

# The Role of Digitalization in Expanding MSME Market Access

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## Abstract

The pandemic period has succeeded in shifting many habits, one of which is the direct market which has turned into an online market. Digital transformation is important to implement today in order to keep up with market trends. The convenience and practicality that are the advantages of the digital system are able to expand market access for MSMEs. One of the MSMEs that is trying to implement digitalization to expand market access is Apotek Anugerah Bluto Medika. The purpose of this study is to analyze the role of digitization in expanding market access for Apotek Anugerah Bluto Medika and analyze its marketing prospects through the involvement of digitalization. This research is a descriptive qualitative research. Data obtained from interviews, observations, and documentation. The results of this study show that digitalization has an important role for Apotek Anugerah Bluto Medika, especially in the field of marketing, namely to attract old customers and new customers to find out more about Apotek Anugerah Bluto Medika through the digitalization transformation process that is being developed. The prospects obtained by pharmacies from this digitization process are in the form of convenience in providing information, consulting and social services, community aspirations services in the form of criticism and suggestions, product services and so on to the wider community regarding health. Although it cannot be denied that there are still some obstacles faced in the digital transformation process.

*Keywords:* Digitalization, MSMEs, marketing

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## 1. Introduction

The presence of increasingly sophisticated technology is very influential on the order of life and mindset of the majority of people. This influence always causes changes in life that are increasingly modern from time to time. Everything that is considered complicated continues to be made easy through the intervention of technology. The practicality offered by technological developments has been accepted openly by everyone. Indeed, in reality the presence of this technology has succeeded in speeding up a job, lightening a job, continuing to grow new ideas and making the world no longer recognize the limitations of distance and so on. Even today, almost all elements of life depend on this technology.

One of the technological outputs that completely controls people's lives from the low economic strata to the high economic class is the internet. The Internet is a collection of worldwide computer networks that are interconnected with each other (Maryono & Patmi, 2008). The function of the internet is to connect electronic media with one another precisely and quickly by using a communication network. Limitations in the form of long distances and time so that it takes a long time can now be summarized more closely in a relatively shorter time. The internet is no longer a taboo subject. In the present era, the position of the internet has become a basic need for all people. All aspects of life run easier when the internet is involved. In Indonesia, the number of internet users reaches 54.68% of the total population of 262 million people, where active users of chat applications are 87% and active users of social media applications are 74.84% (Winasis & Riyanto, 2020).

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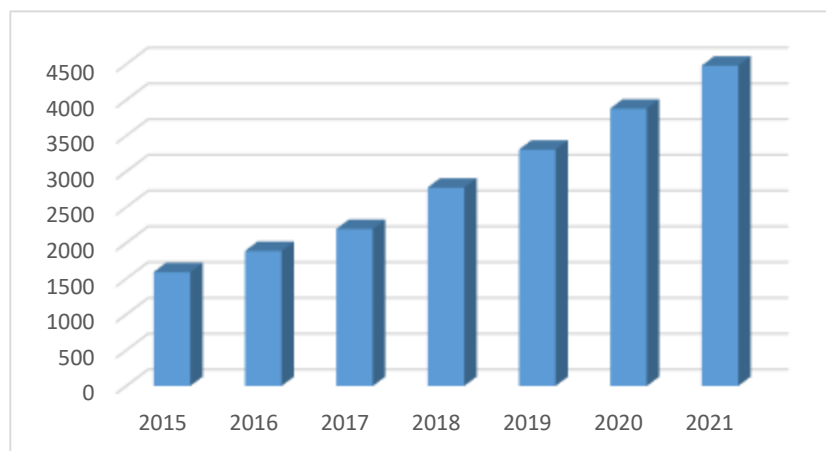
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Since the announcement of a case of the COVID-19 virus in Wuhan, China for the first time, in 2019, it has resulted in a very serious pandemic worldwide. The rate of transmission of the virus is very fast so that in the near future many people have been infected by the COVID-19 virus. Symptoms of the virus are not clear and even many cases are asymptomatic, making it difficult to control the amount of spread of the COVID-19 virus. As a result, the country restricts activities, especially those carried out outside the home or which invite large crowds of people. Furthermore, many countries have chosen to limit their activities to avoid the spread of the virus. However, it did not take long for many countries to announce the discovery of the COVID-19 virus in their respective countries. The reason is because humans are the most perfect creatures created by Allah who have a density of activities both at home and abroad. Humans are creatures in this world who take the most role in behaving. So do not be surprised if the spread of the COVID-19 virus is very fast, plus symptoms are not visible. There are several countries that choose to implement lockdowns and restrictions on activities to be carried out between countries.

