New Media for Business: Study of Google My Business Utilization for Local Business in Banyumas Regency

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Abstract: The emergence of Google led to a transformation in the business sector. Google is a multinational company specializing in search technology, web computing, software, and online advertising. Google dominates the search engine industry market share by 92,21% in 2023. Specifically in the business sector, Google has Google My Business; this is a service for business owners to control what is displayed in search results when someone searches for a company name on Google for free. Compared to advertisements on television, where 30 seconds of broadcast costs around 20-40 million for daytime, while for primetime, it will be around 40-100 million rupiah, Google helps out small businesses on a local scale. This research is focused on Google My Business utilization for local agriculture businesses in Banyumas Regency. This research applies descriptive qualitative methodology, and to collect data, the researcher interviews four local agriculture business owners. The researcher finds that using Google My Business facilitates the product to be widely known by the wider community, increasing store visits, making the shop easy to find in Google Maps by customers, and making it easier to promote the business to consumers.

1 INTRODUCTION

Innovations in technology lead to transformation in the business sector. It can be seen in the utilization of the Internet in many businesses' strategies, starting from promotion, branding, marketing, consumer analysis, research, and consumer engagement. In line with survey results from APJII (*Asosiasi et al. Indonesia*) in 2022, it shows that 87.43% of MSMEs in Indonesia have used the Internet to do business (Bayu, 2022).

MSMEs are one of the essential pillars of the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, in the first semester of 2021, the number of MSMEs reached 64.2 million with a contribution to GDP of 61.07 percent or 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb approximately 117 million workers, or 97 percent of the total existing workforce. It can collect up to 60.4 percent of total investment (Junaidi, 2023).
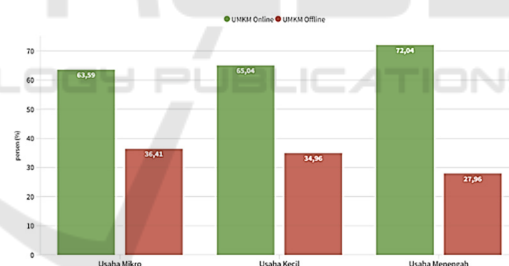

Figure 1: Internet Usage Data by MSMEs in 2022 (Source: APJII).

Internet use in the MSME sector encourages the growth of this sector, along with the growth of Internet use by MSMEs. Data from the National Socio-Economic Survey in 2015 and the Village Potential in 2014 covers more than 70,000 villages and 500 districts and cities in Indonesia (Rafitrandi, 2018). This research found that regions with good infrastructure and high Internet and social media penetration are associated with higher regional economic growth.

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The internet as a new media provides easy access and broad reach at a low cost. In the digital age, we can see new media roles in locals and information being brought and accepted in hyperlocal. High use of the internet by MSMEs for promotion and marketing related to easiness and efficiency. Compared with the usage of television in promotion, which can be seen from the data in 2020, the price for 30 seconds of advertising on television will be around 20-45 million for daytime, while for primetime, it will be about 40-100 million rupiah. This is not affordable for MSMEs.

The Internet can be used in various fields and sectors in the digital age. Multiple platforms have arrived, such as Google, Facebook, Instagram, online marketplace, Twitter/X, and TikTok. Those new media platforms are frequently used for marketing and promotion. We now have a Facebook Business Page, TikTok Shop, Instagram Shopping, Twitter Shop, and Google My Business, frequently used by MSME to promote their business.

New media can be understood as a technology providing a space for combining data, including text, sound, images, and so on, in digital format. New Media can be simplified and escalate local business models from offline to online strategy. The study that talks about online strategy in business is digital marketing. Ryan and Jones write the application of digital marketing activities into several dimensions, that is, websites, search engine optimization (SEO), paid search click-based advertising (PPC Advertising), affiliate marketing and strategic partnerships, online PR, social networking, email marketing, and consumer relationship management (Ryan & Jones, 2009).

In this research, the focus that is discussed is new media, MSMEs, and digital marketing. The new media platform studied in this research is Google My Business. Google My Business is a service offered by Google for its users who have businesses. The most widely used search engine in Indonesia is Google, which holds 97.97% (*Search Engine Terbaik Dan Macam-Macamnya*, 2021). In the world, Google occupies the top rank among other search engines, with the number of monthly visits reaching 30 billion of the market share (Efendi, n.d.).

