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## Competitiveness of MSMEs in the Digital Era Through Google Maps Social Media Marketing and Entrepreneurship

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**Abstract:** This study aims to determine the effect of Google Maps social media marketing and entrepreneurship on the competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in the Ciledug area in the digital era. The approach used in this study is quantitative, with the research population being Micro, Small, and Medium Enterprises (MSMEs) in Ciledug, limited to the age range of 20 to 45 years. The sampling technique used a non-probability sampling method with a purposive sampling approach, so that a sample of 100 respondents was obtained. The data analysis tool used was SPSS version 26. The results of the study showed that partially, the Google Maps social media marketing variable had a positive and significant effect on competitiveness, and the entrepreneurship variable had a positive and significant effect on competitiveness. However, simultaneously, both variables, namely Google Maps social media marketing and entrepreneurship, had a positive and significant effect on the competitiveness of MSMEs. The coefficient of determination ( $R^2$ ) value of 0.527 or 53% indicates that the Google Maps social media marketing and entrepreneurship variables are able to explain the variation in competitiveness by 53%, while the remaining 47% is influenced by other variables not studied. This research is expected to contribute as a reference for strategies to increase the competitiveness of MSMEs, especially through the use of social media and improving entrepreneurial skills through relevant business innovation training.

**Keyword:** Social Media Marketing, Entrepreneurship, Competitive Ability.

### INTRODUCTION

In today's digital era, social media plays a crucial role in marketing strategies, especially for Micro, Small, and Medium Enterprises (MSMEs). According to data reported by We Are Social and Hootsuite in 2023, more than 60% of Indonesia's population is active social media users. Among the various platforms, Google Maps is one of the most popular social media marketing platforms used for marketing activities. Google Maps, as a social media marketing tool, can target ads based on location and consumer search trends in a specific area. This is very useful and supports MSMEs to compete in the competitive digital market.

One increasingly popular platform for increasing business visibility is Google Maps, where MSMEs can leverage its review and map features to attract more customers. Google Maps is more than just a navigation tool; it's also a crucial tool in consumers' search and decision-making processes when choosing local businesses. Google Maps, part of Google's business suite, is free and can help MSMEs run their businesses. Google Maps offers a location search service, product photos, and business locations. Google Maps also provides a call center where potential customers can contact you with questions about products. (Septiani et al., 2024). One way to empower MSMEs is by using Google Maps and optimizing social media. These apps can help MSMEs increase their business visibility, attract new customers, and effectively manage and promote their businesses (Ramadhany et al., 2023).

MSMEs are one type of microbusiness that plays an important role in improving and developing the regional economy. The development of MSMEs in Indonesia is also influenced by digital technology. Data from the Ministry of Cooperatives and Small and Medium Enterprises (2023) shows that the MSME sector contributes 61% or Rp. 9,580 trillion to the Gross Domestic Product (GDP). Furthermore, MSMEs contribute to 97% of total employment. Ciledug has 38,700 MSMEs, which absorb a significant amount of labor, thus contributing to the well-being of the surrounding community. One of the areas that contributes a significant number of MSMEs in Tangerang City (Alkadim et al., 2024). The results of a mini-survey conducted by researchers on 12 MSME business owners show that approximately 11 MSMEs admit to not using social media to its full potential. Meanwhile, only 1 MSME actively uses social media to interact with consumers. This phenomenon is evident in the Ciledug area, where MSMEs still face challenges in utilizing digital potential, including Google Maps and strong entrepreneurial principles. Data from the Tangerang City Cooperative and MSME Service (2023) shows that MSMEs in the Ciledug region are slightly less active in using social media for marketing.

In addition to the challenges in utilizing digital technology, MSMEs in the Ciledug area also face problems in maintaining and improving competitiveness amidst the increasingly fierce business competition. The phenomenon observed in the field indicates that many MSME actors still lack the appropriate strategies to differentiate themselves from competitors, whether in terms of products, services, or marketing innovation. As digital technology rapidly evolves, some businesses continue to use conventional approaches, resulting in low visibility and engagement with digital consumers. Regarding the utilization of digital technology, only a few make Google Maps their primary promotional tool, with the majority still relying on conventional methods to attract customers. MSME actors can utilize various features provided by Google Maps, such as location markers, customer reviews, and contact information. Additionally, MSME actors can create business profiles that are informative and appealing to potential customers. Besides benefiting MSME actors, Google Maps users also gain advantages for consumers. They can find the products or services they need with the help of interactive maps, as well as view reviews and recommendations from other users (Fujiono et al 2023).

