

THE USE OF GOOGLE MAPS IN DIGITAL MARKETING FOR SMALL AND MEDIUM ENTERPRISES (SMEs) IN SUKAMAJU VILLAGE, PESISIR BARAT DISTRICT, LAMPUNG

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ABSTRACT In this research, the writer uses a qualitative descriptive approach. In descriptive qualitative research, interpreting and explaining the data obtained by researchers from interviews, observations, documentation, so as to get answers to problems in detail and clearly. This research activity was carried out at the location of Suka Maju Village, Ngaras District, Pesisir Barat Regency, Lampung. This study proves that Small, and Medium Enterprises (SMEs) in Suka Maju Village, Ngaras District, Pesisir Barat Regency, Lampung Province still choose traditional communication, this is due to the slow knowledge of SMEs actors towards online marketing or digital marketing, in using google maps there are still many SMEs actors who do not understand a google maps application, even though this google maps application can help producers and consumers so that the efforts made by producers are known and consumers can easily find information about the efforts that have been made. Lack of knowledge about the use of google maps is also caused by inadequate internet network access factors and the lack of socialization carried out by the community for SMEs in Sukamaju Village.

Keywords: *Google Maps, Digital Marketing, SMEs*

I. INTRODUCTION

Development technology information and communication has Lots change room scope of the world of marketing , methods normal communication use traditional We slow down Already switch to the world *digital* (Ascharisa , 2018). Activity leveraging marketing sophistication digital technology is called as *digital marketing* , *Digital Marketing* is A marketing interactive that makes it easy interaction between producers , market intermediaries , and candidates consumer through digital media in the form of the internet (Purwana et al, 2017). In today's digital era , the perpetrators SMEs businesses should Can can utilizing digital media as one effort For help activity marketing product they so that later bring Lots candidate consumer new . Challenge for SMEs now No come only from quality product just but also a smart marketing strategy to get it develop business them , let alone in today's digital era that guides the perpetrators SMEs businesses so they can Utilizing online media as a marketing medium they .

One of the most common digital *marketing* media used is *google maps* or search . *Google Maps* is part than google business apps , apps This it's free so can help SMEs players in operate business them , this *google Maps* can give service form search location business so that other people can find business business the above , photo product or place business as tool promotion so that give shadow for consumer about what are we offer , as well *Google Maps* also provides *call center* through number the phone that you have charged at the time making *google maps* so later candidate consumer can contact you to ask marketed products .

Pekon Sukamaju Ngaras district , Lampung has perpetrator On average, there are many SMEs businesses move in the field culinary , system marketing carried out by actors SMEs businesses there Still based traditional seldom someone understands about application marketing digital based , based observations made by the perpetrators this SMEs business own google account but location business they Still Not yet registered on a google maps account even though utilization This Google Maps application is really needed for perpetrator business because with exists business google maps application can obtain profit with share information about

location business so that later can bring consumer new , then from That study This done For know knowledge of SMEs actors towards benefit use *Google Maps* in Digital Marketing.

Based on explanation from background behind on so get it formulation problem study as following : How knowledge public to *Google Maps* application in digital marketing for Pekon SMEs Sukamaju Ngaras District Pesisir Barat Regency, Lampung Province ? . So that The research objectives are as follows: For Know usage application *Google Maps*

In *Digital Marketing* for SMEs in Pekon Sukamaju Ngaras District Pesisir Barat Regency, Lampung Province ." The benefits of this research are as follows: Research This expected can give contribution in development theory regarding digital marketing strategies as well give experience for researcher For develop knowledge knowledge and writing work scientific . For research SMEs This can give donation thinking for SMEs actors so that they can optimizing in develop the business he owns . For public Pekon Sukamaju , research This can give addition knowledge more knowledge and insight wide regarding digital marketing in particular for SMEs actors .

1.2. Literature Study

1. Communication Marketing

Kotler and Keller (2008:172), who state that communication marketing is A the means by which the perpetrator business try For inform , persuade , and remind consumer in a way direct nor No direct about products and brands sold , p This in line with the communication process marketing . Pekon SMEs Sukamaju own Communication Frequent marketing called with Communication Face to Face Marketing , they are inform and indicate consumer in a way direct moment consumer come location they selling , them No using any media as support communication marketing they . Even on location sales they Still There is SMEs actors No use banners in place they trade even though banners are one of them communication visual marketing that can used as a medium of information about their products selling , marketing face to face or stare advance This Possible Already out of date because marketing product online is considered more effective , efficient and easy but as seller marketing This Still Can considered effective Because Can showing in a way direct what is being sold buy (Sihombing Sotarduga , 2021).

