



Utilization of google sites as a web-based digital marketing platform web-based digital marketing platform for MSMEs as an innovative solution to improve competitiveness competitiveness in the digital era

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ABSTRACT

Background: Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economic development, particularly in urban areas like Banjarmasin. However, their ability to compete in the digital era remains limited due to low adoption of digital marketing strategies. This study aims to examine the potential use of Google Sites as a user-friendly, accessible, and cost-effective web-based digital marketing platform for MSMEs in Banjarmasin. Prior studies have shown that the lack of technical skills and digital literacy are major barriers for MSMEs in leveraging more complex technologies. Google Sites, as part of the Google Workspace ecosystem, offers simplified tools for website creation that can address these barriers. **Method:** This research employed a descriptive qualitative approach through literature review. Data was collected from previous studies, government reports, and Google's official documentation to analyze the suitability of Google Sites features for MSME digital marketing needs. **Findings:** The findings indicate that Google Sites provides essential functionalities—such as customizable templates, media integration, mobile responsiveness, and analytics support—that can significantly enhance MSMEs' online visibility and consumer engagement. These features align with the theoretical expectations regarding the adoption of low-barrier digital tools in small-scale enterprises. **Conclusion:** In conclusion, Google Sites is a feasible and innovative solution for improving the competitiveness of MSMEs in the digital economy. This study offers a contextual analysis of Google Sites specifically for MSMEs in Banjarmasin, which has not been explored extensively in prior literature. **Novelty/Originality of this Article:** The novelty of this study lies in providing a focused evaluation of Google Sites as a digital marketing tool tailored to the specific challenges of MSMEs in Banjarmasin. Unlike prior research, it connects technical platform features with local business needs using a literature-based, non-interventionist approach.

KEYWORDS: Banjarmasin; digital marketing; goggle sites; MSMEs; web platform.

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1. Introduction

The economy plays a fundamental role in the development of a nation (Biryukov et al., 2021). Micro, Small, and Medium Enterprises (MSMES) are one of the key pillars in the structure of a country's economy, especially in developing countries like Indonesia (Nursini, 2020; Redi et al., 2025; Harapan et al., 2023). MSMES significantly contribute to job creation, poverty alleviation, and income generation in society (Sunaryono et al., 2024). They also foster innovation and strengthen local market structures. However, in this era of globalization and digitalization, MSMES often face major challenges related to competitiveness, which must be addressed to support sustainable economic growth. Banjarmasin, as one of the main economic centers in South Kalimantan, has a number of MSMES with great potential (Normelani et al., 2023; Jikrillah et al., 2024; Nurlida et al., 2022). Nevertheless, the competitiveness of MSMES in this city remains relatively low as many still rely on conventional marketing methods (Rahman et al., 2024). Their inability to adapt to digital technology developments has caused Banjarmasin's MSMES to lag behind in market competition. Traditional marketing is often insufficient to reach an increasingly digital-savvy consumer base (Astikarani et al., 2024). In this context, there is an urgent need to adopt more modern and effective marketing strategies.

Various technological solutions have been developed to address marketing problems, such as e-commerce platforms, social media, and digital marketing applications (Rosário et al., 2021). However, many of these solutions have limitations, particularly in terms of usability and accessibility. Most require technical skills that many MSMES actors do not possess. Limited IT knowledge prevents many MSMES from effectively utilizing technology (Octiva et al., 2024). Therefore, a user-friendly and accessible platform is needed so that all MSMES actors can manage their marketing more efficiently. Google Sites offers significant potential to address these marketing challenges (Ariftiarno et al., 2023). This platform helps users build websites easily without requiring programming or complex web design skills. The interface is designed for ease of use, allowing users to create and manage their websites without facing a steep learning curve. Key advantages include seamless integration with other Google products and the ability to customize the appearance and functions using various templates (Suryana et al., 2023). These features make Google Sites an ideal solution for MSMES looking to leverage digital marketing effectively.

Based on these problems, this study aims to conduct a review, analysis, and the creation of Google Sites for MSMES in Banjarmasin. The focus of this study is to evaluate how Google Sites can be effectively used for MSMES digital marketing and how this platform can facilitate MSMES in adopting digital technologies. This research also aims to provide practical implementation recommendations for MSMES in using Google Sites as a marketing tool. The results are expected to offer innovative and applicable solutions to increase MSMES competitiveness in the digital era. The implementation of Google Sites is expected to expand MSMES market reach and enhance their marketing effectiveness amidst growing competition.

