# Digital Marketing Learning Needs
# for Business Incubator Participants

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## Abstract

The era of the pandemic in Indonesia has forced many businesses to focus on digital marketing as a skill to sell online. In business incubators at universities, students who are members need to develop their entrepreneurial skills, in this case the use of digital marketing. The purpose of this research is to explore the topics needed by business incubator members to develop their business using digital marketing. This research was conducted on 73 business owners with an online survey, using open-ended questions. This qualitative-based research was then analyzed using qualitative data analysis software. The results of the study show that branding, content marketing and social media strategy are topics that are needed by participants from business incubators. This research is useful for the business incubator facilitator to provide learning and assistance that focuses on the needs of the participants. The limitation of this research is that the object of research is focused on one business incubator at the university.

## Keywords
*business incubator, marketing, digital marketing, entrepreneurship education*

## 1. Introduction
A good entrepreneurial ecosystem can facilitate business needs in order to develop their business (Gueguen, 2021). The entrepreneurial ecosystem focuses on innovation to address social problems (Moore, 1993). There is an important role for entrepreneurial universities in encouraging the birth of new companies, increasing economic numbers, and creating job opportunities. Universities with their educational curricula can help give birth to new entrepreneurs (Novela et al. 2021). Incubators can support the entrepreneurial ecosystem in the long term (Apa, 2017). Support in the learning process during the incubation period is important for entrepreneurs (Elia et al. 2021). Skills and intentions can be built on entrepreneurship through education (Nabi et al. 2017).

The emergence of a pandemic has resulted in challenges that must be faced by many parties. The need for new development of the ecosystem for the economy to grow again (Popov, 2021). Consumer behavior changed with the arrival of the pandemic. E-commerce and online marketing are increasing in use. Various daily necessities to lifestyle products are available online (Sardjono et al. 2021). The COVID-19 pandemic has had an impact on the development of e-commerce. Usage from the side of the seller and buyer is increasing. The need for daily products in the midst of a pandemic has made consumers turn to online markets (Bhatti et al. 2020). Social media has a lot of potential. The first is the involvement of consumers with the company, as well as the interaction between the two. Starting from selling products, to keeping loyal customers (Tuten, 2013).

This study aims to explore the learning needs of digital marketing from business owners who are in business incubators. With the changing business landscape since the pandemic, MSMEs need to focus on e-business as the most important path at this time. Understanding of digital marketing is very important, where there are currently so many choices. Understanding the needs of business owners related to digital marketing will make it easier for facilitators to create optimal programs by inviting speakers according to the topics needed.

## 2. Literature Review
The incubator can be a positive influence for entrepreneurs to become a sustainable business (Schwartz and Gothner, 2009; Guerrero and Espinoza, 2021). Business incubators at universities aim to encourage the birth of new businesses and assist in innovation (Theodoraki and Messeghem, 2018). One of the facilities provided by the business incubator

is the development of capacity and skills in the use of technology (Somsuk and Laosirihongtong, 2014). Entrepreneurship education has had a positive impact through its teaching process with support from professionals such as business consultants to help entrepreneurs understand practical knowledge (Kuratko, 2005; Isenberg, 2010). In addition, entrepreneurial character development can be fostered through learning and activities that increase creativity (Wei et al. 2019).

E-business is one of the differentiating factors for companies in the industry (Bharadwaj, 2000). E-business management must start from personalized needs, transactions, to after-sales services (Meng, 2009). The challenge of mobile commerce is how to adjust to the needs of the user, so that companies can optimize their interactions (Dai and Palvia, 2009). With a lot of data needs collected, e-business can develop business value for consumers through big data (Moriset, 2018).

In online marketing, consumers can become partners to disseminate information about the company's products or services (Reyneke et al. 2011). Social media does not need to be used entirely by the company, it should be in accordance with the needs of the target market and business strategy (Safko and Brake, 2009). Social media facilitates its users to exchange information (Kaplan and Haenlein, 2010). Social media is a useful tool for developing a business, bringing consumers closer to both individuals and companies (Van Looy, 2016). The positive impact of social media is the existence of word of mouth from customers which has a positive effect on the company's marketing process (Trusov et al. 2009).

Digital marketing is the process of using technology to interact and acquire consumers. The process includes determining targets, setting content, managing channels, and measuring the marketing activities carried out (Wymbs, 2011; Stone, 2014). Digital marketing can be useful for businesses to carry out marketing processes using technology, ranging from marketing products or services, to doing advertisements on various platforms (Pradhan, 2018). Digital marketing training has proven to be useful for improving the skills of its participants to develop an online business (Hendiarto, 2018).

## 3. Methodology

The method used in this study is to use the stages of coding and cross-case analysis. The qualitative approach in this study aims to obtain in-depth data from respondents about their needs for digital marketing needs. Mixed method is carried out on the available coding and variables to understand what is needed in each category. The analysis was carried out using qualitative data analysis software.

## 4. Data Collection

The data of this study involved 73 business owners who joined the business incubator of a private university in Bandung, Indonesia. This data is collected using an online platform through open-ended questions technique for 3 business categories. There are F&B, fashion, and services business types. Business stage data is also involved in data collection and processing as an additional variable.

