

EFFECTIVENESS OF DIGITAL BASED ON ENTREPRENEURSHIP, MANAGEMENT – STARTUPS (CASE STUDY IN PONDOK PESANTREN SUNAN DRAJAT)

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Abstract—This study aims to determine the effectiveness of digital marketing management through a startup based model. This research is a case study to determine the effectiveness of digital marketing through startups. This research is qualitative research with an ethnomethodology approach. The study was conducted by direct observation and in-depth interviews at the boarding school in Sunan Drajat Lamongan, East Java, which became a vendor and producer of goods in e-commerce start-up. Observations were made at the time of the transaction use of the start-up application which then conducted open interviews to obtain data on the effectiveness of digital marketing management. The results of observations and in-depth interviews in this study indicate that the effective management of digital marketing at start-up does indeed increase income from entrepreneurship at the Sunan Drajat boarding school. Sunan Drajat's entrepreneurship feels an increase in income with startup based marketing management.

Keywords—Digital marketing, entrepreneurship, startup.

I INTRODUCTION

The world has entered the era of the industrial revolution 4.0, where this era was built on the digital revolution. This era produces new ways in which technology is embedded in society and even in humans. The era of the industrial revolution 4.0 is an era of disruption marked by the emergence of technological breakthroughs in a number of aspects, including robotics, artificial intelligence, nanotechnology, quantum computing, biotechnology, the Internet of Things (IoT), autonomous vehicles and 3D printing. The trigger for the industrial revolution 4.0 era was the global spread of the internet and new technologies such as wireless sensors and artificial intelligence. In the field of education, this requires the education world to follow the development of this era.

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The internet revolutionized human life and coined a new term that is online. Everything is related to online. Online shopping works online, online discussions, order food online and other online. For creative people, creative ideas will emerge and then realize these ideas through the startups they develop. The term startup is then very popular in the online world, thus that startup is always associated with digital products, such as application services, the web and games. Startup is a human institution designed to deliver a new product or service under conditions of extreme uncertain [1]. This means that startups are human institutions, they can be individuals or individuals or companies. Startups are established in order to sell new products or services. The startup is a new business that was established to face conditions of very high uncertainty. This is possible for the startup as a solution to success or as a source of failure. In the era of disruption and the development of startup science and technology, one of the solutions in overcoming problems in the field of economic business development in society.

In 2017 related to the forecast of internet users and mobile users in 2016 - 2021 stated that almost 47% of the world's population will use the internet at least once a month in 2017 (either via a desktop / laptop or mobile device), this shows that there is an increase by 6.1% compared to 2016. In 2019 it is expected to increase to 50.6% of the world's population who will use the internet or equivalent to 3.82 billion people. The results of a 2016 survey related to internet users in Indonesia were conducted by the Indonesian Internet Network Providers Association (APJII) revealed that more than half of Indonesia's population of around 132.7 million people had been connected to the internet in 2016. This shows the prospect of online business has promising prospects.

What is interesting is if some studies mention that there is an effective digital marketing system to increase sales volume as has been studied by Bala & Verma [2] then why are there still business vendors that have not been successful.

The focus of this research is to reveal the effectiveness of digital marketing management fell by the Sunan Drajat Lamongan Islamic boarding school, which is a boarding school that has a lot of entrepreneurial fields, including: 1) The shipping industry; 2) The salt industry; 3) Herbal medicine industry; 4) Television; 6) Radio; 7) Mini markets; 8) Sharia Cooperatives; 9) Organic fertilizer factories; 10) Canteen; 11) Laundry, and; 12) Drinking Water Factory. This research is expected to be able to uncover the effectiveness of digital marketing management and identify the causes of digital marketing management results that have not been maximized, thus that later they can also develop effective marketing management materials.

II LITERATURE REVIEW

1) Marketing Management in the Digital Age

Online media marketing is gaining popularity in line with the growing popularity of internet use. Before the existence of online media marketing, marketing activities require no small cost. As a result, small or newly growing companies are unable to carry out marketing activities optimally. Online media, marketing communication strategy is to carry out marketing activities using all facilities provided by the internet with the aim of increasing sales results and establishing better communication with customers. Internet marketing basically has the same concept, although it uses different tools. Therefore, marketing activities carried out remain guided by the market, products, websites, traffic, and credibility [3]. There are a number of reasons why entrepreneurs have begun to target the

internet market, including: 1) Switching people to the internet; 2) The internet market has become an effective advertising medium; 3) An internet market is a place for potential buyers; 4) The low cost of advertising on the internet with a more attractive profile, and; 5) The development of the internet is always promising. The current era of the market is targeting internet users to become corporate shots for internet promotion [4].