2. Methods

This research employs a qualitative descriptive approach using the library research method. The study involves analyzing relevant literature related to MSMES (Micro, Small, and Medium Enterprises) digitalization, digital marketing strategies, and the technical features available on the Google Sites platform. The purpose of this approach is to evaluate the relevance and potential utilization of Google Sites as a web-based digital marketing tool that is accessible and easy to use, particularly for MSMES actors in the Banjarmasin area. Data collection was carried out by reviewing various secondary sources such as academic journals, previous research articles, government reports related to MSMES, as well as official documentation from Google regarding the features and capabilities of Google Sites.

Additionally, supporting data on the condition of MSMEs in Banjarmasin were examined from publications by the Central Bureau of Statistics (BPS) and reports from the local Department of Cooperatives and MSMEs. The analysis was conducted by matching the basic digitalization needs of MSMEs with the advantages offered by Google Sites, including ease of use, low cost, and integration with other Google products. The findings of this study are expected to provide a comprehensive overview of the potential use of Google Sites as an innovative solution for enhancing the competitiveness of MSMEs in the digital era. By highlighting the suitability of this platform with the characteristics and challenges faced by local MSMEs, this research aims to offer theory-based recommendations to encourage more inclusive and sustainable use of digital technology.

3. Result and Discussion

3.1 MSMEs in Banjarmasin City

Micro, Small, and Medium Enterprises (MSMEs) are business categories that play an important role in the Indonesian economy (Wati et al., 2024; Lubis et al., 2024; Yolanda et al., 2024). MSMEs consist of three types of businesses: micro enterprises, small enterprises, and medium enterprises. Micro enterprises are business units with annual revenues below IDR 300 million and fewer than 10 workers (Ptak et al., 2023). Small enterprises have annual revenues between IDR 300 million and IDR 2.5 billion with 10 to 50 employees. Medium enterprises have annual revenues between IDR 2.5 billion and IDR 50 billion with 50 to 250 employees. MSMEs play a vital role in creating jobs, encouraging innovation, and strengthening the local economy. The success of MSMEs is influenced by various factors, including good management, access to resources, innovation, and effective marketing (Saunila et al., 2016). One key factor in MSMEs success is effective marketing. Good marketing not only increases the visibility of products or services but can also build strong relationships with customers and create a competitive advantage (Budiarti et al., 2024). The right marketing strategy helps MSMEs understand market needs, set competitive prices, and select appropriate distribution channels (Wibowo et al., 2015). Therefore, effective marketing management becomes a major factor in increasing the competitiveness and success of MSMEs.

Facts show that many MSMEs in Banjarmasin City face major challenges in digitalizing their marketing (Amar et al., 2024; Anwar et al., 2023). Based on recent survey data, only about 20% of MSMEs in this city use digital platforms to market their products (Hartono et al., 2023). Most MSMEs still rely on traditional marketing methods such as brochures, banners, and direct selling. The inability to adopt digital technology results in limited market reach and hampers competition with larger businesses. This is exacerbated by low levels of digital literacy among MSMEs entrepreneurs in Banjarmasin, preventing them from maximizing digital marketing opportunities. Data from the Central Bureau of Statistics shows that most MSMEs in Banjarmasin have not used e-commerce or social media to increase their sales (Rahayu et al., 2023). Research indicates that a lack of access to training and technical support contributes to low adoption of digital technology among MSMEs. Difficulties in understanding and applying digital marketing strategies are significant obstacles to MSMEs growth (Pitaloka et al., 2023). Without digitalization, MSMEs in Banjarmasin find it difficult to compete in a market that increasingly emphasizes online presence and the ability to reach consumers through digital channels.