## 5. Results and Discussion

Table 1. Business Categories

| Topics | Business Categories | | | Total |
|---|---|---|---|---|
| | F&B | Fashion | Services | |
| Data Analytics | 3,8% | 3,9% | 10,0% | 5,0% |
| Customer Relationship Management | 4,2% | 5,9% | 8,6% | 5,2% |
| Google Ads | 2,7% | 5,9% | 1,4% | 2,9% |
| Tiktok Ads | 3,8% | 5,9% | 2,9% | 3,9% |
| SEO Management | 4,6% | 2,0% | 7,1% | 4,7% |
| Copywriting | 3,5% | 2,0% | 5,7% | 3,7% |
| Campaign & Media Planning | 6,5% | 5,9% | 5,7% | 6,3% |

| | | | | |
|---|---|---|---|---|
| Digital Marketing Concepts | 5,0% | 3,9% | 7,1% | 5,2% |
| Influencer, Community, and Partnership | 6,2% | 11,8% | 7,1% | 7,1% |
| Facebook and Instagram Ads | 6,2% | 7,8% | 5,7% | 6,3% |
| Marketing Basic | 7,3% | 7,8% | 1,4% | 6,3% |
| Branding Strategy | 13,8% | 11,8% | 8,6% | 12,6% |
| Social Media Management | 12,7% | 9,8% | 11,4% | 12,1% |
| Market Research | 6,9% | 5,9% | 5,7% | 6,6% |
| Content Strategy | 12,7% | 9,8% | 11,4% | 12,1% |
| | | | | |
| SUM | 100,00 | 100,00 | 100,00 | 100,00 |
| N = Documents | 52 | 8 | 13 | 146 |

It can be seen from Table 1, from the three business categories, there are several digital marketing materials needed by business owners to develop their business, dominated by the need for branding strategy, social media management, and content strategy materials. In the F&B category, the material needed the most is branding strategy. In the fashion category, it can be seen that there is a high need for topics regarding influence, community and partnership. While in the services category, there are other high needs, namely data analytics and customer relationship management to improve services in online business. It can be seen from the data, that business owners still need learning in relation to awareness and content. Facebook and Instagram Ads are still the main choice compared to Tiktok and Google Ads.

Table 2. Business Stages

| Topics | Business Stages | | | | | Total |
|---|---|---|---|---|---|---|
| | Protyping | Launching | Developing | Expanding | Scaling Up | |
| Data Analytics | 0 | 4,3% | 5,4% | 2,3% | 14,3% | 5,0% |
| Customer Relationship Management | 5,9% | 8,7% | 3,2% | 7,0% | 0 | 5,2% |
| Google Ads | 5,9% | 3,5% | 2,7% | 2,3% | 0 | 2,9% |
| Tiktok Ads | 5,9% | 3,5% | 4,3% | 2,3% | 4,8% | 3,9% |
| SEO Management | 0 | 6,1% | 3,8% | 4,7% | 9,5% | 4,7% |
| Copywriting | 0 | 3,5% | 3,2% | 7,0% | 4,8% | 3,7% |
| Campaign & Media Planning | 0 | 8,7% | 4,9% | 9,3% | 4,8% | 6,3% |
| Digital Marketing Concepts | 0 | 7,0% | 5,9% | 0 | 4,8% | 5,2% |
| Influencer, Community, and Partnership | 17,6% | 7,0% | 6,5% | 9,3% | 0 | 7,1% |
| Facebook and Instagram Ads | 11,8% | 5,2% | 8,1% | 2,3% | 0 | 6,3% |
| Marketing Basic | 5,9% | 6,1% | 5,9% | 7,0% | 9,5% | 6,3% |
| Branding Strategy | 11,8% | 12,2% | 12,4% | 11,6% | 19,0% | 12,6% |
| Social Media Management | 11,8% | 7,8% | 13,0% | 16,3% | 19,0% | 12,1% |
| Market Research | 5,9% | 6,1% | 7,0% | 7,0% | 4,8% | 6,6% |
| Content Strategy | 17,6% | 10,4% | 13,5% | 11,6% | 4,8% | 12,1% |
| | | | | | | |
| SUM | 100,00 | 100,00 | 100,00 | 100,00 | 100,00 | 100,00 |
| N = Documents | 3 | 17 | 36 | 10 | 7 | 146 |

Data analysis is also carried out on the business stage. (Table 2) The category is divided into 5 stages. Prototyping is the stage where the business owner is making product prototypes and seeking feedback from potential customers. The next stage is launching, where the business has started to appear in the public. Next is business development activities to increase sales. In the expanding stage, the business carries out a much broader business development process, such as creating new products, opening new branches, partnering and others. In the scaling up stage, the business conducts business development at an even larger scale stage, for example in the funding stages, regional scale development, and others.

In the data analysis carried out between the topics and the business stage. The data shows the need for materials that are building awareness in the prototyping and launching categories. At the launching stage and so on, the activity of making advertisements is visible in the data. Data analytics is needed to understand the condition of the product when it is already in the public. In the launching, developing and expanding categories, the data shows the distribution of needs in several aspects of digital marketing. This data provides an overview of the business incubator to be able to provide lecturers and facilitate business students to be able to improve their digital marketing skills. It is confirmed that intention can be built by training in entrepreneurship education and digital marketing can increase participants' skills to building online business (Nabi et al. 2017; Hendiarto, 2018).

## 6. Conclusion

From the research, we can see that there are diverse needs between business categories for digital marketing materials needed to be able to develop their business online. Of the three categories, branding strategy, social media management and content strategy are topics that are urgently needed for the short term. In addition, at the business stage, the pattern of needs can also be seen so that it will help the business incubator to facilitate this need. This research helps business incubators map the digital marketing needs of business tenants who are MSMEs. This mapping makes the program right on target. The limitation of this research is the number of business incubators studied.

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## Biography

**Puji Prabowo** is a creativepreneur lecturer, and also a sociopreneur who has been working for 10 years. He is also a coach for business incubator at Binus University. He is enthusiastic about the entrepreneurial ecosystem, entrepreneurial skills, innovation, creative ideas, and business development.