Since the announcement of a case of the COVID-19 virus in Wuhan, China for the first time, in 2019, it has been in a very serious pandemic worldwide. The rate of transmission of the virus is very fast so that in the near future many people have been infected by the COVID-19 virus. Symptoms of the virus are not clear and even many cases are asymptomatic, making it difficult to control the amount of spread of the COVID-19 virus. As a result, the country restricts activities, especially those carried out outside the home or which invite large crowds of people. Furthermore, many countries have chosen to limit their activities to avoid the spread of the virus. However, it did not take long for many countries to announce the discovery of the COVID-19 virus in their respective countries. The reason is because humans are the most perfect creatures created by Allah who has a density of activities both at home and abroad. Humans are creatures in this world who take the most role in behaving. So do not be surprised if the spread of the COVID-19 virus is very fast, plus symptoms are not visible. There are several countries that choose to implement lockdowns and restrictions on activities to be carried out between countries (Fahrurrozi et al., 2019). In the macroeconomic sphere, we can find it in the implementation of stock investment. If in the past the purchase of shares had to be proven using sheets of paper and in carrying out the transaction process they had to meet face-to-face, now to carry out transactions there is no need to hold a meeting in person but can use the Android phone of each investor because stock investments can be carried out online. Meanwhile, in the scope of microeconomics, there are many traders such as traditional market traders who are starting to shift to crowding the online market or non-direct market. The online market which results in buying and selling online or what is known as e-commerce is very trendy at this time. There have been many online platforms emerging to become a forum for those who want to carry out an online buying and selling transaction. In fact, the development of e-commerce has defeated the traditional markets that first existed. Every year there is always an increase in the use of e-commerce so that it becomes a mirror and benchmark that online transactions are more in demand by many people. The following is annual data on the development of the online market in Indonesia:



Source: Badan Pusat Statistik

**Figure 1.** Annual E-Commerce Development in Indonesia

From these data, it can be seen that the development of e-commerce continues to fluctuate every year. The number of people who enjoy online shopping activities in Indonesia is very high. It is not surprising that new e-commerce continues to grow, which also enliven the world of selling in cyberspace (Wijoyo, 2020). Especially with the implementation of restrictions on activities that cause crowds by the government to minimize the spread of COVID-19 which is believed to be one of the main factors for the soaring number of e-commerce users.

One of the micro-economic activities that have a big impact on the state of the Indonesian economy is MSMEs. It cannot be denied by the fact that there was a flashback to 1998 when Indonesia was hit by a huge economic crisis. The crisis managed to paralyze almost all the wheels of the country's economy. However, this does not apply to SMEs. Precisely at that time only MSMEs were able to survive to face the monetary crisis. MSMEs are a forum for creating job opportunities for the Indonesian people in the midst of the development of scientific and technological civilization (Listyaningsih, Erna and Alansori, 2020). MSMEs can stand alone without relying on investment from outsiders. As a result of this pandemic, many people have lost their jobs and have turned to SMEs. The creative economy continues to emerge in the form of MSMEs to reabsorb workers who are losing their jobs. Using various forms of social media to do the marketing of a product that is produced. Do not forget to also involve the development of increasingly sophisticated technology.

Digital UMKM is one of the efforts being made by the government at this time to deal with the negative impacts of the COVID-19 pandemic (Wijoyo, 2021). In fact, the COVID-19 pandemic seems to be trying hard to cripple the economies of many countries, including Indonesia. Many economic activities are not running optimally and many choose to stop their activities during the pandemic. As a result, many layoffs occurred again in several places so that it further increased the number of unemployed. Generally, layoffs occur in several manufacturing companies that stop their operational activities to avoid the crowds. Then the supply of raw materials from abroad which is hampered has also resulted in a decrease in the number of production of manufacturing companies. This pandemic requires independent countries to meet their needs, especially in the economic sector. In Indonesia, most of the goods traded in traditional markets are produced by MSMEs (Tambunan, 2020). So to save MSMEs during a pandemic, it needs to be combined with digitalization.