MSMEs that were studied in the research were agriculture businesses located in Banyumas Regency. There are three types of MSMEs: (1) culinary businesses are MSMEs that operate in the culinary sector, such as selling food and raw materials for making food; (2) Fashion businesses are MSMEs that operate in the fashion sector,

including the sale and manufacture of clothing, footwear, hats and accessories; (3) MSMEs in the agribusiness sector include agricultural and plantation sales and production such as fertilizer, agricultural products, garden products and plant seeds (Shaid & Idris, 2023). MSMEs in the agribusiness sector in Banyumas Regency are interesting to study because agroindustry is the primary economic sector in Banyumas Regency that makes the most significant contribution to GRDP. The problem that is answered in the research is how MSMEs apply Google My Business in the agribusiness sector in Banhyumas Regency.

2 LITERATUR REVIEW

2.1 Digital Marketing Communication

Digital marketing is a marketing activity that uses digital media/internet. In communication studies, digital marketing is a marketing communications strategy to build brands and establish consumer relationships. Hermawan (2012) defines digital marketing as marketing activities that utilize Internet media to reach target consumers (Hermawan, 2012). In the marketing communication study, the activity of marketing communication consists of (1) advertising in mass media, (2) direct marketing, (3) sales promotion, (3) personal selling, (4) interactive marketing, and (6) public relations (Morissan, 2010).

In 2021, Purbasari researched using Google My Business for tourism promotion. The research results show that Google My Business has sufficient features for promotion (Purbasari et al., 2021). Research from Satria (2021) indicates that Google My Business and related Google tools can significantly benefit SMEs in various aspects, such as sales performance, digital marketing, global market competitiveness, and efficient business operation (Satria et al. 2021).

This research tried to find Google My Business utilization in the marketing activity done by Agriculture MSMEs in Banyumas Regency based on digital marketing communication concepts. Ryan and Jones (2009) write the application of digital marketing activities into several dimensions, that is, websites, search engine optimization (SEO), paid search click-based advertising (PPC Advertising), affiliate marketing and strategic partnerships, online PR, social networking, email marketing, consumer relationship management (Ryan & Jones, 2009).

2.2 Google My Business as New Media

Google My Business is an internet-based service launched in July 2014 by Google for business owners to control what is displayed in search results when someone searches for a company name on Google. The main features of Google My Business are business information, which contains business and location information, reviews, and posts.

Google is an essential platform for marketers that satisfies all three criteria for being a DBP (digital business platform) and also has most of the other characteristics we note. It facilitates an exchange of value among three types of users: (1) consumers searching for information, (2) advertisers trying to reach those consumers, and (3) content providers (Rangaswamy et al., 2020).

Google is a multinational company specializing in search technology, web computing, software, and online advertising. This new media can provide a space for combining data, including text, sound, images, and so on, in digital format. New media refers to emerging information and communication technologies and applications such as mobile phones, the Internet, streaming technologies, wireless networks, and the high-quality publishing and information-sharing capacities of the World Wide Web (Bennett, 2003; Wardrip-Fruin & Montfort, 2003) (Valentini & Kruckeberg, 2012).

2.3 Agribusiness MSMEs

MSMEs (Micro et al.) are a form of productive economic enterprise carried out by individuals or business entities that meet the criteria for micro, small, and medium enterprises (Anggraeni et al., 2013). There are three types of MSMEs: (1) culinary businesses are MSMEs that operate in the culinary sector, such as selling food and raw materials for making food; (2) Fashion businesses are MSMEs that operate in the fashion sector, including the sale and manufacture of clothing, footwear, hats and accessories; (3) MSMEs in the agribusiness sector include agricultural and plantation sales and production such as fertilizer, agricultural products, garden products and plant seeds.

3 METHODS

This research is qualitative research using the case study method as a way for researchers to obtain research data. Using the case study method, it is possible to analyze various factors related to a case to get accurate conclusions (Yin, 2018). This research focuses intensively on one object, Google

My Business, as a case. As a case study, the data collected comes from various sources, and the results of this research only apply to the investigated cases.

The subjects in the research were agribusiness MSMEs in Banyumas Regency; the subjects chosen as research targets were agribusiness MSMEs registered as Google My Business users/using Google. In determining the sample, researchers will first identify agribusiness MSMEs that use Google My Business via the Google search engine. The MSMEs selected have received at least two stars in reviews. The researcher used interviews, documentation, and literature reviews as data collection techniques to obtain data.

