

The Effectiveness of Google Trends as a Tool for Analyzing Market Orientation to Create Product Competitiveness for MSMEs in Tulungagung Regency

Efektivitas Google Trends sebagai Alat Analisis Orientasi Pasar untuk Meningkatkan Daya Saing Produk UMKM di Kabupaten Tulungagung

Dhiya'u Shidiqy¹, Isyrohil Muyassaroh²

^{1,2} Universitas Islam Negeri Syekh Wasil Kediri

Email: ¹dhiya'u@uinkediri.ac.id, ²isyrohil@iainkediri.ac.id

Abstract:

Weak product competitiveness remains a major obstacle to product sustainability. On the other hand, technology, especially in the business sector, has developed rapidly, one of which is Google Trends, a feature capable of being a market orientation medium. This study aims to analyze the effect of using Google Trends as a market orientation analysis medium in creating competitiveness of MSME products in Tulungagung Regency. This study uses a quantitative approach. Data were collected through observation, interviews, questionnaires, and documentation, with the study population involving 97 MSME actors who are members of the Tulungagung Regency MSME Association. The analysis was carried out using simple regression techniques, validity tests, reliability tests, and Pearson correlation analysis. The findings of this study include that Tulungagung MSME actors who are members of the Tulungagung MSME Association are dominated by industrial and tourism business patterns, especially culinary. The number of business actors who know and understand Google trends is only a small portion, namely 97 actors out of 1393 business actors who have OSS. The results of the study show that market orientation has a positive and significant influence on the competitiveness of MSME products in Tulugagung Regency, with a calculated t value of 7.504 or greater than the t table, also with a significance value of 0.000 or not greater than 0.05.

Keywords: Google Trends, Market Orientation, Product Competitiveness, Tulungagung MSMEs

Abstrak:

Lemahnya daya saing produk masih menjadi ganjalan besar dalam sustainability suatu produk. Di sisi lain, teknologi khususnya dalam bidang bisnis telah berkembang pesat, salah satunya Google Trends, suatu fitur yang mampu menjadi media orientasi pasar. Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan Google Trends sebagai media analisis orientasi pasar dalam menciptakan daya saing produk UMKM Kabupaten Tulungagung. Penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui observasi, wawancara, kuesioner, dan dokumentasi, dengan populasi penelitian melibatkan 97 pelaku UMKM yang tergabung dalam Paguyuban UMKM Kabupaten Tulungagung. Analisis dilakukan menggunakan teknik regresi sederhana, uji validitas, reliabilitas, serta analisis korelasi Pearson. Temuan pada penelitian ini antara lain bahwa pelaku UMKM Tulungagung yang tergabung dalam Paguyuban UMKM Tulungagung didominasi oleh corak usaha industri dan pariwisata, khususnya kuliner. Ada pun jumlah pelaku usaha yang mengetahui dan mengerti tentang Google trends hanyalah sebagian kecil yaitu 97 pelaku dari 1393 pelaku usaha yang sudah OSS. Hasil penelitian menunjukkan bahwa Orientasi pasar berpengaruh positif dan signifikan terhadap daya saing produk UMKM di Kabupaten Tulugagung dengan besaran t hitung sebesar 7,504 atau lebih besar dari t tabel, juga dengan nilai signifikansi sebesar 0,000 atau tidak lebih besar dari 0,05.