Online media serve as a business promotion for both goods and services. Especially with various internet tools available such as websites, blogs, social media, and their global, real-time and practical nature, making business promotion activities more optimal. Some online media as a reliable promotional media for business include the following: Facebook, Twitter, Instagram, Path, Kaskus, Google, Market Place, Blog, and YouTube.

Digital marketing is an effort to promote a brand through digital media. This type of digital marketing includes many contained in the internet marketing category. With the dependence of marketing without the internet, the field of digital marketing combines other key elements such as cell phones, text messages, displaying banner advertisements, and outside digital. Digital marketing also combines psychological, humanist, anthropological and technological factors that will become the new media with large, interactive and multimedia capacities. The results of the new era are interactions between producers, market intermediaries, and consumers.

Electronic commerce: electronic commerce or e-commerce is the spread, purchase, sale, marketing of goods and services through electronic systems such as the internet or television, www, or other computer networks. E-commerce can involve electronic fund transfers, electronic data exchanges, automated inventory management systems, and automated data collection systems. The information technology industry sees e-commerce activities as the application and application of e-business (e-business) related to commercial transactions, such as electronic fund transfers, SCM (supply chain management), electronic marketing (e-marketing), or online marketing, online transaction processing, electronic data interchange/ EDI). E-commerce is a part of e-business, where the scope of e-business is broader, not just commercially but also includes collaborating business partners, customer service, job vacancies. E-commerce is a media of buying, selling and marketing goods and services through an electronic media system [5]. In Indonesia E-commerce, commonly used is Tokedia, Bukalapak, Sophie and good shops. In addition to www network technology, e-commerce also requires a database or database technology, e-mail, and other forms of non-computer technology such as goods delivery systems and payment tools for e-commerce. Some common applications related to e-commerce are: 1) Documents, spreadsheets, databases; 2) Content management systems; 3) E-mail and messaging; 4) Accounting and financial systems; 5) Delivery and order information; 6) Reporting information from clients and enterprise; 7) Domestic and international payment systems; 8) Newsgroup; 9) Online shopping; 10) Conferencing; 11) Online banking/ internet banking; 12) Digital/ non-digital products, and; 13) Online SEO.

2) Startup

Startup is a company designed to grow fast [6]. Startup is a human institution design that creates something new under extreme conditions and serenity. It does not say about what the size of the company or what sector of the industry, it just says we are trying to do institution-building when we don't know what we don't know. The notion of startup is the design of a human institution that creates something new in extreme and calm conditions

which does not say about the size of the company or what industry sector, only says that we try to do institutional development when we do not know what is not we know. The startup is the implementation of a business plan where everything that has been planned and projected in a business plan is outlined and realized in the form of a startup. The startup is often associated with a business that is just starting or developing, usually refers to all companies that have not been operating for a long time and are identical with businesses that smell of technology. Neil Blumenthal, co-founder, and co-CEO of Warby Parker said that startup is a company that works to solve problems where the solution is unclear, and success is not guaranteed. Adora Cheung cofounder and CEO of Homejoy, one of the hottest U.S Startups in 2013 said that startup is a state of mind (startup is a state of mind). According to the Merriam-Webster dictionary startup is a startup business company, while The American Heritage Dictionary says that the startup is a business that has just started operations. From some of the definitions above, it can be concluded that to be categorized as a business or company startup must be just beginning to operate.

Startup is a human institution is designed to deliver a new product or service under conditions of extreme uncertainty [1]. This means that startups are human institutions, they can be individuals or individuals or companies. Star Up was established in order to sell new products or services. The startup is a new business that was founded to face conditions of very high uncertainty. This is possible for the startup as a solution to success or as a source of failure. In the era of disruption and the development of science and technology, one of the solutions in overcoming problems in the field of economic business development in society. A key attribute of a startup is the ability to grow, where the startup is a company that is designed to grow rapidly. Startups focus on growth that is not limited by geography, this is what distinguishes it from small businesses. The internet is one of the factors causing the rapid growth of startups. According to Alves, the internet has become a "need" of society today. The internet brought revolutionary change, creating a new environment that marked the era of transition from the industrial society to digital or knowledge-based society [7].