## **2. Research Methodology**

Qualitative research is the approach used in this research. The purpose of qualitative research is a research method based on postpositivism or enterpretive philosophy, used to examine the condition of natural objects, usually the researcher becomes the key instrument (Sugiono, 2018). This type of research is descriptive qualitative. Data collection in this study used several methods such as observation, unstructured interviews and documentation related to the context of this research. Tend to obtain qualitative data in the form of descriptive or narrative. The data analysis used is inductive/qualitative. So in carrying out this research, the role of the researcher is needed to go directly to the field that is the object of research. The validation process is carried out using the triangulation technique. Triangulation is the best way to eliminate differences in a construction, the reality that exists in a study context when collecting data on various events and relationships from various perspectives or it can be said that researchers must recheck their findings by comparing them with various sources, theories or methods (Afrilia, 2018).

The object of this research is Apotek Anugerah Bluto Medika. Informants who will be interviewed related to this research consist of internal pharmacies and external pharmacies. Internal parties consist of pharmacy leaders and employees who have an understanding and are assigned to the digitization process. Meanwhile, external pharmacies are customers, especially medical customers who have joined and directly experienced the digitalization that is being implemented. The results of interviews from all informants can later support and complete so that they become accurate data.

## **3. Literature Review**

### *3.1. Digitalization Transformation*

Digitization is a form of process that shows an organization moving from an analog system to a more advanced process, namely a digital system (Febrianty & Revida, 2020). Another definition of digitization is the ability to represent a product, or at least some of its benefits, as bits of digital information (Budiarta, 2020). In simple terms, digitalization is a process of transforming all activities that are starting to depend on technological developments.

Many changes will be brought about by digitization. From those initially using paper as an administrative medium, they will switch to digital administration such as email and others. In fact, it is possible that the old ways will be abandoned and lost as time goes on and develops. All activities that are deemed urgent are starting to be transferred using a digitalization system so that they will realize new innovations in the development aspect. Digitalization is very likely to be a means in marketing to promote, distribute, and sell separate from these physical goods. In the marketing process, digitization is better known as digital marketing.

Digital Marketing can be defined as marketing activities including branding using various web-based media. Meanwhile, E-Marketing or digital marketing is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, be able to communicate on a global scale, and change the way companies do business with customers (Febriyantoro & Arisandi, 2018). E-Marketing is one of the marketing media which in its use requires the internet. For now, consumers are more interested in marketing that can blend in involving the use of internet technology. The modern era that makes the majority of people dependent on the internet is a fact that cannot be ruled out.

Knowledge is the key to advancing business and tacit knowledge lies in superior human resources (Sudirman, 2020). To open insight and gain as much knowledge as possible, it is necessary to have a lot of literature obtained from many different objects. Digitization is able to present all these needs easily and practically. There are several reasons that encourage a business or business actor to always make changes to their activities, namely as follows:

- (1) The business world is always dynamic. A company must be faster and more responsive in responding to the many changes that occur in it. All that needs to be done so that you can be sensitive to read and analyze the opportunities that exist. The product of a business cannot forever survive in the market without the addition of innovation following the flow of consumer needs. The emergence of similar products and the development of the times that create saturation by consumers of production are important points to always pay attention to.
- (2) Reduce risk. Activities that continue to be carried out repeatedly will cause saturation in the production process, causing a decrease in work productivity. The impact of this will be felt by the customer. The importance of change management is to maintain discipline and reduce risk.

The digital transformation that is sought, in its application, must be carried out widely by all organizations/companies. Its application is also required to involve everyone in it so that everyone needs to understand the digital transformation that is being realized. It also has an impact on the creation of new habits that will give birth to a new culture within the organization/company which will be implemented continuously. In digital transformation there are several important elements in it, namely as follows (Suryana, 2020):

#### (1) Big data

Is a collection of important data relating to sales activities, costs to be incurred, customers / consumers, competitors, and the state of the surrounding economic environment. Like when a company wants to offer a new product to consumers, it will be easier if the company has contacts who can connect the company with its consumers to convey the offer.

#### (2) Involvement of customers in marketing

It is an effort that must be made to manage feedback from customers as part of the communication strategy process.

#### (3) IoT (The Internet of Things)

IoT is a basic concept that can connect multiple devices in use. Like a computer that is used can relate and communicate with others without human intervention. Usually the connection and communication that occurs in IoT has a specific purpose that has been planned and designed in advance.