Kata kunci: Google Trends, Orientasi Pasar, Daya Saing Produk, UMKM Tulungagung

PENDAHULUAN

In the broader scope of the economy, Micro, Small and Medium Enterprises (MSMEs) are a sector that contributes to national income. It is recorded that in 2023, the MSME sector will contribute 61% of GDP by dominating 97% of the total national workforce.¹ In the broader scope of the economy, Micro, Small and Medium Enterprises (MSMEs) are a sector that contributes to national income. It is recorded that in 2023, the MSME sector will contribute 61% of GDP by dominating 97% of the total national workforce. With their large contribution to Indonesia's economic growth, this does not mean that MSMEs are free from problems. Sustainability, or the level of sustainability of businesses, especially MSMEs, is also a big threat to the perpetrators. It is recorded that 50% to 60% of SMEs stop their business in the first three years.² Apart from that, based on data from the International Labor Organization (ILO), it is explained that at least 39.24% of MSMEs have decided to stop running their businesses.³ There are many factors that make business actors, especially MSMEs, unable to continue managing the business they run. Management incompetence, lack of experience, weak financial control, failure to develop strategic planning, uncontrolled growth, poor location, poor inventory control, and inability to transition are some of the factors that trigger business failure.⁴ This confirms that MSMEs in Indonesia lack knowledge and skills in running their businesses.

Entrepreneurial interest is indeed the capital a person needs to start and run their business.⁵ However, apart from interest and determination, knowledge of business also plays a big role in determining the sustainability and development of the business being run, and knowledge of business should even be what drives someone's interest in running their business.⁶ One of the types of knowledge that must be possessed is knowledge about competitiveness, where the inability to create competitiveness in a product is also a factor that influences the sustainability of a business ventures.⁷ This also confirms that product competitiveness determines the sustainability of the business being run.⁸

Apart from competitiveness, technology is knowledge that currently must be possessed by business actors, so mastery of technology is the main skill that an entrepreneur must have. This cannot be separated from the rapid development of technology, especially internet-based technology, so that by early 2023, internet users in Indonesia will be 276.4 million.⁹ Apart from that, there are also a large number of smartphone users in Indonesia.

¹ Kadin, *UMKM Indonesia*, Kadin.Id, 2025.

² Rahadi (2019)

³ Robbani (2022)

⁴ (Jannah, 2015)

⁵ (Ardiani dan Putra, 2020)

⁶ (Jailani dkk. 2019)

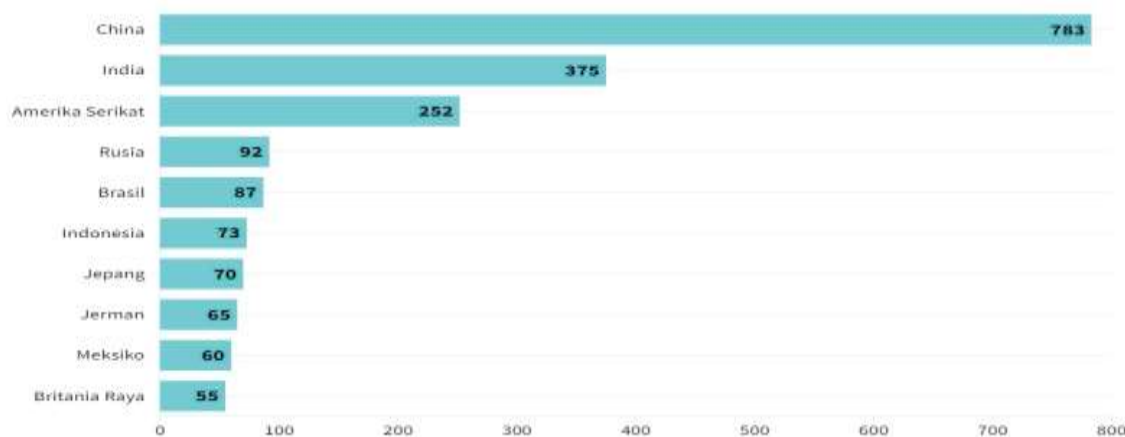
⁷ (Permatasari dan Sumiyati, 2021)

⁸ Veronika Tarnovskaya, "Sustainability as The Source of Competitive Advantage . How Sustainable Is It ?," *International Business Management* 37 (2023): 75–89.

⁹ (Annur, 2023)

Figure 1.

