

Analysis of the Impact of Digital Marketing on MSMEs in Deli Serdang Regency: A Case Study of Google My Business on AB Galeri Bingkai MSME in 2025

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Abstract. Amid the urgency of digital transformation for Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, empirical understanding of the concrete impact of utilizing low-cost digital marketing tools remains very limited, making it difficult for MSMEs to adopt appropriate strategies. Therefore, this study aims to deeply analyze and measure the magnitude of the impact of using the Google My Business (GMB) platform on increasing online visibility and interaction in a specific MSME case study in Deli Serdang Regency. This research applies a qualitative case study approach by analyzing primary quantitative performance data systematically extracted from the GMB analytics dashboard of AB Frame Gallery MSME over a five-month period (February–June 2025). The main findings unequivocally show that GMB proves to be a highly effective instrument for enhancing online visibility, as reflected by thousands of profile views and hundreds of user interactions recorded during the observation period. This increase was predominantly driven by search traffic from mobile devices triggered by highly relevant product keywords, indicating the platform's success in capturing active local market demand. Overall, this study provides a practical, evidence-based model for other MSMEs to exploit free digital tools and implies the importance of designing digital literacy programs focused on results-oriented, low-cost platforms to boost local economic competitiveness.

Keywords: MSMEs, Google My Bussiness, Deli Serdang

1. INTRODUCTION

The digital revolution has fundamentally changed the global business landscape, driving a massive shift from conventional marketing models to digitally integrated strategies. This phenomenon places Micro, Small, and Medium Enterprises (MSMEs) at a crossroads of opportunity and challenge, where the ability to adapt digitally becomes a key determinant of business sustainability and growth [1]. In Indonesia, where MSMEs form the backbone of the national economy with a significant contribution to the Gross Domestic Product (GDP), the urgency of digital transformation is increasingly crucial for enhancing competitiveness at both local and national levels [2]. The adoption of digital technology is no longer an option but a necessity for MSMEs to remain relevant and reach a customer base now dominated by active internet users. However, this digitalization process is often uneven and fraught with obstacles, especially for business actors operating with very limited resources.

Although awareness of the importance of digital marketing has increased, a significant gap exists between general knowledge of its benefits and measurable empirical evidence of the impact of specific platforms, especially free ones like Google My Business (GMB). Most of the existing literature tends to focus on the impact of large e-commerce platforms or paid digital advertising strategies, which are not always applicable to micro-scale MSMEs [2]. There is a lack of studies that deeply and detailedly analyze the quantitative performance of low-cost marketing tools in a specific geographical context, such as in sub-urban areas like Deli Serdang Regency[4]. The urgency of this research lies in the need to provide concrete, data-based evidence on the effectiveness of GMB as a tool to increase online visibility, which can serve as a practical guide for millions of other MSMEs facing similar limitations [5].

To analyze this impact in a structured manner, this study adopts several conceptual foundations. The main framework used is Digital Marketing with a focus on *Local Search Engine Optimization (Local SEO)*, a crucial strategy for businesses with a physical location to attract nearby customers [6]. In the Local SEO ecosystem, Google My Business serves as a vital instrument for managing the digital presence and reputation of a business entity across all Google platforms [7]. The success of this platform is measured through two key concepts: *online visibility*, which refers to the extent to which a business can be found in digital searches, and *customer engagement*, which includes user interactions with the business profile [8]. The adoption of GMB by MSMEs can also be conceptually explained through the *Technology Acceptance Model (TAM)*, which states that perceptions of ease of use and usefulness are the main drivers of technology acceptance [9].

Based on the identified background and gaps, the main objective of this study is to analyze and measure the magnitude of the impact of using Google My Business in increasing online interaction and views (visibility) in the case study of AB Frame Gallery MSME. More specifically, this qualitative research with a case study approach is designed to answer the following questions: (1) What is the volume of views generated by the GMB profile of AB Frame Gallery MSME during the observation period of February–June 2025? (2) What is the composition of traffic sources (Google Search vs. Google Maps; Mobile vs. Desktop) directing users to the GMB profile? (3) What are the most effective search queries in directing potential customers to find the business profile of AB Frame Gallery MSME?