3) Strategies to Convince Prospective Customers Online

The product is not enough to invite prospective customers to buy the product, with so much competition nowadays, often the seller must launch a sure-fire strategy ineffectiveness of the customer. Some ways that can be done are: (1) mastering product knowledge. (2) Ensuring target consumers. (3) Using attractive language. (4) Write a complete description of the advantages and benefits of the company's products. (5) Adding various images or videos that captivate consumer visualization. (6) Spectacular promotions. (7) Provide sales services in a professional manner (8) fast in responding to consumers.

4) Entrepreneurship in Islamic Boarding Schools

Entrepreneurship development and organization of economic, business units in Islamic boarding schools. Guided by the basic assumption that not all graduates or alumni of Islamic boarding schools will become scholars or Kiai (calling for teachers), and choose employment in the field of religion, then other skills such as vocational education need to be given to santri (calling for student) before the santri enters into the real community. On the other hand, to support the success of the development, the participation of all parties, including the Islamic boarding

schools as an institution that is influential enough in the midst of this community, is a potential that is owned by Islamic boarding schools historically and traditionally. The urgency of management and development is in view of the large economic potential possessed by Islamic boarding schools. The economic potential of the Islamic boarding schools is:

a) *Kiai-Ulama*

Islamic boarding school scholars who are seen as potential that have economic value; we can at least look at three things:

- The depth of the *Kiai-Ulama* science. That is, the figure of a *Kiai* is an extraordinary magnet for prospective students to hunt for knowledge.
- In general, a *Kiai* is a role model of the community and the government. The character of a *Kiai* gives rise to a belief, and from trust gives birth to access.
- In general, a *Kiai* before building Islamic boarding schools is economically independent, for example, as a farmer, trader, and so on. Since the beginning, *Kiai* has prepared himself seriously, not only from the mental aspect but also socioeconomic. The spirit and spirit of entrepreneurship are what underlies the independence of the Islamic boarding school economy. If the assets and the spirit of entrepreneurship are combined, then the results can be used as a basis for building the Islamic boarding schools economic order.

b) *Santri*

The second economic potential inherent in Islamic boarding schools is the *santri*. It is understood that in general students have the potential/innate talents such as the ability to read the Qur'an, calligraphy, carpentry, and so forth. This innate talent should always be nurtured and developed in order to be productive.

c) Education

The economic potential of this Islamic boarding school education lies in the students/teachers, teachers, facilities and infrastructure. In terms of students/students, of course, they are subject to the obligation to pay tuition fees, in addition to other mandatory contributions. For the smooth teaching and learning process, a set of books, books, and stationery is needed. From here one Islamic boarding school's business unit can be developed that provides such learning facilities. For example, books/bookstores, stationery, and photocopies. Not to mention in terms of daily needs, such as eating, drinking, water, telephone, dormitory, clothing, and so forth. Seeing so many opportunities to develop entrepreneurship in Islamic boarding schools, it will be very profitable if Islamic boarding schools manage it into economic business activities. The need for the development of entrepreneurship in the boarding school area in order to create an independent entrepreneur [8].

III PROPOSED APPROACH

1) *Types of research*

This research is qualitative research with an ethnomethodology approach. Normatively, ethnomethodology can be defined as a study of the activities that are routine and refer to the daily activities of non-individual groups.

2) *Researcher's Presence*

In this study, researchers who act as ethnomethodology directly, become participant observers in order to be able to directly obtain the form of activity and correlate it directly with infectivity and reflexivity.

3) *Research Locations and Subjects*

In this study, the location studied was at the Sunan Drajat Lamongan Islamic boarding school in East Java, which had a large number of students, students, students, and employees. The subjects in this study were employees and students as well as consumers from the Sunan Drajat boarding school entrepreneurship

4) *Selection of Informants*

Informants in qualitative research are the most important aspects. Therefore, it is very important to select informants, according to the following criteria:

- a) Relevance, that is, the relevance of the informant in relation to the problem under study.
- b) Recommendation, where informants are obtained on the basis of recommendations from trusted people.
- c) Rapport, the intention is to dig deeper information, so as a researcher must ascertain whether the informant can be close to the researcher or not.
- d) Readiness, which means that informants in qualitative research must be certain to be ready to be interviewed.

- Reassurance, stating that the informants took really speak in accordance with the truth.

