

Implementation of Cyber-Link Marketing Model for MSME Partners of PT. Pertamina Hulu Rokan (PHR)

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Abstract. This study aims to determine how the implementation of the Cyber-Link marketing model in MSMEs assisted by PT Pertamina Hulu Rokan (PHR). The analysis in this study used a quantitative descriptive method with data collection techniques using questionnaires and interviews with MSME actors. The population of this study are MSMEs assisted by PT Pertamina Hulu Rokan who are members of the Riau Cyber Community of Regional Featured Products (KaRiCePU) with a total sample of 63 MSMEs. Data analysis was carried out in four stages, namely editing, coding, tabulation, and data analysis. The results explained that the implementation of the Cyber-Link model succeeded in increasing product visibility, expanding market reach, and creating better interactions with consumers. However, challenges in technology adoption, including limited digital knowledge and internet access, were significant barriers. Recommendations from this study include increasing digital training for MSME players and strengthening technology infrastructure to support the sustainability and growth of MSMEs in the digital era. This research is expected to provide insights for the development of more effective and innovative marketing strategies for MSMEs.

Keywords: Cyber-Link, MSMEs, Digital Marketing, Innovation

INTRODUCTION

In the ever-evolving digital era, marketing plays a crucial role for the success of micro, small, and medium enterprises (MSMEs). In Indonesia, MSMEs are the backbone of the economy, contributing more than 60% to the Gross Domestic Product (GDP) and absorbing more than 97% of the workforce (Ministry of Cooperatives and SMEs, 2023). However, many MSMEs face challenges in marketing their products, especially in reaching a wider market and utilising digital technology [1].

The Cyber-Link marketing model has emerged as an innovative solution to this problem. This model integrates information technology and social networks to build better relationships between MSMEs and consumers [2]. By utilising digital platforms, MSMEs can increase product visibility, conduct more effective promotions, and reach previously unreached customers [3]. MSMEs assisted by PT Pertamina Hulu Rokan (PHR) have great potential in utilising digital technology. However, the main challenges faced are low digital literacy and lack of effective digital marketing strategies. One approach offered is the Cyber-Link Marketing Model, which focuses on the integration of social media, content marketing, and the use of digital analytics to expand market reach.

Previous research by [4] and [5] showed that digital transformation through internet-based marketing strategies can increase sales performance by up to 30%. However, there are still minimal studies that focus on the application of the Cyber-Link Marketing Model that combines digital technology with local approaches in the development of MSMEs. Meanwhile, research by [6] highlights the importance of mentoring and training for MSMEs in utilising digital technology, but has not developed a specific marketing model.

Based on the phenomena and research gaps that occur above, this study aims to determine the application of the Cyber-Link marketing model to MSMEs assisted by PT Pertamina Hulu Rokan (PHR).

METHODS

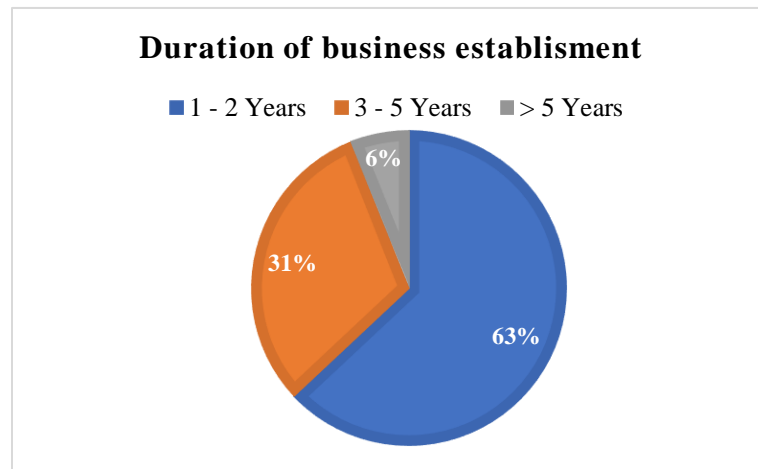
This research uses descriptive quantitative research. The research location in MSMEs is spread across 5 regencies / cities in Riau Province (Pekanbaru, Bengkalis, Kampar, Dumai, Rokan Hilir). The population in this study were PHR-assisted MSME players who were members of the Riau Cyber Community of Regional Superior Products (KaRiCePU), totalling 171 MSMEs. Based on the Slovin calculation, from a population of 171 MSMEs, 63 samples were obtained that could be used with a margin of error of 10%. The withdrawal of samples in the study used a *nonprobability* sampling method, specifically the purposive sampling method, in which samples were selected based on certain criteria. These criteria refer to [7], namely MSMEs that are members of the Riau Cyber Community of Regional Superior Products (KaRiCePU), MSMEs that have been established for at least 2 years, and MSMEs that have a workforce of at least 3 employees. The data collection technique uses a questionnaire distributed through Google Form media. The data analysis technique used in this research involves four steps, namely editing, coding, tabulation, and data analysis.