This study offers novelty by presenting a detailed analysis of quantitative performance data within a deep qualitative case study framework, a methodological approach rarely applied to the subject of GMB in Indonesia. Its scientific contribution lies in providing granular empirical evidence of the effectiveness of a no-cost digital marketing tool for traditional MSMEs outside major urban centers. Unlike general survey studies, this research provides rich and specific contextual insights, showing how GMB features are tangibly translated into digital visibility [10]. Practically, the findings of this article are expected to serve as a model and justification for other MSME owners to optimize similar platforms, while also providing benchmark data for local governments or MSME support institutions in designing more targeted digital literacy programs [2].

2. METHODOLOGY

This research employs a qualitative method with a *descriptive single-case study* strategy. This strategy was chosen for its superior ability to provide a deep, rich, and contextual understanding of a contemporary phenomenon within a real-world setting, especially when the boundaries between the phenomenon and its context are not clearly evident [2]. The use of a single-case design is deemed appropriate as this study aims to intensively explore an illustrative case—namely, the impact of the Google My Business (GMB) platform on a specific Micro, Small, and Medium Enterprise (MSME)—which can provide detailed insights that might be missed by large-scale studies [11]. Thus, this approach allows the researcher to answer the "how" and "to what extent" questions regarding GMB's impact on the subject's online visibility.

The data source used in this study is primary quantitative data. This data consists of *digital trace data* automatically generated by the platform, offering an objective and non-reactive record of user interactions. Specifically, the data is sourced from the *performance report* available on the Google My Business analytics dashboard of AB Frame Gallery MSME. The use of primary data drawn directly from the platform ensures a high level of validity and reliability as it does not pass through the interpretation or memory of the research subject.

The data collection technique applied is documentation. This process involves the systematic archiving and recording of all quantitative data from the GMB performance report of the research subject over a predetermined period. The main instrument in this process is the GMB analytics dashboard itself, from which the researcher carefully and meticulously extracts monthly data. The collected data is then tabulated into a *spreadsheet* to prepare for the analysis phase, ensuring no information is lost or incorrectly recorded during the collection process.

Data inclusion and exclusion criteria were strictly defined to maintain the focus and validity of the research. Inclusion criteria include (1) all quantitative metric data available in the GMB performance report of AB Frame Gallery MSME; (2) data recorded within the specific time frame of February 1, 2025, to June 30, 2025; and (3) metrics relevant to the research questions, such as total views, view sources (Search and Maps; Mobile and Desktop), total interactions, and the list of search queries. Meanwhile, exclusion criteria include (1) data from outside the specified time period; (2) data from other digital marketing channels (e.g., social media); and (3) qualitative data such as the text content of customer reviews, which is outside the scope of this study's quantitative analysis. Establishing clear temporal and data boundaries like this is a fundamental practice to ensure analytical rigor in a study [12].

The unit of analysis in this study is the performance of the Google My Business profile of a single business entity. The subject of study is AB Frame Gallery MSME, a micro-enterprise in the business of selling frames and calligraphy located in Deli Serdang Regency, North Sumatra. The selection of this subject as a single case is based on its representation as a traditional MSME beginning to adopt low-cost digital marketing tools.

The data analysis technique used is descriptive quantitative analysis. This method was chosen for its suitability in summarizing, describing, and presenting the main features of a dataset in an easily understandable manner [2]. The analysis was conducted in three main stages: (1) data aggregation to calculate the cumulative totals of key metrics like profile views and interactions over the five months; (2) distribution analysis to calculate the percentage composition of traffic sources, to understand user behavior in finding the business profile; and (3) frequency analysis to identify and rank the search keywords that most often triggered the display of the business profile. The entire analysis process, including tabulation, calculation, and data visualization in tables and graphs,

was performed using Microsoft Excel 2021 software. This approach has been proven effective in transforming raw analytics data into actionable marketing insights [13].

3. RESULT AND DISCUSSION

3.1 Result

This section presents the results of the descriptive quantitative analysis of primary data collected from the Google My Business (GMB) performance report of AB Frame Gallery MSME. The data covers a five-month observation period, from February 1, 2025, to June 30, 2025. The presentation of these research findings is systematically structured according to the research questions to report the findings objectively without interpretation. A clear presentation of data through tabulation and descriptive statistics is a fundamental step in building a foundation for analysis before drawing inferential conclusions [2].