#### (4) AI (Artificial Intelligent)

A system capability that can track and interpret external data correctly so that it can be studied as a reference to achieve certain goals in a flexible adaptation is called AI. In the future AI will play an important role in improving marketing performance.

### 3.2. Understanding SMEs

In Law No. 20 of 2008 there is an explanation of the meaning of Micro, Small and Medium Enterprises (MSMEs) are productive businesses owned by individuals or business entities that meet the criteria for micro-enterprises as regulated in this law (NADIRAH et al., 2019). The details of the meaning of the Act are as follows:

- (1) Micro Business is a form of productive business owned by an individual or in the form of a business entity that already has a net worth of less than Rp. 50,000,000 per month and does not include buildings and places of business. In this type of business, it is often found that personal financial management is not separated from business financial management, making it difficult to determine the net profit. This type of business is also not able to carry out correct financial records.
- (2) Small Business is a form of productive business carried out by individuals or business entities independently and is not a subsidiary or business branch of a business form whose scope is larger than this small business. In general, the net assets owned must be more than Rp. 50,000,000 to a maximum of Rp. 500,000,000 excluding land and buildings for business premises according to what is stated in the Act.
- (3) Medium Business is a productive business carried out by an individual or an independent business entity and is not a subsidiary or branch of a large company whose wealth is greater than that of the business. The net profit earned is not more than Rp. 500,000,000 per month. This calculation does not include the wealth of land and buildings owned. In medium-sized businesses, there has been a separation of financial management between personal finance and business finance. The application of financial records has been carried out neatly in this type of business (Husnurrosyidah, 2019).

MSMEs have great potential if the perpetrators can have a clear understanding of their financial, management and taxation perspectives (Herwiyanti et al., 2020). Some of these aspects are equally important because they are related in the implementation process. The Indonesian government has strengthened the national economy by encouraging small, medium and micro enterprises. These MSMEs can then be used as centers for creative economic development in each region (Hiktaop et al., 2019). If MSMEs are able to be developed optimally, they will produce extraordinary outputs for the economic situation and increase the productivity of a region. It is proven that in 2020, MSMEs are able to absorb domestic workers by 89.17 percent. Then able to contribute to contribute to GDP by 60 percent (Meinarni, 2020). This means that MSMEs have a major role in the sustainability of the country's economic cycle.

### 3.3. Characteristics of SMEs

MSMEs are a unique part of the economy. Its scale, which belongs to the lower middle class category, does not make it look small for the country's economic sustainability. It is precisely MSMEs that are found to have an influence or change that directly touches the community at large. This is because what is in MSMEs is not found in large categories of business forms. There are several characteristics of MSMEs that make them able to survive in the face of a crisis, including the following:

- (1) The results from the production of MSMEs are generally in the form of consumer goods which usually cannot last long. The characteristic of this product is that if there is an increase or decrease in people's income, it will not have a major influence on the demand for these goods.
- (2) Access to business funding does not depend on banks. So that if the banking world experiences a downturn due to a certain crisis, it will not have an impact on MSMEs.
- (3) MSMEs only produce certain goods/services so that they can be flexible when they want to choose or change businesses.
- (4) Independence from external factors. MSMEs tend to use and utilize raw materials from local natural resources. So that if the economic situation of a country experiences a crisis, MSMEs do not really feel the impact (Meinarni, 2020).

## 4. Results and Discussion

### 4.1. Digitizing MSME Market Access

MSMEs are part of the Indonesian economy whose existence has a major contribution to economic growth itself. Every year the growth of MSMEs is increasing. It can be felt together that the presence of MSMEs is able to absorb the available workforce. Currently the world has long entered the 4.0 era, a situation where all activities in the world are very dependent and always transforming to take advantage of increasingly sophisticated technological developments. This news is like a breath of fresh air for all business people. The existence of this era change means that all business actors must adapt to the times, namely taking part in utilizing technological developments. The movement and changes in the way of doing business that are increasingly fast towards digitalization are forcing business people to adapt to follow these changes (Idah & Pinilih, 2020). This is considered reasonable for the perpetrators of large companies. They tend to have no problem adapting to developments due to the availability of sufficient resources. It is different with MSME actors who need preparation in advance to be able to follow business developments in the form of movements and many changes. It is undeniable that there are many MSME actors who are still unfamiliar with technology and choose to continue to carry out their business activities manually due to a lack of knowledge or socialization about technology/digitalization. Not only that, there are still those who are familiar with technology who choose not to be involved in the development of the digitization of MSMEs due to the government's lack of firmness in providing directions in the form of training, seminars, and creating security in the digitization system. This means that there are still many people who commit crimes in it and of course it will have an impact on consumers and MSME business actors.