RESULTS AND DISCUSSION

The survey results in this study are shown based on the identification of the samples used in this study which are shown as follows:

The results of the respondent survey based on the length of establishment of MSMEs assisted by PT Pertamina Hulu Rokan (PHR) who are members of the Riau Cyber Community of Regional Excellence Products (KaRiCePU)

FIGURE 1. Diagram of Respondent Survey Results Based on Length of Business Establishment

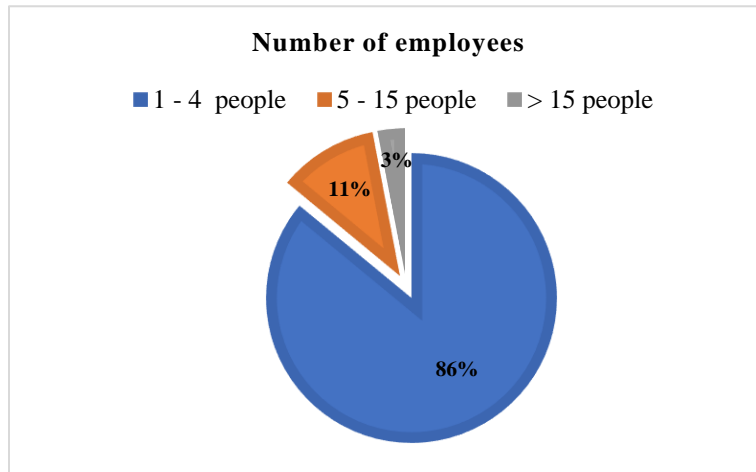


Source: data obtained by researchers 2024

The survey results in **FIGURE 1** above can explain that the MSMEs assisted by PT Pertamina Hulu Rokan which are connected to the Riau Cyber Community of Regional Superior Products (KaRiCePU) used in this study based on the length of establishment of 1-2 years by 63% and the remaining 3-5 years as much as 31%.