3.1.1 Online Visibility and Profile Reach

Online visibility, often measured in digital analytics through metrics like *views* or *impressions*, is a fundamental indicator of the frequency with which a digital asset is displayed to users [14]. This metric serves as a primary proxy for measuring reach and *brand awareness* in the early stages of the consumer journey (Kingsnorth, 2022). Data analysis shows that during the five-month period, the GMB profile of AB Frame Gallery MSME was viewed by a total of 2,574 users. This figure represents the total number of unique users who found and viewed the business profile on the Google platform. Furthermore, the data also indicates that this business profile was specifically displayed in search results 1,217 times, triggered by keywords relevant to the products or services offered.

3.1.2 Composition of User Traffic Sources

Traffic source analysis aims to differentiate the channels and devices used by the audience to find the business profile. The separation between discovery via Google Search and Google Maps provides insight into user intent, whether they are actively searching (*search intent*) or discovering geographically (*discovery intent*) [2]. The dominance of mobile traffic also reflects modern consumer behavior trends). Performance data shows that the mobile platform was the main channel, contributing **92.6%** of total views. The detailed composition of traffic sources that directed 2,574 users to the subject's GMB profile is presented in Figure 1

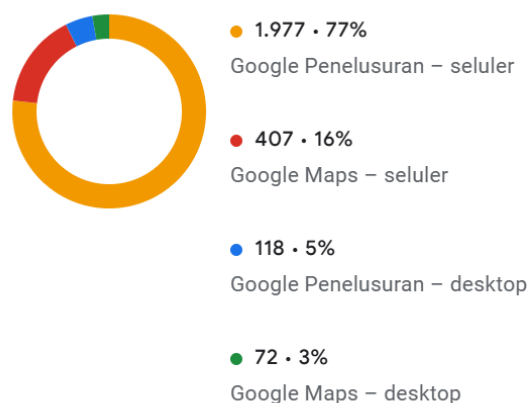


Figure 1. An Image of Contributing Total Views From GMB Platform

3.1.2.1 User Engagement Rate

The engagement rate measures the active actions taken by users after viewing a business profile, indicating a deeper level of interest beyond mere views. This metric, referred to as "interactions" in GMB reports, is an aggregation of various actions such as website clicks, requests for directions, and phone calls, representing the

consumer's transition from the awareness stage to the consideration stage [2]. During the research period, a total of 251 interactions were recorded on the GMB business profile of AB Frame Gallery MSME.

3.1.2.2 Performance of Search Keywords

The analysis of search keywords (queries) identifies the specific terms typed by users into Google that trigger the display of the business profile. Keyword performance is a critical indicator for evaluating the relevance of the profile's content to the audience's information needs (Jansen & Booth, 2021). The majority of business profile discoveries through search were dominated by a handful of *head keywords*, indicating the most common market demand [2]. The analysis shows that the top five keywords accounted for **93.0%** of the total 1,217 profile appearances in search results. Details of the top five performing keywords are presented in Figure 2.

1. galeri foto	504
2. bingkai foto	271
3. bingkai kaligrafi	206
4. kaligrafi	77
5. foto galeri	74

Figure 2. Top Five Performing Search Keywords in GMB Platform

3.2 Discussion

The results of this study unequivocally answer the research question by demonstrating that Google My Business (GMB) has a substantial and measurable impact on increasing the online visibility and interaction of AB Frame Gallery MSME. The main findings—achieving 2,574 user views and 251 interactions in five months—confirm that the effective use of this platform can place a business in the initial stages of the *marketing funnel*, namely *awareness* and *interest*, which are crucial prerequisites for customer acquisition (Saura et al., 2021). The dominance of discovery through Google Search (81.4%) triggered by specific keywords indicates that GMB functions not just as a passive directory, but as a proactive tool to capture existing market demand.

The interpretation of these findings within the framework of *Local Search Engine Optimization* (Local SEO) theory reveals the mechanisms behind the numbers. The high volume of traffic from mobile devices (92.6%) is an empirical validation of the theory that modern local search behavior is heavily influenced by the "near me" context, where consumers use their phones to impulsively and immediately search for products or services around them (Antoun et al., 2022). The success of keywords like "photo frame" and "photo gallery" shows that the subject's GMB profile has been effectively optimized to be relevant to the transactional and informational queries of the local audience. From a *Resource-Based View* (RBV) perspective, these findings illustrate how a *zero-cost intangible resource*, if managed with the right capabilities, can be converted into a competitive advantage in the form of significant market visibility—an asset that is difficult for digitally inactive competitors to replicate [15].