The Ministry of Cooperatives and SMEs stated that currently there are around 63 million MSMEs spread throughout Indonesia. However, of this number, only about 3.7 million MSMEs are already actively utilizing the existing marketing digitization (Indriayu, 2020). In the midst of widespread public concern about personal health due to the never ending COVID-19 pandemic, the pharmaceutical business sector has almost doubled its usual income. The increasing demand for medicines and medical devices is the main driving factor for this incident. One of the MSMEs that is engaged in the pharmaceutical sector and has experienced an increase in income during this pandemic is the Anugerah Bluto Medika Pharmacy. It is located in Sumenep Regency, East Java. This increase in income has been felt for MSMEs before the stipulation of PPKM in Indonesia to reduce the spread of the COVID-19 virus until the PPMK implementation takes place. At that time, there was an increase in the number of spread of the COVID-19 virus and the number of deaths was very high. Based on interviews with the leadership of Agurah Bluto Medika Pharmacy, it is known that there are also starting to try to develop conventional businesses to take advantage of digitalization developments, but still on their own initiative. Meanwhile, according to the admin center of Apotek Anugerah Bluto Medika, digitization has an important role for Apotek Anugerah Bluto Medika, especially in the field of marketing, namely to attract old customers and new customers to find out more about Apotek Anugerah Bluto Medika through the digitalization process that is being developed. Then also to expand the marketing area because from the beginning the marketing area was only limited to around the pharmacy, while now it has begun to be expanded to several sub-districts in Sumenep, Pamekasan, outside Madura and later the target is the entire territory of Indonesia. Digitalization is actually the government's effort to deal with the impact of the COVID-19 pandemic. The goal is that MSME actors can still carry out transactions without the need to meet face to face. As a result of this pandemic, people often do social media activities, one of which is by shopping online (Wijoyo, 2021).

According to the pharmacy leadership, digitalization must be applied by approaching and following the trends at that time. Like today, the media that is widely used by the community is in the form of WhatsApp media. In the whatsapp application requires a phone number to communicate. So it is considered necessary and important to get a whatsapp number that will become a target consumer and it requires the participation of all members of the Anugerah Bluto Medika Pharmacy to collect as much information as possible about consumers so that it can be combined with the whatsapp media. One of the easy ways that is done by the pharmacy internal party is if there are new consumers, especially medical categories, making transactions to the pharmacy, then the employee in charge of serving will quickly ask for the customer's whatsapp number politely and immediately submit it to the pharmacy admin center. The admin center will give the initial greeting to the consumer and ask for permission to be combined into the medical consumer group to make it easier to obtain information about the pharmacy and make transactions there.

In addition, the pharmacy leadership and pharmacy service admin center explained several strategies carried out by Apotek Anugerah Bluto Medika in the process of trying to develop digitalization for expanding market access as follows:

- (1) Enter as much consumer data as possible into the media/platform owned. Always instilling the notion that the more consumer data you have, the more opportunities you have to get consumer seeds.
- (2) Creating a market place to make it easier for customers to get information from pharmacies and also as a means of shopping online for all of them out there.
- (3) Diligently provide information and education to consumers who have joined the media/platform.
- (4) Make a pamphlet design that is as attractive as possible, of course with a selection process from the pharmacy leadership because later it will be disseminated through social media that they already have. So that the pamphlet when it has been distributed will be a representative picture and image of the pharmacy.

Meanwhile, according to the Ministry of Cooperatives and SMEs, the use of the MSME digitalization development strategy to expand market access certainly has a wider scope, namely as follows:

- (1) Starting with the preparation of human resources as MSME actors so that they are able to experience capacity building.
- (2) Invest a series of business flows into improvements to the selected programs for use.
- (3) The Ministry of Cooperatives and SMEs in collaboration with LKPP (Government Goods/Services Procurement Policy Agency) are trying to make SMEs as vendors of government goods/services procurement.
- (4) Glorify MSME players to switch to digital platforms and reach export markets later (Kuncoro, 2021).

