

THE INFLUENCE OF THE MARKETPLACE IN INCREASING THE COMPETITION OF MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES)

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ABSTRACT

The aim of this research is to analyze the influence of the marketplace in increasing competition for Small and Medium Enterprise (SME). This research uses a qualitative descriptive method to analyze the influence of the marketplace. Data was obtained through library research or literature study. The development of information technology today has a significant impact on competition in the business world, one of which is SME. Some marketplaces that are widely used include Tokopedia, Shopee, and Lazada. SME players can take advantage of the marketplace to attract more customers in the competition in the market. However, there are still many SME players who have not optimally utilized the existing features, thus becoming an obstacle in competing with other competitors.

Keywords: SME, Marketplace, Competition

INTRODUCTION

Currently, technological advances are accelerating which affects micro, small, and medium enterprises (MSMEs). The ability to utilize technology is one of the supports for the success of a business. With technological advancements, MSMEs can take advantage of marketplaces to introduce products to consumers. This is the main factor in the increasingly fierce competition in the world of sales. So far, most MSMEs have only sold and promoted products offline. However, with the sophistication of technology from year to year, MSME actors should be able to take advantage of existing platforms, both social media and marketplaces.

The use of social media has a role in the competitiveness of MSMEs. MSMEs can use platforms such as Instagram, Facebook, and TikTok as support in promoting their products by creating content both photos and videos that attract consumer interest. In addition, the marketplace also plays an important role in increasing the competitiveness of MSMEs. MSMEs can use platforms such as Shopee, Lazada, Tokopedia, Bukalapak, and Blibli to sell products online. This is a marketing strategy in competition in the business world that keeps up with the times by utilizing increasingly sophisticated technology (Anggriani Saputri et al., 2023).

The use of social media and marketplaces is also a challenge for MSMEs. One of them is the limitation of Human Resources (HR) in maximizing the platform. In addition, finance also has an effect on optimizing online platforms due to a lack of costs for human resources, so they have difficulty in adding employees to manage social media and