These SMEs actors use communication marketing traditional This Already a long time

ago p This because they No understand use new media , even about communication online marketing only they No understand . so from That based on results interviews we 've asked about they confess that they selling and offering goods merchandise they moment buyer come meet them , they also sell goods merchandise they with open stall in front House them , open kiosk , and leave it goods merchandise they to roadside stall existing stall around them , even part from they confess that they No Once promote product they with geget they are have .

Based on results observation with sign up direct to location also that location the Still drink with range network internet then from That No amazed If communication their marketing do Still use communication marketing traditional .

1.3. RESEARCH METHODS

In this research, the author used a qualitative descriptive approach. Qualitative descriptive research, descriptive research is a problem formulation that combines research to explore or photograph the social situation that will be researched thoroughly, broadly and in depth. Activity study This held at location Pekon Like Proceed District . Ngaras Regency . West Coast , Lampung. He chose location the Because in

accordance with results observations made and also appropriate with the problem explained in the background rear , selection location this is also expected will get the expected data For help finish study This. Technique Data Collection in study this , namely :

1. Observation , according to Sutrisno Hadi method observation interpreted as observation , recording dnga systematic the phenomena being investigated . Observation (observation) is method where to collect data study or collaborator take notes information as they are watch during study . Observation techniques used in study This is visiting and interviewing SMEs in Pekon Sukamaju Ngaras District West Coast District, Lampung.
2. Interview , interview is technique data collection through a questioning process answer ongoing verbal One direction , meaning question come from interviewing party and answers given by the interviewee . According to Hopkins, interview is something method For know situation certain inside class seen from corner look at another. Interview technique This done with ask answer to existing SMEs actors at location Pekon Like Proceed Ngaras District Regency West Coast of Lampung. Source person

Interview : Mrs. Karmi , Mrs. Novianti ,
Mrs. Mukinah.

3. Documentation

Documentation is intended to obtain data directly from the research site in the form of: relevant books, regulations, photographs , documentary films and other supporting data. With this documentation technique, researchers can obtain it directly from the research site, not only from sources but also in the form of inherited data or thought works from informants, documentation methods in qualitative research as a complement to the use of interview and observation methods.

II. RESEARCH RESULTS AND DISCUSSION

In chap This writer will discuss about results research obtained from implementation observations and interviews with SMEs actors in Pekon Sukamaju as for selected sources in study This consisting of 3 people namely Mother Karmi (Banana Chips and Coffee Mrs. Karmi), Mrs. Novianti (Meatballs Two Brother), and Mrs. Mukinah (Pecel Fauzan). In discussion This writer will describe related Use *Google Maps* in *Digital Marketing* for SMEs in Pekon Sukamaju , District . Ngaras , Kab . West Coast , Prov. Lampung, with objective For know How

knowledge society and roles Google Maps application in digital marketing for Pekon SMEs Sukamaju Ngaras District Pesisir Barat Regency , Lampung Province .

In study This use theory that is theory marketing , theory marketing This formed Because exists insistence condition society and pressure economy so known the term “ marketing ” means do something activity sales and purchases something product or services , based on interests or desire For buying and selling . Marketing according to Kotler who transferred language by Benyamin Molan (2007:6) is a social process in which individual and group get what are they need and want with create , offer and so on free exchange valuable product with party other . In theory This explain that marketing is activity Where somebody or a group of people creates something For fulfil need somebody with pass offers and exchanges . As well as with Pekon SMEs sukamaforward they do marketing through their products create For fulfil need his customers . In theory marketing This emphasize that in activity marketing must clear who sells what , where , how , when , in amount how much and to Who .

Digital Marketing and Google Maps for SMEs Pekon Sukamaju.