5) *Data source*

Data sources are an important part of the research. The importance of data to meet and assist with a series of problems related to research focus. Data sources used in this study are primary and secondary data. Where data are obtained from direct informants and to supplement data from informants, researchers also look for information in the form of graphic documents, photographs, recordings, videos.

6) *Data collection procedure*

The process of collecting data in this study uses several techniques can be seen in Figure 1.

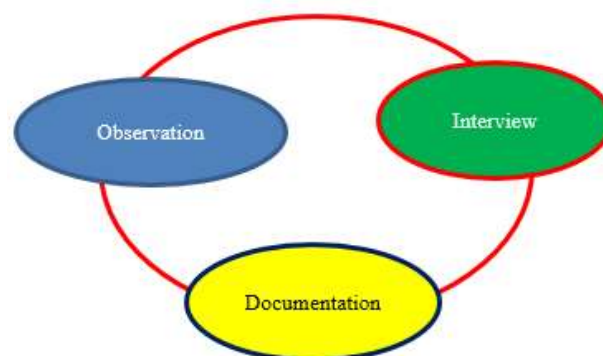


Figure 1: The process of collecting data

a) Observation

In this observation, researchers conducted systematic and observations of the symptoms studied. Researchers conduct initial observations by gathering with the startup community.

b) In-depth interview

Interview conducted by researchers in this study is a reducing tool or proof of information or information obtained previously.

c) Documentation

In this research activity, researchers took data in the form of notes, pictures, agenda books, etc. related to digital marketing management at startup.

7) Data collection procedure stages of analysis and conclusion withdrawal techniques

In studying daily activities agreed with group members, Grafinkel established three stages of analysis, namely:

a) First stage: Indexicality Analysis

This stage is the stage to find and understand the themes agreed by the Sunan Drajat boarding school. At this stage, the researcher will create theme indexes through the expressions and body language of the startup actors.

b) Second step: Reflexivity Analysis

After the researcher makes observations and finds indexical expressions, the writer will examine the reflexivity of the expression. This will be displayed on a working paper as follow in Table 1.

Table 1: Common Understanding / General Agreement Search sheet

Informant	Conversation	Understanding	Info
1	1.....	1.....	
2	2.....	2.....	
3	3.....	3.....	

c) Third stage: Analysis of Contextual Action

The third stage of ethnomethodology study in this research is to reveal practical daily activities that are recognizable (visible). The essence of ethnomethodology research is an explanation of the regularity and interrelationship between the expression of indexicality, the rationalization of the expression of indexicality and will end in an indexicality action.

d) Stage four: Presentation of the Commonsense Knowledge of Social Structures

This research boils down to understanding patterns of social structure. From this ethnomethodology we will get a picture of the index conducted in daily life and community agreement. From the results of this illustration, understanding the relation of indexes and reflexivity will reveal the action of indexicality that is formed. Eventually this understanding will lead to general culture. Thus, it is clear what are the effectiveness of digital marketing

management and what factors cause the results of digital marketing management has not been maximized can be seen in Table 2.

Table 2: SAP startup development assessment

No	Questionnaire Item	SA	A	N	D	SD
1	The startup makes it easy for you to register / register / or install					
2	The startup makes it easy for you when you log in as a buyer and seller					
3	The Startup Website Home gives you the ease of understanding the available features					
4	Layout and layout/appearance Startup gives attraction and makes your memory easier when managing online marketing					
5	In terms of color/font and sharpness in the start-up design, it provides contrast and ease in managing online marketing					
6	In terms of communication, effects Startup gives you an interactive impression					
7	The Startup menu provides, effective with an online marketing system					
8	Completeness of consumer needs in online marketing Start-up does not yet qualify as online marketing					
9	The content of the Startup facility provider is quite complete and easy to understand and meets good management criteria					
10	Start-up provides convenience and overall effectiveness					
11	SAP startup has not made it easy for you to be able to access information from other sources					
12	SAP startup can be used as an alternative choice of marketing models online					
13	The Startup procedure gives you the confidence to use it on an ongoing basis					
14	Basically, you support the use of Start-up for online marketing at Sunan Drajat Lamongan Islamic boarding school					
15	The startup is relevant to be applied to other boarding schools.					