3.2 Utilization of google sites in digital marketing

Google Sites is a website builder platform that offers convenience in creating and managing websites without requiring advanced technical skills (Sapriadi et al., 2025; Qona'ah et al., 2024). This platform is part of the Google ecosystem and is designed to provide an intuitive solution for users who want to quickly and efficiently create websites. Its simple interface and easy-to-use design tools help users utilize various features without

needing to understand programming code. Its features include customizable templates and seamless integration with other Google products such as Google Drive and Google Analytics. Google Sites provides a number of features that support effective website creation for MSMEs. Users can take advantage of professionally designed templates to create attractive and functional websites with minimal effort. Available tools allow the addition of content such as images, videos, and forms, which can enhance user interaction. Integration with Google Analytics provides performance monitoring and visitor analysis to optimize marketing strategies. These features make Google Sites an affordable and accessible solution for MSMEs wanting to expand their online presence. Key features of Google Sites include.

Professional templates: google Sites provides various professionally designed templates, enabling users to quickly create attractive and functional websites. These templates are responsive and aesthetic, suitable for various business types and marketing goals. Users can select and customize templates according to their preferences without needing deep design skills. **Drag-and-drop editor:** this feature allows users to add and arrange web elements such as text, images, videos, and widgets simply and intuitively. Users can easily change page layouts and customize content without coding, making site management easier and ensuring a professional appearance. **Integration with google products:** google sites integrates smoothly with other Google products like Google Drive, Google Photos, and Google Maps. This allows users to embed documents, images, and maps directly into their sites and use Google Drive for centralized content storage and management.

Responsive across devices: sites created with Google Sites are automatically responsive across desktops, tablets, and smartphones. Responsive design ensures that the website looks and works well on all screen sizes, enhancing user experience and reaching a broader audience. **Monitoring and analytics:** integration with Google Analytics allows real-time monitoring of website performance. Users can access valuable analytics such as visitor numbers, visit duration, and traffic sources to evaluate marketing effectiveness and make data-driven decisions. **Security and accessibility:** google sites offers a high level of security through support for Google authentication and flexible access permission settings. Users can control who is allowed to view or edit the site, ensuring that sensitive information remains protected. This added layer of security provides peace of mind for MSMEs seeking to manage their websites securely and reliably.

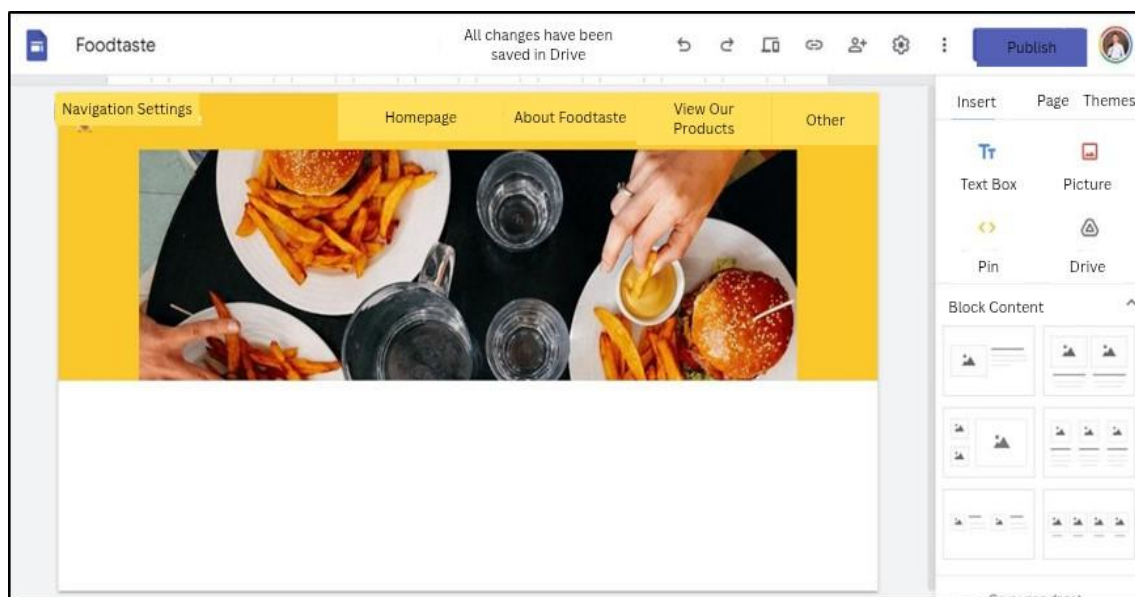


Fig 1. User interface for the site editor

Figure 1 illustrates the initial view of the Google Sites editor, showcasing an intuitive and user-friendly interface designed to simplify the process of website creation and

management. Upon starting a new project, users are presented with a blank page equipped with various design elements and editing tools located in the side panel. At the top of the screen, a navigation menu allows users to access a range of features, including site settings, preview options, and the publish button. The side panel contains drag-and-drop tools for adding and arranging elements such as text, images, videos, and widgets, as well as options for modifying page layouts and designs.