10 Countries with the Most Smartphone Users in the World in 2023 (in millions)



Source: goodstats.id, 2023

Based on the image above, Indonesia is the sixth-largest country in the world in terms of smartphone users, with a total of 73 million. This figure is even projected to surge to 115 million users by 2027.¹⁰ If you look at data about internet users and smartphone users, it can be concluded that basically Indonesian people, especially business people, are already familiar with information technology. It would be ironic if, in the end, this use did not actually support the business activities it was carrying out. Moreover, if the use of technology is not able to encourage the creation of product competitiveness. Meanwhile, mastering technology is something that can encourage the competitiveness of a product, so that the product has more selling value, which makes the business sustainable.¹¹

The fact that MSMEs stopped operating in less than three years shows that the product competitiveness of MSMEs is weak. One of the things that can influence product competitiveness is market orientation analysis. There are several things that are proven to be factors that influence product competitiveness, one of which is market orientation. So, the accuracy of the analysis is empirically proven to be able to increase product competitiveness.¹² Apart from skills in seeing the market as a whole, the accuracy of market orientation analysis also depends greatly on the precision of the data obtained. Errors in selecting data about the market will result in errors in concluding and taking appropriate action based on what is concluded.¹³

On the other hand, business technology has developed in such a way as to support business activities. The majority of business people only use technology in business only in the form of transactions and sales, while the main problem, namely seeing the market as a whole and being able to analyze market orientation, is still very

¹⁰ (Syaharani, 2023)

¹¹ Nur Faiza and Anita Kristina, "Interaksi Teknologi Dan Tenaga Kerja : Peran Teknologi Pada Daya Saing Produk (Studi Kasus Sentra Usaha Kecil Dan Menengah Bordir Bangil Pasuruan)," *Jurnal Maksipreneur* 10, no. 2 (2021): 181–195.

¹² Ricardo Jorge Correia, J.G. Dias, and Mario Sergio Teixeira, "Dynamic Capabilities and Competitive Advantages as Mediator Variables between Market Orientation and Business Performance Advantages," *Journal of Strategy and Management* 14, no. 2 (2020): 187–206.

¹³ Tarnovskaya, "Sustainability as The Source of Competitive Advantage . How Sustainable Is It ?"

minimal. This again becomes ironic, if there are already website-based technology services that are able to analyze market orientation, one of them is Google Trends. A search service feature that is able to search and compare various forms of data, especially data about the market, which is the main foothold for business people.

Market orientation (market orientation = MO) is a measure of behavior and activities that reflect the implementation of marketing concepts. According to Narver and Slater (1990), as cited in Correia et. Al (2020), market orientation is defined as the organizational culture that is most effective in creating important behaviors for the creation of superior value for buyers as well as performance in business.¹⁴ Both also state that market orientation consists of three behavioral components, namely customer orientation, competitor orientation, and interfunctional coordination.¹⁵ Customer orientation and competitor orientation include all activities involved in obtaining information about buyers and competitors in the target market and disseminating it through the business, while interfunctional coordination is based on customer and competitor information and consists of coordinated business efforts. So it can be understood that implementing market orientation requires the company's ability to search for various market information so that it can be used as a basis for the company to take the next step or strategy.¹⁶

Competitiveness is one of the fundamental strengths of an organization in facing a competitive market and is an important factor in determining a company's success.¹⁷ A standard definition of competitiveness has never been found because it is a multidimensional, relative concept, and the significance of various competitiveness criteria changes over time and context. Porter (1990) describes a company's competitiveness as the ability to compete in a particular business environment¹⁸. Carmona Olmos (2012) and Stefan et al. (2016) see competitiveness as the advantages and competitive position expected and achieved by an organization.¹⁹ Competitiveness is also described as a company's ability to perform better than benchmark companies. Competitiveness is an advantage gained over other organizations in the industry through superior financial performance, efficient use of resources, effective management systems, under the influence of several internal and external factors, or the ability to persuade customers to choose their offering over alternatives. Meanwhile, Kuncoro (2005) states that a company is said to have competitiveness when the company has assets or other things that competitors do not have, carries out activities better than competitors, or is able to carry out activities that competitors

¹⁴ Correia, Dias, and Teixeira, "Dynamic Capabilities and Competitive Advantages as Mediator Variables between Market Orientation and Business Performance Advantages."