Respondent survey results based on the number of employees

FIGURE 2. Diagram of Respondent Survey Results Based on Number of Employees

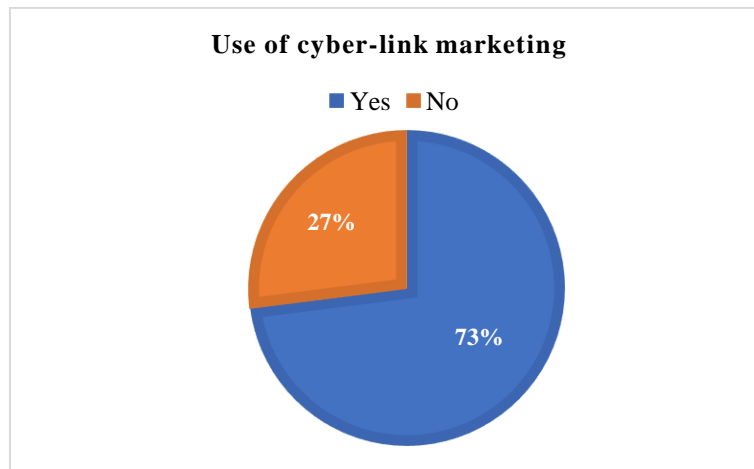


Source: data obtained by researchers 2024

The survey results in **FIGURE 2** above can explain that the MSMEs assisted by PT Pertamina Hulu Rokan which are connected to the Riau Cyber Community of Regional Superior Products (KaRiCePU) used in this study based on the number of employees of 1 to 4 people are 86% and the remaining 5-15 people are only 11%.

Based on the survey results, MSME players still do not all implement the Cyber-Link marketing model in the process of buying and selling transactions, this can be described in Figure 3 as follows:

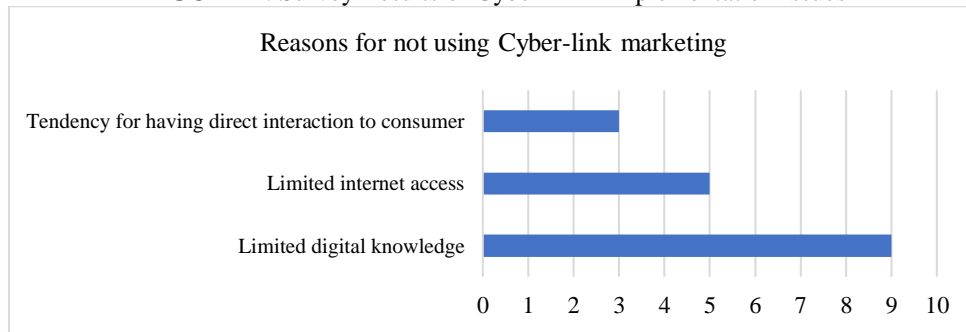
FIGURE 3. Survey Results Of The Cyber-Link Marketing Model



Source: data obtained by researchers 2024

The survey results in graph 3 above can explain that 73% of MSMEs assisted by PT Pertamina Hulu Rokan which are connected to the Riau Cyber Community of Regional Featured Products (KaRiCePU) have used the Cyber-Link marketing model in promoting their products and the remaining 27% use conventional methods to reach consumers. This is due to several reasons why MSMEs have not been able to implement the cyber-link marketing model, which can be described in **FIGURE 4** below:

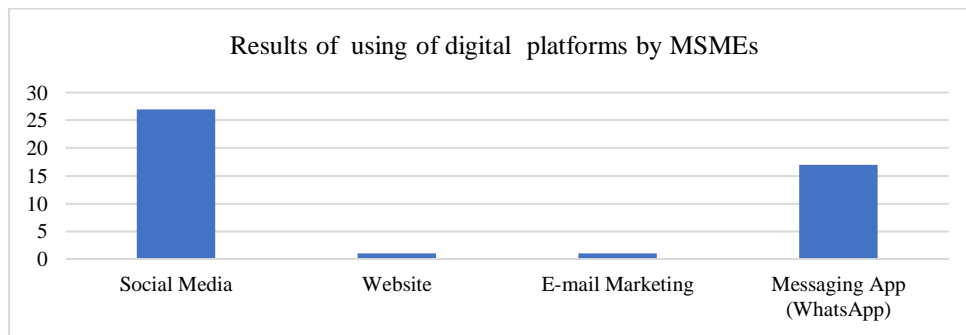
FIGURE 4. Survey Results of Cyber-Link Implementation Issues



Source: data obtained by researchers 2024

The survey results in graph 4 above can be explained that the answers of MSME players can be shown that there are 4 problems faced 1) Prefer direct interactions that are more personalised and in-depth with consumers than using online platforms, 2) MSME players are still worried about transaction security, such as the risk of fraud, data theft, or failed payments, so some MSME players are still hesitant to sell on the internet, 3) In some MSME places, internet access is still limited or the connection is not stable, making it difficult for people to run online businesses smoothly, and 4) Limited knowledge in using technology or experience in selling online. Based on the survey results, the implementation of the Cyber-Link marketing model used by MSMEs can be explained as follows:

FIGURE 5. Survey Results On The Use Of Digital Platforms



Source: data obtained by researchers 2024

The survey results in graph 5 above can be explained that the Cyber-Link marketing model through the use of digital platforms through social media and booking applications is widely used by MSME players for communication with customers, which shows that direct interaction is an important part of their marketing strategy.