These findings are in line with previous studies that generally confirm the positive impact of a digital presence on MSME performance, but they provide sharper quantitative detail. While previous research often concluded the benefits of digitalization based on the perceptual data of business owners [2], this study presents objective performance evidence drawn directly from the platform. The dominance of mobile traffic found in this case is even more extreme compared to some studies in the B2B sector that still show a considerable portion of desktop traffic, highlighting the uniqueness of the B2C business context with a local target market [16]. GMB's ability to quickly build visibility and provide essential information like location and opening hours also supports the literature on building *digital trust*, where information accessibility is the initial foundation before a customer decides to interact further [17].

The main scientific contribution of this article lies in providing detailed, micro-level empirical evidence on the effectiveness of a free digital marketing tool in the context of MSMEs in a developing country. By presenting granular performance data, this research fills the gap between the broad theoretical understanding of Local SEO and its practical application in a resource-constrained environment. Practically, this case study serves as a *blueprint* that can be replicated by millions of similar MSMEs, providing a data-driven justification for investing time and effort in optimizing GMB. These results answer the call for more *practice-oriented research* capable of translating academic concepts into actionable strategies for entrepreneurs [2].

Nevertheless, this study has several limitations that must be transparently acknowledged. First, the use of a single-case study design limits the statistical generalization of the findings to the broader MSME population; the strength of this study lies in its analytical depth, not its breadth of coverage [18]. Second, the five-month observation period may not be sufficient to capture seasonal patterns or long-term trends in business profile performance. Third, and most significantly, this study faces the classic attribution challenge in digital marketing; although it successfully demonstrates an increase in online visibility and interaction, the study cannot directly measure its impact on final business metrics such as sales volume or net profit without offline transaction data [2]

The implications of these findings extend to various stakeholders. For MSME practitioners, the main recommendation is to proactively manage and optimize their GMB profiles, with a special emphasis on information completeness and keyword relevance to maximize mobile discovery. For policymakers, these findings imply that digital literacy programs for MSMEs must go beyond theory and include practical technical training on the use of high-impact, free digital tools [2]. For future research, several avenues are wide open: comparative studies between several MSMEs in the same industry, longitudinal research with a time frame of more than a year, and *mixed-methods* studies that integrate GMB analytics data with sales data and in-depth interviews to validate the relationship between online performance and offline success.

4. CONCLUSION

This research concludes that the strategic use of the Google My Business platform has a significant positive impact on increasing the online visibility and interaction of the Micro, Small, and Medium Enterprise (MSME) AB Frame Gallery. The main findings show that within a five-month period, the subject's business profile successfully reached thousands of potential consumers and generated hundreds of active interactions. This impact was predominantly mediated by traffic from mobile devices originating from Google Search, confirming that the platform is highly effective at capturing *immediate local demand*. This effectiveness proved to be highly dependent on the relevance of the business profile to the specific keywords used by the audience, highlighting the importance of content optimization to precisely meet consumer information needs.

The main contribution of this case study lies in providing granular and measurable empirical evidence of the effectiveness of a zero-cost digital marketing tool in the context of MSMEs in a developing country. Theoretically, this research enriches the *Local Search Engine Optimization* literature by presenting a concrete illustration of its application in a resource-constrained environment, while also supporting the *Resource-Based View* framework by showing how an intangible asset can become a source of competitive advantage. Practically, this article offers a replicable model and a data-driven justification for other MSME actors to adopt and optimize similar platforms, as well as providing insights for policymakers on the most relevant and high-impact types of digital literacy for micro-entrepreneurs.

The implications of these findings underscore the urgency for MSMEs to proactively manage their digital presence as a core component of their business strategy, not merely as a side activity. For future research, there are opportunities to conduct comparative studies among several MSMEs, longitudinal analysis to understand long-term trends, and to apply mixed-methods designs that can definitively link online performance metrics with offline business outcomes such as increased sales and customer loyalty. Such steps will deepen the understanding of the complete cycle of digital marketing's impact on MSME growth.

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