¹⁵ Narver dan Slater (1990)

¹⁶ R. A. Fatmawati, "Pengaruh Orientasi Pasar, Orientasi Kewirausahaan Terhadap Keunggulan Bersaing Dan Kinerja Pemasaran Pada Warung Kucingan/Angkringan Di Kota Semarang," *Jurnal Ilmu Administrasi Bisnis* 5, no. 3 (2016): 351–352.

¹⁷ Lineta Ramoniene and Marius Lanskoronskis, "Reflection of Higher Education Aspects in the Conception of National Competitiveness," *Baltic Journal of Management* 16, no. 1 (2011): 124–139.

¹⁸ Correia, Dias, and Teixeira, "Dynamic Capabilities and Competitive Advantages as Mediator Variables between Market Orientation and Business Performance Advantages."

¹⁹ David Lora et al., "Comorbidity Patterns in Patients with Chronic Diseases in General Practice" 7, no. 2 (2012): 1–7.

cannot carry out.²⁰ There are also competitive indicators divided into: price, product quality, delivery time, and flexibility.²¹

Ibrahim explained that Google Trends is a website owned by Google.Inc which contains trends in the use of keywords on the Google search engine website and trending news.²² Meanwhile, Wirabatama explained that Google Trends is a tool from Google that can be utilized to search for topics or research keywords that are currently popular.²³ First released in 2006, Google Trends has become one of the tools most widely used by bloggers and SEO practitioners to search for keywords.

With its specifications, the use of Google Trends is very broad; one of the uses of Google Trends is to support research. By conducting research using Google Trends, researchers who are involved in the online world, as stated above, can get developments in search data from Google, so they can decide to start a business in the online world or open a new online business using internet media, especially for webmasters, bloggers, internet marketers, and internet entrepreneurs.

The unfamiliarity of Google Trends among business people, especially MSMEs, is proven by the Tulungagung MSME Association, which is under the guidance of the Cooperatives and MSMEs Service. Based on the data obtained, as many as 1393 MSME players all have their own gadgets, but it is proven that only 97 MSME players understand and use Google Trends in their market analysis. Meanwhile, the results of interviews with actors also show that all MSME actors under the guidance of the Tulungagung Cooperatives and MSMEs Service really want the competitive value of the products they produce. When considering the ratio between data on the number of gadget users, MSME players in the Tulungagung MSME Association, as well as various theories and empirical studies regarding the use of technology, especially in market analysis and creating product competitiveness, then there is a gap because only 97 MSME players understand and carry out their market orientation with Google Trends.

The existence of this gap is the underlying reason for this research. Therefore, this research examines the effectiveness of Google Trends as a market orientation analysis medium in increasing the competitiveness of MSME products in Tulungagung. Apart from that, this research is the latest in that it is the first research that focuses on market analysis using the Google Trends media approach.

Method

The type of research used in this study is quantitative research. Quantitative research methods are research methods that are based on exact knowledge and science, are used to research certain populations or samples, use data collection, and are

²⁰ Isbandriyati Mutmainah et al., "Orientasi Pasar Dan Peran Audit Pemasaran Dalam Membangun Kinerja Dan Daya Saing Perguruan Tinggi Swasta," *Mix: Jurnal Ilmiah Manajemen* 10, no. 3 (2020): 298.

²¹ Nico Rifanto Halim and Donant Alananto Iskandar, "Pengaruh Kualitas Produk, Harga Dan Strategi Promosi Terhadap Minat Beli," *Jurnal Ilmu dan Riset ...* 4, no. 3 (2019): 415–424, <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2605>.