This strategy is in accordance with what Apotek Anugerah Bluto Medika is trying to implement, only the role of the government to make MSMEs as vendors of government goods/services procurement and the government's role in the transition to digital platforms has not been felt real and directly. Anugerah Bluto Medika Pharmacy and many other MSMEs are trying to switch to utilizing digital developments in their efforts to start based on their own initiatives without government intervention.

The parties who play an active role in this digital transformation are all elements of Apotek Anugerah Bluto Medika. Especially the internal part of the pharmacy, namely the pharmacy leadership, the pharmacy service center admin, and other pharmacy employees. Then external parties such as the role of medical consumers, general consumers, all people who are consumers of pharmacies, even people who are not familiar with pharmacies are also being targeted for expanding market access, namely by using social media that is more open and booming. One of the existing and more commonly accessible pharmacy market place accounts is shopee. Then later you can also join other social media such as Facebook, WhatsApp, Telegram and Instagram. A consumer said that the existence of digitalization in order to expand market access for MSMEs was also deemed necessary for the consumer because it could help and distribute information related to services/products that were the object of their business. He stated that with the digitalization that Apotek Anugerah Bluto Medika is trying to run, it helps him to know updates on drugs available at pharmacies through their social media even though they do not come directly to the location. Then you can place an order online through the pharmacy admin center and will be able to make the transaction process easier. Other consumers expressed their appreciation for the use of digital media by Apotek Anugerah Bluto Medika in conducting a series of marketing through social media. He found it easier to get information about the availability of medicines and some needed items related to his profession.

This shows that the development of digitalization does provide benefits to MSME developers and the benefits have been felt directly by consumers. So that the Anugerah Bluto Medika Pharmacy needs to continue its efforts in terms of developing digitalization in order to facilitate each other's transaction processes, especially during the pandemic. Then so as not to create a sense of doubt as a regular consumer of the pharmacy and the pharmacy will not lose customers. This certainly benefits both parties, both the pharmacy and the consumer.

#### 4.2. MSME Marketing Prospects Through Digitalization Involvement

The application of digitization in the market access expansion line has proven to produce many prospects that were not previously obtained. But in reality, there are still many MSMEs who are reluctant to transform to a digital system. Even MSMEs that are connected to the digital ecosystem are still facing challenges, especially in terms of readiness both in terms of products and actors/HR (Wijoyo, 2020). Whereas digitalization is actually a very complex unit and must have an active role from all of them. Anugera Bluto Medika Pharmacy is one of the MSMEs that does not turn a blind eye to the development of digitalization. The application of digitization in it is not completely running smoothly. The role of internal and external parties is needed there. When there is no good reciprocity from both parties as a unit, it will cause obstacles or the digital transformation that is undertaken will not produce maximum output. Digitization should provide facilities such as the following:

- (1) Efforts to increase business interactivity for consumers who in their lives depend on technological developments.
- (2) Become an interactive dialogue medium about delivering information to all consumers.
- (3) Efforts to carry out all business activities through the involvement of technology for the purpose of planning, analysis and research to retain and increase consumers.
- (4) Efforts to increase the acceleration of buying and selling goods/services, information and ideas via the internet (Febriyantoro & Arisandi, 2018).

This impact has been felt by Apotek Anugerah Bluto Medika since trying to follow the development of digitalization, especially in the field of expanding market access. According to the pharmacy leadership, in general, digitalization is able to provide prospects in the form of convenience in providing information, consulting services, product services and so on to the wider community about health. In particular, the prospect of implementing digitization according to the pharmacy admin center is able to reduce or shift the leadership workload to other employees as appropriate. Before trying to focus on digitization, all pharmacy customers who want to consult, ask for stock and place orders still contact the pharmacy leadership directly. So that the pharmacy leadership feels the need to try to transform using digitalization because many customers are already active on social media. So after a digital transformation was carried out and appointing one of the employees to be the service center admin, it had an impact on reducing the busyness and hiring of leaders. So that later the coordination and distribution of information from the consumer can go through the admin center which is then forwarded to the internal pharmacy and vice versa information from the internal pharmacy through the admin center is conveyed to consumers or the wider community as deemed necessary. Another prospect is the successful process of recruiting new consumers who are directly linked to several social media owned by Apotek Anugerah Bluto Medika.