Users specifically MSMEs actors serving as editors can perform various actions to customize their websites according to their needs. They can add new content, such as text and media, by clicking and dragging elements from the side panel onto the page area. Options to change the site's theme and color scheme are also available, allowing for aesthetic customization aligned with branding or marketing goals. Additional features, such as adding new pages, configuring site navigation, and managing user access, can be accessed via the navigation menu. These tools give editors full control to create functional and visually appealing websites without requiring advanced technical skills.

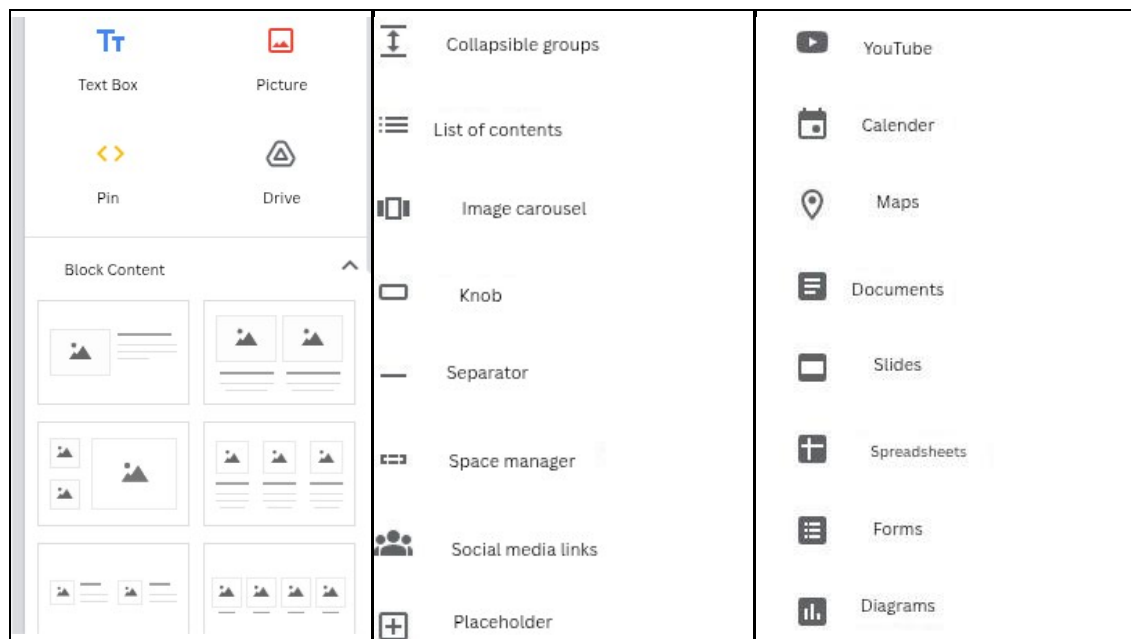


Fig 2. Content insertion features

Based on Figure 2, Google Sites offers a variety of insertion features that allow users to easily and efficiently add essential elements to their websites. These features are designed to enhance both the functionality and aesthetics of the site, while also supporting digital marketing strategies. To help users understand how each feature can be applied, the following table provides an overview of the available insertion options, along with descriptions of their functions and specific applications for MSMEs websites. Table 1 serves as a guide on how elements such as text boxes, images, videos, and forms can be utilized to increase the appeal and effectiveness of MSMEs digital marketing.

Table 1. Utilization of google sites features in the digitalization of MSMEs marketing

Features	Description	Application of Web for MSMEs in Digital Marketing
Text Box	Adding and adjusting text on the website page.	Conveying product information, service descriptions, and promotions with clear and engaging text.
Picture	Allows insertion of images from the computer or other sources.	Strengthening visual branding with product images, logos, and relevant photos to capture visitors' attention.