²² Riyanto (2014)

²³ Wirabattana (2021)

evidential (quantitative) in data analysis that has been arranged with the aim of investigating hypotheses. The population in this research is Tulungagung MSME actors who are members of the Tulungagung MSME Association under the guidance of the Tulungagung Regency Cooperative and Micro Enterprise Service who use Google Trends as a market orientation analysis medium, namely 97 respondents. So the sample size in this study uses a saturated sample, where the entire population is the sample. This is because the representative population is less than 100, so the entire population becomes the sample.²⁴ Testing the instruments in this research includes testing validity and reliability first. There is also data analysis in this research, including descriptive statistical techniques, inferential statistical analysis using classical assumption tests, and hypothesis testing using the t-test with the SPSS application.

Results and Discussion

Results

Table 1
Description of respondent characteristics

No	Characteristics	Kategori	Total	Percentage (%)
1	Age	16-20	0	0
		21-25	12	12,37
		26-30	14	14,43
		31-35	27	27,83
		36-40	30	30,92
		>40	14	14,43
		Total	97	100
2	Gender	Men	83	85,56
		Women	16	16,44
		Total	97	100
3	Business Sector	Tourist	29	29,89
		Industry	39	40,20
		Marine Affairs and Fisheries	22	22,68
		Trade	5	5,15
		Agriculture	2	2,061
		Health	0	0
		Total	97	100
4	Turnover	<1Million	0	0
		1-3 Million	4	4,12
		3-5 Million	14	14,43
		More than 5 Million	79	81,44
		Total	97	100

²⁴ Suharsimi Arikunto, *Prosedur Penelitian: Suatu Pendekatan Praktek* (Jakarta: PT. Rineka Cipta, 2012).

5	Intensity of Google Trends usage	Ever	0	0
		Rare	13	13,40
		Often	39	40,20
		Very Often	45	46,39
		Total	97	100

Source: Processed primary data (2024)

Based on the description of the characteristics of respondents above, respondents are dominated by businesses in the industrial sector. Meanwhile, for the age criteria, respondents were dominated by ages between 36 years and 40 years, with the gender characteristics being male. In terms of turnover, respondents are dominated by an income of more than 5 million with very frequent usage intensity.

Descriptive analysis will provide an overview of the research data for each statement item in each research variable.

Table 2.
Description of Respondents' Responses Regarding the Market Orientation Variable

No.	Statement	Answers					Mean
		SS	S	CS	TS	STS	
1	Google Trends is very helpful in knowing the consumer segment for my product	37	30	22	5	3	3,50
2	Google Trends really helps to find out the location of potential consumers of my product	41	35	13	4	4	3,57
3	Google Trends helps me find out the strength of my product customers' competitors	25	24	35	3	10	2,61
4	Google Trends is very helpful in knowing the superior position of my product	37	21	26	4	9	2,17
5	Google Trends really helps direct my product market orientation	32	29	20	4	12	3,48
6	Google Trends really helps maintain my product market orientation	28	24	29	5	11	3,50

Source: Processed primary data (2024)

Based on the table above, the smallest mean value is found in the statement item "Google Trends is very helpful in knowing the superior position of my product". Meanwhile, the largest mean value is found in the item "Google Trends is very helpful in knowing the location of potential consumers of my product".