From the results of the analysis, it is known that MSMEs have implemented the Cyber-Link Marketing Model, which is an innovative approach that integrates digital technology and social networks in product marketing strategies. This model is implemented as an effort to encourage MSMEs in Riau Province, especially those who are members of the Riau Cyber Community of Regional Featured Products (KaRiCePU), to develop better in the digital era. The digital approach applied in this model focuses on increasing product visibility and expanding market reach. In the context of KaRiCePU, Riau's regional flagship products, such as speciality foods, handicrafts, and local culture-based products, are actively promoted on online platforms to reach a wider range of consumers. With Cyber-Link, MSMEs can not only introduce their products to the national level, but also potentially reach international consumers.

The implementation of Cyber-Link is also very helpful for MSMEs in creating better interactions with consumers. Prior to this model, interactions between MSME players and consumers tended to be limited and only occurred in certain events or physical points of sale. However, by utilising digital platforms, businesses can interact directly with consumers through online comments, messages or reviews. This provides an opportunity for MSMEs to listen to the needs and feedback from consumers, which in turn can improve the quality of products and services. With this closer interaction, consumers also feel more cared for, which can result in increased loyalty to local MSME products.

However, the implementation of this model also faces several challenges, especially in terms of technology adoption by MSME players. Many of the PHR-assisted MSME players still have limited digital knowledge and access to the internet. These factors become obstacles in the effort to run optimal online marketing. In addition, there are still some MSME players who find it difficult to adapt to the change from conventional marketing to digital marketing. To overcome these obstacles, PT Pertamina Hulu Rokan provides gradual assistance and adjusts training methods according to the abilities and needs of MSME players. Training programmes are designed to be attended by various groups of business actors, including those who are less familiar with technology, so that the adoption process becomes easier.

In terms of competency enhancement, the Cyber-Link model also emphasises digital skills development through continuous training. PT Pertamina Hulu Rokan, together with KaRiCePU, regularly organises workshops that teach practical skills such as product photography, video editing, digital financial management, and content marketing strategies. With these skills, MSME players are able to present their products in a more professional and attractive visual, which can increase the attractiveness of the product in the eyes of online consumers. Quality and well-structured content plays an important role in attracting consumer attention, especially on highly visual digital platforms.

Overall, the implementation of the Cyber-Link Marketing model in MSMEs assisted by PT Pertamina Hulu Rokan through KaRiCePU has shown a positive impact in increasing the competitiveness of local products in a wider market. In addition to expanding market reach and increasing product visibility, this model also strengthens the bond between MSMEs and consumers through more intense digital interactions. However, the successful implementation of this model requires continuous support in terms of digital infrastructure, increasing the competence of MSME actors, and collaboration between stakeholders to create an ecosystem conducive to the development of MSMEs in the digital era.

CONCLUSIONS

Based on the results of the research on the implementation of the Cyber-Link marketing model for MSMEs partnered with PT Pertamina Hulu Rokan (PHR), it can be concluded that the implementation of the Cyber-Link model has successfully increased product visibility, expanded market reach, and created better interactions with consumers. However, challenges in technology adoption, including limited digital knowledge and internet access, are significant barriers for MSME actors. Recommendations from this study include increasing digital training for MSME players and strengthening technology infrastructure to support the sustainability and growth of MSMEs in the digital era. This research is expected to provide insights for the development of more effective and innovative marketing strategies for MSMEs.

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