

# Marketing Strategy for Wedang Uwuh MSME Products in the Digital Era Through E-commerce Platforms

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## **Abstract.**

*Micro, small, and medium enterprises (MSMEs) in Indonesia face numerous challenges in marketing their products in today's digital era. This study aims to explore digital marketing strategies for Wedang Uwuh MSMEs in the digital era through e-commerce platforms. The method used in this study is descriptive qualitative, presenting various facts objectively by compiling conditions at the time of the research. Data collection techniques used in this study were observation, interviews, and documentation. The results show that MSMEs can increase their competitiveness by optimizing e-commerce features such as live streaming, collaborating with influencers, and affiliate programs. Despite limited human resources, digital marketing remains a tool to expand market reach, increase market share, and maintain MSME growth. This research contributes to understanding practical strategies for local MSMEs to adapt and thrive in the digital economy.*

**Keywords:** Digitalization; E-commerce; Marketing Strategy; MSMEs; Wedang Uwuh

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## **I. INTRODUCTION**

In today's rapidly evolving digital era, technology has significantly transformed the business world. Current technological advances have transformed business practices, particularly in marketing (Saniyyah et al., 2023). Advances in communication and information technology in the current digital era have significantly changed the way MSMEs conduct their businesses. According to (Indriyani et al., 2024), MSME development is a perspective prioritized by the government, the business world, and the community in empowering the MSME sector through various forms of support, such as facilities, guidance, mentoring, and financial assistance, with the aim of increasing MSME capabilities and competitiveness.

MSMEs in Indonesia play a crucial role in reducing unemployment and poverty (Sugiyanti et al., 2022). However, many face challenges in leveraging digital technology to expand their markets. With the advent of e-commerce platforms, MSMEs and consumers can transact without having to meet in person. Marketing MSME products plays a crucial role in driving Indonesia's economic progress, given the sector's contribution to GDP and employment. Despite this, MSMEs, particularly in areas with limited infrastructure and resources, still struggle to implement effective marketing strategies.

However, MSMEs have a lot of potential to develop markets and increase the competitiveness of their products thanks to advances in digital technology, particularly e-commerce (Syafriani et

al., 2025) . As a digital platform connected to the internet, e-commerce provides opportunities for micro, small, and medium enterprises to carry out business operations including marketing, sales, and other transactions (Rizkia, 2024) . The role of e-commerce in marketing MSME products is a key factor in increasing potential and reaching a wider market (Faradila et al., 2025) . Recent studies emphasize the need for MSMEs to adopt innovative strategies using digital tools to maintain growth (Indriyani et al., 2024) . By utilizing e-commerce platforms, MSMEs can increase their competitiveness through access to various effective digital marketing tools (Sari & Nuryadin, 2024) .

In today's digital era, marketing patterns across various industries, including MSMEs, have changed significantly. Although Indonesia boasts a diverse range of MSMEs, not all of them are able to embrace digital marketing due to limited education and knowledge of the internet and technology (Rahmat & Rofi, 2022) . Through online transactions and marketing, e-commerce platforms provide excellent opportunities for MSMEs to reach new customers and increase sales cost-effectively (Nurlia, 2024) .

To increase product awareness and competitiveness of MSMEs in an ever-changing market, an efficient digital marketing strategy is crucial. This strategy also serves as a step towards achieving business goals by gaining a competitive advantage (Mardiah et al., 2024) . The primary goals of digital marketing are to reach a wide audience, increase brand awareness, convert audiences into customers, and build long-term relationships based on data and technology (Bobsaid & Saputro, 2022) .

Using e-commerce as a marketing tool offers several advantages, such as time flexibility, reduced operational costs, and the elimination of advertising costs, as marketplaces already provide these services. Research by Syafriani (2025) found that digital marketing strategies through e-commerce provide a significant competitive advantage for MSMEs.

A real-life example is Wedang Uwuh Herbalfit from Imogiri, Yogyakarta, which produces high-quality, halal-certified herbal drinks. Its daily production capacity reaches 700 units. Business success is influenced by competent human resources (HR) through sound recruitment procedures (Arfin, 2022) . To increase sales in the digital era, Wedang Uwuh Herbalfit needs to adapt to digital technology through marketing on social media and e-commerce to expand its market and build a customer community (Salsabila et al., 2023) .

To increase sales in today's digital era, the Wedang Uwuh Herbalfit production house must adapt to advances in digital technology by implementing efficient digital marketing strategies, such as utilizing e-commerce platforms to reach a wider audience and social media platforms to build communities and promote products. In this regard, this study aims to provide understanding and skills in marketing products in the digital era for Wedang Uwuh Herbalfit MSMEs.

## **II. METHOD**

In this study, the author used qualitative research. The method used in this study is descriptive, which presents various facts objectively by adjusting to the conditions at the time of the study. Descriptive research is research conducted in stages, where a researcher describes one or more symptoms, cases, or matters that are currently occurring, and takes the problem or focuses his attention on the actual problem (Mardiah et al., 2024) . Data collection techniques used in this study are observation, interviews, and documentation. The results of observations, interviews, and

documentation will be the data sources for this study. Interviews will be conducted directly between the researcher and the owner of the Wedang Uwuh Herbalfit MSME. The research location is in Wukirsari Village, Imogiri District, Bantul Regency, Yogyakarta, where this village is known as a center for MSMEs, one of which is the Wedang Uwuh Herbalfit MSME. This research was conducted on May 20, 2025 in the 2025 International Community Service (ICS) activity which was held in collaboration between universities, namely Jakarta State University (UNJ), the Indonesian Teachers Association, Semarang University (UPGRIS), and Yogyakarta PGRI University (UNY).

### III. RESULTS AND DISCUSSION

This study shows that strengthening digital capabilities enables the Wedang Uwuh Herbalfit MSME to implement effective digital marketing strategies and positively impact product sales (Silaen et al., 2024). Furthermore, developing digital marketing management capabilities is key for this MSME to compete effectively in the increasingly complex online marketplace.

Through a digital marketing strategy, the Wedang Uwuh Herbalfit MSME can maximize the potential of digital technology to significantly expand the market share of local products. Digital marketing is not just a competitive tool, but also a crucial foundation for building a sustainable, highly competitive MSME business in the digital age.

E-commerce platforms like TikTok, Shopee, Tokopedia, and Lazada, as well as independent digital accounts like Google My Business, offer a variety of conveniences for efficient interaction and promotion without high costs. Leveraging features like live streaming, influencer collaborations, and affiliate programs can significantly increase market reach and consumer trust.

However, limited human resources (HR) to manage social media and digital marketing are obstacles that must be overcome to ensure optimal strategy implementation. With sound HR planning and digital competency training, MSMEs can improve promotional effectiveness and achieve sustainable business growth.



Figure 1. Observation and Interview



Figure 2. Ingredients for Wedang Uwuh



Figure 3. Wedang Uwuh Product



Figure 4. Group Photo of MSME Owners

#### IV. CONCLUSION

Marketing strategies in the digital era through e-commerce platforms have the potential to help MSMEs market their products. Users can connect, interact, and communicate with each other through e-commerce sites like TikTok, Shopee, Tokopedia, and Lazada. They can even create their own digital accounts, such as Google My Business. Increased profits in the commercial environment can result from employee engagement. The lack of human resources in social media management can facilitate product promotion through digital platforms. Optimizing the use of e-commerce features, such as live streaming, is crucial because it can expand market reach and increase buyer trust. By actively promoting, for example by collaborating with influencers or using affiliate programs, you can save costs. The implementation of marketing strategies has significantly increased the growth of the MSME business, Wedang Uwuh Herbalfit.

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