Embed	Embedding content from other websites or external sources.	Inserting videos or widgets from other platforms to add multimedia content that supports marketing.
Drive	Inserting files or folders from Google Drive.	Facilitating access to product catalogs, brochures, or promotional documents that visitors can download.
Created Group	Grouping multiple elements into a single unit for easier management.	Arranging various content elements into one group, such as a product gallery, for an organized display.
Table of Contents	Adding a table of contents that can guide users to different sections of the page.	Helping visitors navigate long website content, such as product guides or blog articles.
Image Carousel	Displaying images in the form of a slideshow or carousel.	Showcasing multiple product or promotional images in a slide format to attract visitors' attention.
Button	Adding clickable buttons for specific actions.	Providing call-to-action buttons such as "Buy Now," "Contact Us," or "Sign Up" to increase conversions.
Separator	Adding a dividing line to separate content into distinct sections.	Organizing content on the page to make it easier to read, such as separating product descriptions from testimonials.
Spacing Adjuster	Providing empty space between elements for a cleaner layout.	Adjusting the spacing between elements to create a neat and professional design, such as between images and text.
Social Media Links Placeholder	Adding icons or links to the business's social media profiles.. Providing a placeholder space for elements to be filled in later..	Directing visitors to the MSMES's social media pages to increase interaction and engagement.. Using placeholders to mark where content such as product images or testimonials will be added.
YouTube	Embedding videos from YouTube into the website page.	Displaying promotional videos, tutorials, or product testimonials to boost visitor engagement.
Calender	Embedding a calendar to display event or activity schedules	Displaying schedules of promotions, sales events, or upcoming webinars to attract visitors' attention.
Map	Embedding an interactive map that shows the physical location.	Making it easier for visitors to find the physical store location of the MSMES or event venue.
Document	Embedding documents such as PDFs or Word files from the computer or Google Drive.	Providing easy access to important documents such as product brochures, guides, or reports that can be downloaded.
Slide	Embedding Google Slides presentations into the page.	Displaying product presentations, business proposals, or promotional materials in an easily accessible slide format.
Spreadsheet	Embedding Google Sheets worksheets into the page.	Displaying data or reports related to products, such as prices or inventory, that can be updated in real-time.
Form	Embedding Google Forms for data collection or responses.	Collecting customer feedback, event registrations, or product information requests directly from site visitors.
Diagram	Embedding charts or graphs for data visualization.	Presenting sales charts, market trends, or other data that support promotional and marketing arguments.

After understanding the various embedding features available in Google Sites through the previous table, it is also important to know how themes can affect the overall appearance of the website. The "Theme" feature offers design options that can be customized according to needs, providing an additional way to enhance visual appeal and brand consistency on MSMES websites. By selecting and customizing themes, MSMES can ensure that their sites are not only functional but also visually attractive, thereby supporting

digital marketing efforts more effectively. Figure 3 further explains how the "Theme" feature can be applied to achieve optimal design results.

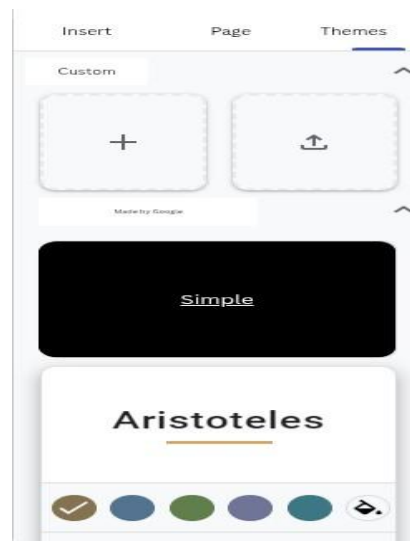


Fig 3. Theme feature

Figure 3 displays the interface that allows users to select and apply design themes to their websites. The image displays several available theme options, each offering a distinct design ranging from minimalist layouts to more colorful and complex styles. Each theme includes various design elements such as background colors, fonts, and header styles, all of which can be customized to suit the user's needs. Users can easily preview how a theme will appear on their website before selecting the most appropriate one. The "Theme" feature simplifies the creation of a visually consistent website without requiring advanced design skills. By selecting an appropriate theme, small and medium-sized enterprises (MSMES) can quickly build a website that reflects their brand identity and captures the attention of visitors. Additional customization options, such as adjusting colors or fonts, allow users to tailor the theme to match their specific branding. This supports MSMES' digital marketing efforts by providing a professional appearance that can enhance visitor engagement and trust.