The data analysis technique used in this research refers to the concept of Miles and Huberman (2014), an interactive model that classifies data analysis into three steps: data reduction, data presentation, and conclusion (Miles et al., 2014).

4 RESULTS AND DISCUSSION

4.1 Informant Profile

Based on predetermined criteria, the informants' profile is:

Table 1: The Research Informant Profile.

No	Name of Business	Review
1	Tanaman Hias Purwokerto Dusun II, Susukan, Kec. Sumbang, Kabupaten Banyumas, Jawa Tengah 53183	4,6 Stars
2	Puri Tanaman Jl. Raga Semangsang No.32-30, Purwokerto, Sokanegara, Kec. Purwokerto Tim., Kabupaten Banyumas, Jawa Tengah 53115	4,7 Stars
3	Aneka Pupuk Suteja Jl. Vihara No.13, Purwokerto Wetan, Kec. Purwokerto Tim., Kabupaten Banyumas, Jawa Tengah 53111	5,0 Stars
4	Cilengko Farm Purwokerto JL Raya Baturaden, Km. 5, Pabuaran, RT.01/RW.01, Karang Blimbing, Pabuaran, Kec. Purwokerto Utara, Kabupaten Banyumas, Jawa Tengah 53124	4,7 Stars

The research informants are selected based on location in Banyumas Regency, get a minimum of

two-star reviews, and get at least two replies/reviews from netizens. Tanaman Hias Purwokerto is a business on decorative plants, Puri Tanaman is a business on ornamental plants, Aneka Pupuk Suteja is a business on fertilizer, and Cilengko Farm is a business on decorative plants.

4.2 Results

Based on data obtained from interviews, documentation, and literature review, the researcher finds:

a. The benefits of using Google My Business

Based on documentation and literature review, the researcher found that the benefits of using Google My Business for MSMEs are that the business will be promoted on Google Maps, the number of store visits, and the shop will be known more widely by customers.

Business will be promoted on Google Maps. Google Maps is a web mapping service developed by Google. This service provides satellite imagery, street maps, 360° panoramas, traffic conditions, and route planning for traveling by foot, car, bicycle (beta version), or public transport (Aristejo, 2020). By using Google Maps, users/customers will find it easier to find business/store locations. Local search capabilities allow Google Maps to list businesses related to a user's search. The advantages of using Google Maps for businesses are: Google Maps helps people find your business, Google Maps allows people to contact your business quickly, Google Maps encourages people to visit your website/social media, Google Maps can show your business with photos, and Google Maps offers customers credibility. From the related research, Google My Business utilization could enrich village mapping (Awangga et al., 2020).

Increase the number of store visits. The benefit of using Google My Business in business is increasing the number of offline store visits or direct visits to business/store locations. Businesses registered on Google My Business will appear and can be easily searched via Google Maps. Increasing the number of visits to the store increases sales and turnover. I use Google My Business in business-made stores visited by customers from various segments.

b. Marketing communication activities by using Google My Business

Marketing communication activities that can be applied using Google My Business services are sales promotion, interactive marketing, and branding. Promotion is a tool or activity operated by a company to communicate value to customers (Kotler et al., 2017). Google Maps curates the visual appearance of a business, such as footage of business products/services on the homepage, to attract internet users to visit. Listings that include photos generate 42% more direction requests and 35% more website clicks.

Review feature for registered businesses so customers can provide reviews regarding the business. It will help other users make decisions before visiting. Product reviews are essential because they can offer the details that potential customers need. Online reviews also help customers decide when choosing one product or another. Positive ratings can increase the possibility of potential customers buying a product. The reviews on the homepage could create a positive image of your company/business.

c. Challenges in Using Google My Business by MSMEs

Agribusiness MSMEs stated many benefits gained from using Google My Business, such as significantly increasing the number of visits and income. However, these business people face obstacles in using new media technology: (1) new media technology literacy, (2) lack of management of marketing communication activities, and (3) content production constraints for promotion activities.

5 CONCLUSIONS

From the results and discussion in the research, it can be concluded that Google My Business can be used for marketing communications activities by Agribusiness MSMEs in Banyumas Regency. Utilizing Google My Business can increase store visits, create positive responses to the products and company/business, and make the business more widely known by internet users.

However, there are problems faced by business owners/workers, such as a lack of knowledge and skills in using internet technology and a lack of skills in creating diverse content for new media platforms. Therefore, there are training activities that the government and academics can initiate to increase literacy in new media technology for MSMEs in many sectors.

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