Entrepreneurship is also a determining factor in the success of MSMEs. Entrepreneurs with good entrepreneurial skills are able to adapt quickly to changing market situations, increasing the competitiveness of their businesses. However, based on a mini-survey conducted by the author among 12 MSME respondents in Ciledug, only 41% of them had a basic understanding of the importance of entrepreneurship in increasing competitiveness. Most entrepreneurs are still focused on daily operations without considering innovation strategies or market adaptation. Based on the results of a pre-survey conducted with 12 MSME culinary business owners in the Ciledug area. It was found that most respondents, 91.7%, felt that the business they were running met consumer needs. However, only 33.3% stated that the type of food or beverage products they offered was more diverse than their competitors. Meanwhile, 41.7% of respondents admitted to regularly providing new menus to avoid consumer boredom.

From the perspective of utilizing Google Maps for social media marketing, only 33.3% of respondents stated that Google Maps displays their product images attractively and helps consumers before making a purchase. The same percentage also indicates that the product images displayed are able to attract consumers to visit. Only 41.7% believe the appearance on Google Maps reflects the quality of the products sold.

From the results of the pre-survey conducted by the researcher with 12 respondents, 58.3% stated that the competitive ability in the Ciledug area is very strong. 66.7% said that MSME business owners do not prioritize Google Maps social media marketing, 58.3% stated a lack of creativity in developing their businesses, and 66.7% said business owners are not yet willing to add unique menu items to promote their businesses. Based on research (Darma et al., 2022), the study found that social media marketing has a positive and significant impact on competitive advantage for culinary MSMEs in Gorontalo City. Then, the entrepreneurship variable states that entrepreneurship has a positive influence on competitive advantage. Based on the research results, it is known that the statistical test, t-test, and significance value indicate that entrepreneurship has a positive influence on competitive advantage in Micro, Small, and Medium Enterprises (MSMEs) in Malang City (Prajogo, 2020).

This research aims to provide novelty by combining two main variables: Google Maps social media marketing and entrepreneurship, in the context of enhancing the competitiveness of SMEs in the Ciledug area, which has not been extensively discussed in previous studies. Additionally, this research focuses on the suburban area, where the use of social media and entrepreneurship tends to differ compared to urban areas. This combination of the two variables is expected to provide a new perspective on strategies for improving the competitiveness of MSMEs, especially in regions that still underutilize digital technology and entrepreneurial innovation.

**METHOD**

This research uses a descriptive quantitative approach to analyze the impact of Google Maps social media marketing and entrepreneurship on competitiveness (Gozhali, 2019). The population consists of MSMEs located in the Ciledug sub-district area of Tangerang City, Banten, totaling 23,677 active MSMEs according to the Ciledug Sub-district Central Bureau of Statistics 2024 (Ciledug Sub-district, 2024), with a sample size of 100 MSME actors using Slovin's formula (Sugiyono, 2022). Samples were taken using a non-probability sampling method, specifically purposive sampling. Data was collected using closed and open questionnaires with a Likert scale. Data were processed and analyzed with the help of SPSS Version 16 (Gozhali, 2016).

**RESULTS AND DISCUSSION**

**Table 1. Results of Multiple Linear Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Contant)	22.112	2.521		8.770	0.000
Google Maps Social Media Marketing	0.563	0.076	0.588	7.375	0.000
Entrepreneurship	0.145	0.050	0.233	2.924	0.004

Dependent Variable: Competitiveness

Source: Data processed using SPSS 26

**Table 2. Results of F-test**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	174,709	2	174,709	37,356	0,000 <sup>b</sup>
Residual	458,331	97	4,677		
Total	633,040	99			

Source: Data processed using SPSS 26

**Table 3. Results of the Coefficient of Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.525 <sup>a</sup>	.276	.269	2.16260

Source: Data processed using SPSS 26

### 1. The Influence of Google Maps Social Media Marketing on the Competitiveness of MSMEs

Google Maps social media marketing has a positive and significant influence on the competitiveness of MSMEs in the Ciledug area. This can be seen from the research results, which show a significance value of  $0.000 < 0.05$ , and indicate a calculated T-statistic value of  $7.375 > T$ -table value of 1.984. The results of this study are consistent with research conducted by Darma et al. (2022), Nur et al. (2024), Asikin et al. (2024), Padli (2022), Simamora et al. (2021), and Agustin & Nursaidah (2024). This means that the better the marketing strategy implemented thru Google Maps social media marketing, the higher the ability of MSMEs to compete. The presence of Google Maps makes it easier for MSMEs to be found by customers, receive positive reviews, and increase interaction with consumers. This supports the improvement of MSME competitiveness in the digital era. Thus, features such as easily found business locations, visual product displays thru photos, consumer reviews, and contact information available on Google Maps have a significant impact on increasing business visibility and competitiveness (Ramadhany, E. D. et al., 2023). Research results (Simamora et al., 2021) explain that there is an influence of digital marketing on the competitiveness of MSMEs in Kebon Bawang Village, North Jakarta, and Utan Panjang Village, North Jakarta. Meanwhile, the influence of digital marketing on MSME competitiveness reaches 92.1%. The remaining 7.9% is caused by other variables not studied. This research explains that the most important thing to improve the competitiveness of MSMEs is to enhance their ability to adopt digital marketing, thereby reaching a wider market and reducing promotional costs. According to (Agustin & Nursaidah, 2024), social media has a positive and significant influence on competitive advantage in ZANU OLSHP MSMEs in terms of promotion, interaction, social media utilization, efficient ordering methods, and good information accessibility. The higher these factors, the greater the competitive advantage of ZANU OLSHP MSMEs.