Tabel 3
Description of Respondent Responses Regarding Product Competitiveness

No.	Statement	Answers					Mean
		SS	S	CS	TS	STS	
1	In my opinion, there are many differences between my product and competitors' products.	37	30	22	5	3	3,50
2	I think my product is much better than competitors' products	41	35	13	4	4	3,54
3	My competitors are very unlikely to match the product achievements that I have	25	24	35	3	10	3,67
4	In terms of quality, my product is the best among competitors' products	37	21	26	4	9	2,18
5	With the quality that I have, in terms of price, my products have very relatable and affordable prices	32	29	20	4	12	3,44
6	In terms of promotion and distribution, my product is very superior compared to competitors	28	24	29	5	11	3,52
7	In terms of flexibility, my product has high flexibility compared to competitor products	26	26	24	5	8	3,50

Source: Processed primary data (2024)

Based on the table above, the smallest mean value is found in the statement item "My competitors are very unlikely to match the product achievements that I have". Meanwhile, the largest mean value is found in the item "In terms of quality, my product is the best among competitors' products."

Classical Assumption Test

Normality Test

The following normality test uses SPSS version 20:

Table 4.
Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal	Mean	,0000000
Parameters ^{a,b}	Std. Deviation	2,94479910
Most	Absolute	,102
Extreme	Positive	,072
Differences	Negative	-,102
Kolmogorov-Smirnov Z		1,001
Asymp. Sig. (2-tailed)		,269

a. Test distribution is Normal.

b. Calculated from data.

Based on Table 4, the significance probability (sig) value is 0.269. Referring to the rules in normality testing, if the sig probability value is greater than 0.05, then the data can be considered normally distributed. In this case, because the sig value is greater than the threshold of 0.05, it can be stated that both the independent variable (X) and the dependent variable (Y) show a normal distribution.

Multicollinearity test

Table 5.
Multikolinearity Test Result
Coefficients^a

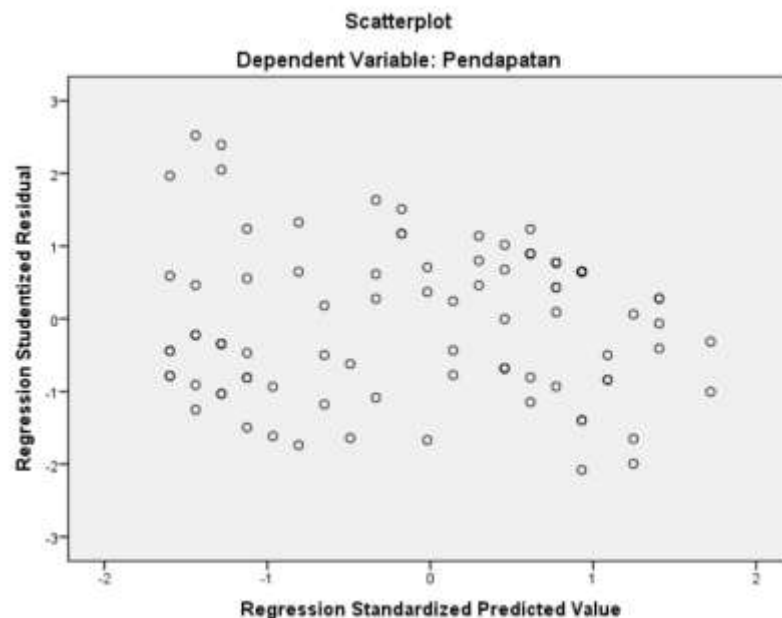
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	26,666	3,076		8,669	,000		
Orientasi pasar	,363	,048	,615	7,609	,000	1,000	1,000

a. Dependent Variable: Daya saing produk

Based on Table 5, the tolerance value for the variables of entrepreneurship education and interest in entrepreneurship is 1,000. By looking at the VIF (Variance

Inflation Factor), the entrepreneurship education variable has a value smaller than 10, and if you look at the Tolerance, which has a value greater than 0.10, then in the regression model formed, there are no symptoms of multicollinearity.

Figure 2.
Heteroskedastisity Test Output



Based on Figure 2, it can be seen that the distribution of data points is above and below zero randomly without forming a particular pattern. This shows that in the regression test carried out, there was no indication of a heteroscedasticity problem.

