, perseverance, steadfastness, and assurance to work hard, are the main strength areas for agile and drive (Ardiana et al., 2019). In business ventures, extraordinary open doors are possible, assuming a push. Obsessive behavior is generally acquired through preparation and experience, and its increase is obtained through self-control, assertive reasoning, and feelings of accomplishment. Courage in the face of gambling High mental fortitude in facing opportunities with mature estimates and good faith must be coordinated with self-confidence (Eze et al., 2021).

The courage to face the challenge of the attractiveness of every other option, the preparation to endure adversity, and the overall possibility of progress or disappointment is essential. Meanwhile, the capacity to face is not limited to courage, the desire to take advantage of capacity,

and the capacity to evaluate risk. Future-minded people are individuals who have a point of view and perspective on the future; business visionaries generally try and work looking for valuable open doors, not too happy with the progress and far away. Imagination and development The principal capital of a businessman in maintaining his business is creativity, persistence, progress, and an unwavering spirit. Inventive business people will never forget to find something new that can be used as an open door for business (Riani et al., 2019).

MSME business ventures based on digital promotion are a sub-classification of businesses where truly dynamic conventional associations are digitized so that ordinary business visionaries turn into businesses. In the new era of computerization (Chotijah & Retrialisca, 2020) regarding items, dissemination, and advanced business areas, it is also an effort to open new business doors through new media and web innovation. All the more explicitly (Dewi & Er, 2019) states that a follow-up business is a job to get a piece of cake; a business opens doors that bring in cash and strives to be imaginative, revolutionary, and risk-taking.

## CONCLUSION

Finally, there is a conclusion section where we can present conclusions from including the study and discussion of this paper with the aim of the emergence of new technology applications in the marketing of MSME business products. Based on the study's results and its discussion, we can conclude that this study has provided answers to questions on a very valid principle. This is because the data that we present as findings will explain the answers followed by experts in various views and views, both experts in the field of technology and marketing of business products and also responses from MSME drivers with the emergence of phenomena that encourage the emergence of many new applications to facilitate meetings. Between industries or entrepreneurs to reach out to partners and consumers by utilizing technological means. For example, we describe the new interaction model between MSMEs and consumers. Then we also explain how SMEs with this new technology tool makes it easier to analyze data to be presented to consumers. Likewise, we see the emergence of this technology as a new way or innovation in viewing the latest marketing methods. Therefore, we also print how the new application positively impacts marketing with a marketing strategy that is quite responsive to the movers.

Furthermore, we also see the readiness and entrepreneurial behavior of MSMEs in the era of this new technology, giving new enthusiasm to marketing even though many MSME actors do not have the behavior ready to welcome the era of the emergence of technology. Those are among the main points described in the results and discussion section, noting that these findings certainly have advantages and disadvantages. We, the authors, hope for this data's weaknesses and shortcomings to respond to constructive criticism from the parties.

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