In addition, it also received many criticisms and suggestions from consumers to be filtered and become material for improvement and constructive development for pharmacies in the future. Before trying to take advantage of digitization, it was very difficult to accept criticism and suggestions from external parties. So it is difficult to know the shortcomings of pharmacies from the consumer's point of view and feel confused to determine which improvements need to be prioritized in the future. This is due to the difficulty of access to delivery of this matter. However, the existence of several social media which is the output of digitalization owned by pharmacies has made it easier for external parties such as consumers to give their assessments to the Anugerah Bluto Medika Pharmacy. It is proven that there have been several criticisms and suggestions received by Apotek Anugerah which are very constructive for the continuity of its business going forward.

The finance department also has the prospect of increasing daily income by holding promotions and give aways that will attract more consumers. Usually, these promos are intended more for medical consumers. It was decided because the medical has a greater need for drugs and medical devices. The promo program received a positive response from consumers and succeeded in increasing revenue so as to provide prospects for the pharmacy's financial situation.

The efforts made by Apotek Anugerah Bluto Medika in expanding market access using digitalization are as follows:

- (1) Make customers trust their personal data to be used and connected to the media selected in the application of the digitization.



- (2) Lure consumers with a variety of interesting and useful information.
- (3) Clarifying the types of consumers.
- (4) Upgrading knowledge about techniques for managing platforms with qualified knowledge through training, especially for center admins who will later become an image for pharmacies.

The marketing process carried out by pharmacies is more dominant using business WhatsApp because it is easier to reach customers, especially medical type customers if there is information about stock availability and promos that are currently in effect at that time. Promotions that are being carried out usually include product photos and a description of the product. Consumers from Apotek Anugerah Bluto Medika also stated that the ordering process there is quite easy, namely by having social media that can connect it to the pharmacy admin center so they can find out information on availability of goods, promotions and online orders from anywhere. Usually before digital transformation is held by pharmacies, it often requires consumers to come directly there and have to wait if there are still orders to be prepared. If the pharmacy is in a crowded atmosphere, it will spend a lot of time for consumers to wait there. It felt very ineffective. Then the lack of information about what medicines are being discounted and so on. The existence of digitalization that pharmacies are trying to implement is very helpful for consumers, especially for medical professionals during the pandemic.

The obstacle faced by Anugerah Bluto Medika Pharmacy in the digitalization transformation is that there are still frequent misses of information from one party to another. In addition, there are difficulties in diverting consumers who previously used to contact the pharmacy leadership to place orders and so on to switch to contacting the available admin center. Facility equipment is also an obstacle in the realization of this market access digitalization. Not only that, the real participation of the government, programmers and academics is also the hope of Anugerah Bluto Medika Pharmacy and for other MSMEs. While the advantage of this pharmacy is that it has its own delivery service facility, which of course really supports digital transformation to reach consumers widely. Where this digital transformation more often connects the existence of consumers who are far away.

## 5. Conclusion

Digitalization in the 4.0 era is important to be applied to all aspects of life, including the economic aspect. Because digitization is able to provide convenience, effectiveness and practicality. Especially during the COVID-19 pandemic, the government requires all people to keep their distance and avoid crowds. While traditional markets or offline markets certainly bring a lot of people and create a crowd. So that digitalization to access the online market needs to be implemented. MSMEs, especially the Anugerah Bluto Medika Pharmacy, are important to implement digitalization in order to be able to survive and thrive during this pandemic. Digitization has an important role for Apotek Anugerah Bluto Medika, especially in the field of marketing, namely to attract old customers and new customers to find out more about Apotek Anugerah Bluto Medika through the digitalization transformation process that is being developed. The prospects obtained by pharmacies from this digitization process are in the form of convenience in providing information, consulting services, product services and so on to the wider community about health. People's dependence on technology in the current era makes digitalization the right solution to increase customer growth and income for Apotek Anugerah Bluto Medika which is indeed engaged in the pharmaceutical sector and currently has an important role in dealing with the pandemic. Although it cannot be denied that there are still some obstacles faced in the digital transformation process. However, if this digitization is carried out by involving the active role of all parties, both the government, MSMEs, the community as consumers, academics and so on, MSMEs will become the maximum state economic driver.

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