Table 6
Heteroskedastisity Test Result

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.473 ^a	.224	.210	2.61125	1.949

a. Predictors: (Constant), orientasi pasar

b. Dependent Variable: daya saing produk

Based on the SPSS data processing output, the Durbin-Watson (D) value is 1.949; since this value is greater than the tabulated dU value (1.518) and less than 4-dU (2.482), the regression model does not exhibit autocorrelation.

Table 7
Regression test results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	26,666	3,076		8,669	,000
orientasi pasar	,363	,048	,615	7,609	,000

a. Dependent Variable: Daya saing Produk

Based on Table 7, it is known that the B (Constant) value is 0.363. This shows the influence of the market orientation variable (X) on the product competitiveness variable (Y).

The results of data analysis show that there is a correlation between the two variables, which is assessed by comparing the significance value (sig) with the probability level. If the sig value is > 0.05 , then the Null Hypothesis (H_0) is accepted, and the Alternative Hypothesis (H_a) is rejected. Conversely, if the sig value is < 0.05 , then H_a is accepted, and H_0 is rejected. Based on the data, the significance value is 0.000, which is smaller than 0.05, so H_a is accepted, and H_0 is rejected. These results show that there is a significant influence between the market orientation variable and the product competitiveness of MSME actors in Tulungagung Regency.

Hypothesis Testing

t Test

Table 8
t Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	26,666	3,076		8,669	,000
Orientasi pasar	,343	,045	,615	7,504	,000

a. Dependent Variable: Daya saing produk

Based on Table 4.14 above, it can be seen that $t = 7.504 > t \text{ table} =$ with a significance value of $0.000 < 0.05$, so H_0 is rejected and H_{a1} is accepted, which means

there is a significant influence of the market orientation variable (X) on the product competitiveness variable (Y).

Discussion

General Description of Market Orientation and Product Competitiveness of MSMEs in Tulungagung Regency

Based on the distribution of respondents' answers to the market analysis, it was found that Google Trends really helps MSMEs in finding data and analyzing it so that market orientation becomes better and more helpful. This is supported by the biggest answer being that Google Trends is able to help find out the location of potential consumers. Apart from that, it also helps find the strongest competitors so that you make the right decisions. Apart from that, the competitiveness of Tulungagung MSME products is also classified as having competitiveness, as evidenced by the respondents' answers that only their products are the best in their class. However, the lowest answer actually came up with a statement that it was impossible for competitors to imitate the products they produced. This shows that in terms of competition, even though Tulungagung MSME products are superior in quality, MSME products in Tulungagung are very easy to imitate and duplicate by competitors.

If deepened and reviewed, based on the Regional Regulations concerning the Empowerment of Cooperatives, Micro, Small and Medium Enterprises, in order to increase and realize the role of Cooperatives, Micro, Small and Medium Enterprises as a forum for improving the welfare of cooperative members and the community, it is necessary to empower Cooperatives, Micro, Small and Medium Enterprises. And that efforts to empower Cooperatives, Micro, Small and Medium Enterprises are a joint responsibility between the government, the business world, and the community, which is the mandate of Law Number 25 of 1992 concerning Cooperatives and Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, so it needs to be regulated in Regional Regulations. So, to grow the economy in the region, the government, as the holder of power, is trying to implement policies to improve the economic level in the region, one of which is through the Tulungagung Regency UMKM Association empowerment program. This program has been running well in several areas, although there are still obstacles faced by the government. So, good cooperation is needed from the government, capital owners, or the community.

The geographical conditions of Tulungagung Regency, which is in the southern area, close to the beach, make Tulungagung a tourist area. This has an impact on the market orientation of Tulungagung MSMEs, where the style of MSMEs is dominated by the style of tourism businesses, including tourist attractions, processed snacks as souvenirs, culinary delights, and crafts that are identical to the characteristics of Tulungagung as a tourist area.