### 2. The Influence of Entrepreneurship on the Competitiveness of MSMEs

Entrepreneurship has a positive and significant effect on the competitiveness of MSMEs in the Ciledug area. This can be seen from the research results, which show a significance value of  $0.004 < 0.05$ , and indicate a calculated T-statistic value of  $2.924 > T$ -table value of 1.984. The results of this study are consistent with research conducted by (Alfazrin, Siregar & Pitriyani, 2023). Although the average indicator for the Entrepreneurship variable shows a very high category, the regression results indicate that this factor directly affects the ability of MSMEs to compete. This can be caused by several factors, such as the maximum concrete application of innovation in business management or limitations in adapting entrepreneurial strategies to improve competitiveness. MSME actors with a high entrepreneurial spirit, such as

innovativeness, proactivity, risk-taking courage, and competitiveness, will be better equipped to survive and excel amidst the dynamics of the digital market. According to research conducted by (Prajogo, 2020), entrepreneurship has a positive and significant impact on the performance of online shop marketing. Based on the research results, it is known that the results show statistical tests, t-tests, and significance values, indicating that entrepreneurship has a positive effect on business performance in small, medium, and micro enterprises (UMKM) in Malang City. According to (Alfazrin, Siregar & Pitriyani 2023), entrepreneurial orientation has been proven to significantly influence the competitive advantage of MSMEs, where a higher level of entrepreneurial orientation can increase the competitive advantage of MSMEs.

### **3. The Influence of Social Media Marketing and Entrepreneurship Simultaneously on the Competitiveness of MSMEs**

Social media marketing and entrepreneurship simultaneously have a positive and significant impact on the competitiveness of MSMEs in the Ciledug region. This is evident from the research results, which show a significance value of  $0.000 < 0.05$ , and the calculated F-value of  $56.051 > F\text{-table of } 3.09$ . These results align with research conducted by Munir et al. (2019), which showed a significant and positive impact on competitiveness. Social media plays a role in marketing for young people who are constantly in touch with internet-based technology and social media usage. Consequently, people spend more time reading on social media than reading newspapers, and various information can be widely disseminated through social media. Furthermore, MSME owners must be able to improve individual competencies in their businesses, thereby increasing their competitiveness. The multiple determination coefficient of 0.536, or 53.6%, indicates that together, Google Maps Social Media Marketing and Entrepreneurship can explain more than half of the variation in the competitiveness of MSMEs in the Ciledug region. The remaining 46.4% is influenced by other variables not examined in this study, such as product quality, customer service, price, or business capital support.

## **CONCLUSION**

Based on the analysis and discussion outlined previously regarding the influence of Google Maps social media marketing and entrepreneurship on the competitiveness of MSMEs in the Ciledug region in the digital era. The overall conclusion of the study is that Google Maps social media marketing has a positive and significant impact on competitiveness. The more MSMEs utilize Google Maps optimally through customer reviews, business locations, product photos, and ratings, the greater their ability to compete with other businesses. Entrepreneurship has a positive and significant impact on MSME competitiveness. The stronger the entrepreneurial spirit of MSMEs, such as their willingness to take risks, product innovation, and adapt to technology, the greater their business competitiveness will be. Google Maps social media marketing and entrepreneurship simultaneously have a positive and significant impact on competitiveness.

The author recommends that MSMEs maximize their use of social media, especially Google Maps, by regularly updating business information, increasing customer interaction, and optimizing consumer reviews and ratings. Other digital marketing strategies, such as the use of TikTok, Instagram, and WhatsApp stories, should be added to enhance business visibility. And improve entrepreneurial skills by participating in training related to business innovation, marketing strategies, and business management to more effectively manage their business competitiveness.

Recommendations related to this research result for the government and MSME support institutions include: first, providing more in-depth training on digital marketing, especially for

users of platforms like Google Maps, and online advertising strategies to increase MSME competitiveness. Second, facilitating access to capital and technical assistance for MSMEs so they can develop product innovations and expand their market reach. And third, encouraging MSMEs to collaborate with digital platforms or marketplaces to increase their competitiveness in the broader market.

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