IV RESULT AND DISCUSSION

1) Effectiveness of data-based product business management

Digital marketing that focuses on the use of the internet requires the perpetrators to continue to provide data in digital form. The data have quality content, according to the character of the startup and the goods being sold. Digital data related to products promoted in digital marketing must still be packaged with compelling language, strung words that can cause attraction, a description of the understanding of the product in detail is conveyed,

visual production of the product in terms of shape, angle, taking, lighting is a basic requirement which must be met from a digital data before the data is displayed in various online media.

Based on the data collected by researchers, in principle, the data-based management applied at the Sunan Drajat Islamic boarding school, felt helped. The concept of e-commerce on the website the workflow in Figure 2 [9].

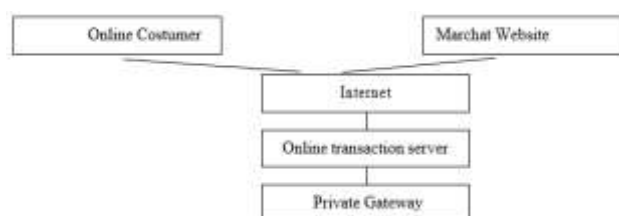


Figure 2: E-commerce map

Figure 2 explains that online consumers are in direct contact with the website and carry out online transactions with private gateways, so it is important for sellers to always update their data. Based on the observations of researchers also found that there are habits of startups in this community who have not focused on this data-based business management. This is evident from the absence of operational excellence itself. The startups themselves realize that the effectiveness of digital marketing is good for increasing turnover, but on the other hand the startups have not been able to operationalize the system optimally.

Like Treacy and Wiersema's research on 80 market leaders have succeeded in identifying three disciplinary groups that can be used as a foundation to win the competition, namely: Operational Excellence, Product Leadership and Familiarity with customers. This seems to be very important for startups to adopt in order to be more able to compete in the market. Other research states that "Digital environments surrounding startups provide relevant data and quick feedback responses for them to any variations in content and applications of their digital marketing. This allows them to develop relevant business activities following experimental trial and error method. In this study, a case is described where a German startup is followed by an experimental method to optimize their application of online videos in digital marketing. Expending "classical" lean startup approaches this paper proposes that experimental methods should be further developed and validated as organizational process models for startups and could be applied for a" [10], which means that it is possible for startups to develop business activities those relevant following the experience of trying and failing instead of giving up on the grounds of lack of ability to focus on data-based business management.

2) Startups have effectiveness in digital marketing

The effectiveness of startups in marketing the Sunan Drajat boarding school can be seen in Figure 3.

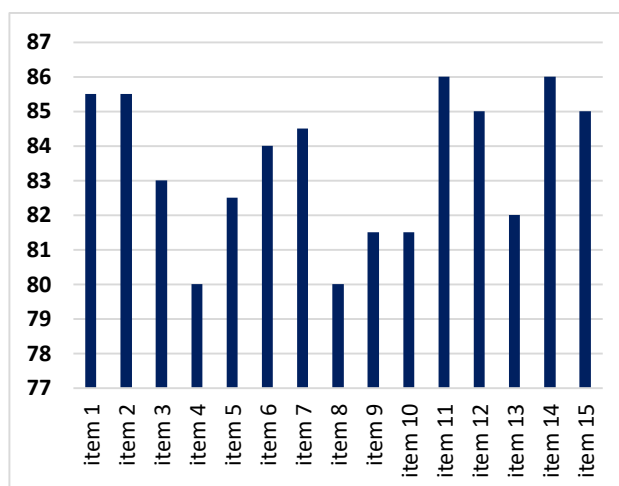


Figure 3: Percentage of effectiveness of SAP startup

Ibu R based on interviews stated that with the startup application, ordering and purchasing goods at the Sunan Drajat Islamic boarding school was easier and faster. No need to wait for periodic sales to come to my shop.

With the start-up shopping easier and faster. Because I am an agent of drinking water, ionized water and iodized salt and other items supplied by the Sunan Drajat boarding school.

Met set like the above seems to be a supporting thing in the development of entrepreneurship in the Sunan Drajat boarding school. This is in line with Basyir, Nasir, Suryati, & Mellyssa [11] that this application also sends a map and location coordinates through a message sent by someone who has an emergency. This message can be sent to smartphones in the form of message notifications or non-smartphones in the form of SMS.

V CONCLUSION

From the above findings, it can be concluded that there is the effective management of digital marketing at startups indeed increasing business income in the Sunan Drajat Islamic boarding school which has so far been using conventional marketing.

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