Digital marketing is A system marketing that utilizes digital media, especially the internet, for help inform , persuade , and remind consumer they missed their products sell , p This in line with statement (Wardhana , 2015) which says that Digital marketing is also defined as activity marketing that uses internet- based media . Digital marketing is very helpful For bring consumer new especially era current internet developments Already Many SMEs players are competing race using digital marketing, Wardhana (2015) found that digital marketing strategies have an effect up to 78% against superiority SMEs compete in promote the product , however unfortunately SMEs in Pekon Sukamaju This Not yet utilize digital marketing for marketing they based on results observations and interviews conducted There is a number of reason the problem The use of digital marketing is :

1. Minimal SMEs actors ' knowledge of new media .
2. Lack of knowledge of SMEs about utilization application marketing that can used via their gadgets .
3. Lack of access incoming internet network to Pekon Sukamaju .

From several reason on the Already explain that Why until moment This they Not yet apply *digital marketing* For help marketing product . *Google Maps* is A applications that can help SMEs to develop business , *Google maps* is something service online *mapping* provided by Google, users can see information geographic on almost all regions on earth , google maps displays map that can be shifted in accordance desire user , change zoom level , as well change appearance map.(Nuratjaya,etal.,2015).Dipekon sumakaju Google Maps app still works felt foreign to the ears of SMEs actors , when asked about is they know Google Maps application for SMEs players agreed answer that they No know The same very about their google maps application know just plain google just .

These SMEs actors also admitted this that previously Not yet someone introduced Google Maps app for business they moment writer ask is Already someone introduced maps application on them . Out of ignorance and not someone introduced google maps then knowledge they about the google maps app does not Yes , there is no online marketing based on Google Maps yet Lots targeted by business people , as well application the seldom For used (Cahya , Bayu Tri, et al, 2022) .

SMEs actors in Pekon Sukamaju This No register business them on the Google Maps application , a business run by this SMEs actor everything Not yet registered in the Google Maps application , when asked is business they business they Already registered on the resource person's Google Maps application agreed answer that business they Still Not yet listed on google maps p this is because they No understand use maps application , though utility from registered his business them on this maps application so they can inform to consumer about Name business , location , operating hours , view review , enter photos , as well as SMEs players can take conclusion success service (Mas'udah et al., 2022) .

In the daily lives of these SMEs actors own Each gadget is inside use *Google Maps* somebody must connect to the google app things This because Google Maps is Google products that can displays point location based map (Ardhianto , Eka, et al., 2022)). Moment asked about is they No own Google account so they No Can accessing Google Maps, sources confess that they have Google account on their gadget , they even Once using Google on their gadgets only just they No understand use maps application . Based on Also observe their respective gadgets there is maps application , they have it maps application on the

gadget but they No know function from Google Maps .

In the digital era, the role of Google Maps is very helpful for traders nor public For get information and sharing information according to them want , Google Maps is also an endeavor to make business We can known and discovered with easy (Novianti et al., 2021). So In the world of marketing, Google Maps is really needed , however for SMEs players in Pekon Sukamaju they Still No know how much important the role of google maps for business they . moment asked response about opinion they about how much Google Maps is important for business them , the sources confess that they No know this google maps important or No For business they matter This because they No own knowledge regarding google maps and neither do they Once Google Maps was introduced previously . But If seen from development technology now and all their cellphones agree that this google maps application will useful later For business them , then from That they want to learn and know use Google Maps app for business them , p This in line with opinion (Derama & Aransyah , 2022) which states that Changing times in technology information and communication give view new to

businessman in operate activity the marketing .

By overall , yes concluded that on average these SMEs actors do not know The same very about *google maps* , them Correct really minimal knowledge will a new medium , for promote their products have just they No utilize digital marketing for help introduce business they . This is also in line with lack his access internet network that enters Pekon Sukamaju .

III. CONCLUSION

Study This prove that SMEs in Pekon Sukamaju Subdistrict Ngaras Regency West Coast of Lampung Province still choose communication in a way traditional , p This because slow knowledge of SMEs actors towards online marketing or digital marketing, in still using google maps Many SMEs do not understand will A Google Maps application , though this google maps application can help producers and consumers order the efforts carried out by the manufacturer known and consumers easy find information about efforts that have been made done . Lack of knowledge will the use of Google Maps is also caused exists factor access lacking internet network adequate as well as not enough his socialization carried out by the community for SMEs in Pekon Sukamaju .

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