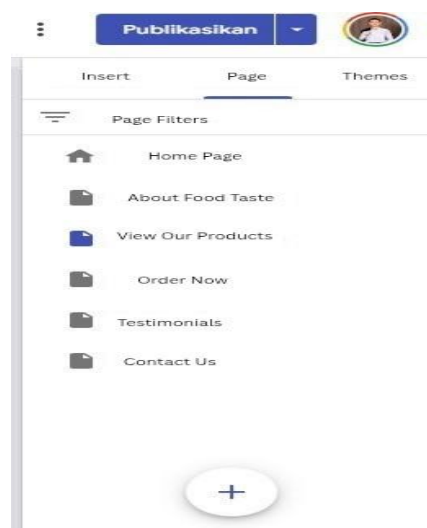


Fig 4. Pages

Another unique feature of this platform is the page editor, which allows users to add multiple pages and subpages to the website being created. The "Pages" interface is illustrated in Figure 4. Figure 4, which showcases the "Pages" feature in Google Sites,

presents an interface that enables users to add, organize, and manage various pages on their website. In the image, users can see options to create new pages by selecting the desired type such as a homepage, an about page, or a contact page. This interface also includes tools for arranging pages hierarchically, setting the display order in the navigation menu, and managing access settings for each page. With this interface, users can easily customize the structure of their website to suit their content and navigation needs.

The "Pages" feature provides the flexibility needed to create a well-organized and informative website. For small and medium enterprises MSMEs, the ability to add specific pages such as product descriptions, services, blogs, and contact pages makes it easier to present relevant information to visitors. The hierarchical structure and navigation menu settings also enhance the user experience by helping visitors easily find the information they are looking for. With this feature, MSMEs can systematically structure their website to increase engagement and deliver clear, well-organized content. Google Sites offers significant potential as a digital marketing platform for small and medium enterprises MSMEs (Usman et al., 2025; Haryanto et al., 2023), thanks to its ease of use and integration with various Google tools. One of its main advantages is the intuitive drag-and-drop interface, which allows users with no technical background to create functional and visually appealing websites. Features such as Text Boxes, Images, and Call-to-Action Buttons can be used to deliver marketing messages, showcase products, and guide visitors toward desired actions, such as making a purchase or signing up for a newsletter.

In addition to ease of use, Google Sites also enables seamless integration with other Google tools that support digital marketing efforts. For instance, connecting a site to Google Analytics allows MSMEs to monitor and analyze website traffic to better understand visitor behavior and optimize marketing strategies. Integration with Google Drive makes it easy to store and display essential documents such as product catalogs and reports that visitors can easily access. The Embed feature also allows users to include multimedia content from other platforms, enriching the visitor experience with promotional videos or interactive widgets. Another key advantage of Google Sites is its ability to create responsive websites that are compatible with mobile devices. With the growing use of smartphones and tablets, ensuring that an SME's website displays properly across various devices is crucial to reaching a wider audience. Google Sites simplifies mobile customization, helping MSMEs enhance user engagement and deliver a consistent user experience. Overall, Google Sites offers an effective and affordable solution for MSMEs looking to boost their online visibility and achieve their digital marketing goals.

4. Conclusion

Google Sites offers a powerful and user-friendly platform for MSMEs digital marketing, allowing them to build professional websites without requiring advanced technical skills. Features such as Text Boxes, Images, and Call-to-Action Buttons help MSMEs effectively convey marketing messages, showcase products with appealing visuals, and direct visitors to take specific actions. Integration with other Google tools, such as Google Analytics and Google Drive, enhances analytical capabilities and content management, improving operational efficiency and data handling. The advantage of mobile responsiveness ensures that websites remain optimized across various devices, reaching a broader audience and increasing user engagement. By utilizing Google Sites, MSMEs can establish a solid online presence and leverage various features to enhance visibility, engagement, and conversion as part of their digital marketing strategy.

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Author Contribution

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