In terms of competitiveness, several mainstay products of Tulungagung MSMEs often achieve various achievements through their flagship products. Tulungagung MSME products that have won several East Java-scale MSME contests include Soto Kasidi, Chicken Lodho, Kambing Sate, and several other culinary products. There are also other products such as Tulungagung Batik, Marble, and

convection which have also become MSME commodities that have won MSE competitions in East Java.

Apart from this, the development of MSMEs in Tulungagung really needs more maximum impetus. This happens because, based on the data presented above and the results of observations, the majority of Tulungagung MSME products are absorbed only within the Regency area. Therefore, the analysis of MSME actors regarding market orientation and the competitiveness of MSME products really needs to be improved.

Market Orientation Through Google Trends on the Competitiveness of MSME Products.

Apart from that, it is also in line with Faiza's (2021) research, where the existence of business technology really helps producers, especially in creating more superior product competitiveness.

Based on the results of hypothesis testing, the market orientation carried out by MSME actors in Tulungagung Regency has an influence on the competitiveness of their products. This confirms that market orientation, namely the knowledge of an MSME business actor regarding its strategic market, has a major contribution to the formation of product competitiveness. This also confirms that Google Trends is a very helpful medium in analyzing the market orientation of MSME players. The results of the hypothesis test show that, in general, this research is in line with Fatmawati's (2016) research on the accuracy of market orientation in growing product competitiveness.²⁵ Apart from that, it is also in line with Faiza's (2021) research, where the existence of business technology really helps producers, especially in creating more superior product competitiveness.²⁶ Apart from that, this research also proves the market orientation concept of Narver & Slater (1990) in Correia (2020), which is clearly able to add product value.²⁷ Apart from that, the results of this research also confirm the concept of competitive advantage from Tarnovskaya (2023) that technology is one of the factors of product competitive advantage.²⁸

The use of Google Trends as a market orientation analysis medium that is able to build product competitiveness is the main update in this research. Google Trends, which is part of progress, has played a role in technology being able to become a compatible analysis medium in building product competitiveness.

Meanwhile, the most recent finding in this research is that although technology users, especially gadgets, are very common in every society, especially MSME business people, there are still very few who use them in the business sector, especially in analyzing markets. Evidently, of the 1393 MSME actors who are members of the Tulungagung MSME Association under the guidance of the Cooperatives and MSMEs Service, only 97 understand and use it as a medium for analysis, especially market

²⁵ Fatmawati, "Pengaruh Orientasi Pasar, Orientasi Kewirausahaan Terhadap Keunggulan Bersaing Dan Kinerja Pemasaran Pada Warung Kucingan/Angkringan Di Kota Semarang."

²⁶ Faiza and Kristina, "Interaksi Teknologi Dan Tenaga Kerja : Peran Teknologi Pada Daya Saing Produk (Studi Kasus Sentra Usaha Kecil Dan Menengah Bordir Bangil Pasuruan)."

²⁷ Correia, Dias, and Teixeira, "Dynamic Capabilities and Competitive Advantages as Mediator Variables between Market Orientation and Business Performance Advantages."

²⁸ Tarnovskaya, "Sustainability as The Source of Competitive Advantage . How Sustainable Is It ?"

orientation. Although the 97 MSMEs who have used it have proven capable of boosting the competitiveness of their products. This irony is one of the novelties found in this research.

The lack of knowledge and involvement of Tulungagung MSME actors with Google Trends as an analysis medium cannot be separated from various things. The absence of technical guidance provided by the Tulungagung Cooperatives and UMKM Service regarding the use of Google Trends is one of the causes. Based on the data obtained, technical coaching so far has only focused on various things that are tangible to the product, such as packaging, business permits, and so on. Apart from this, the reason why few MSME players understand and use Google Trends as an analysis medium is that, instinctively, MSME players only know about how the product is sold, without ever being encouraged to explore more deeply about how and why the product sells significantly. This shows how aggressive and ambitious MSME players are in gaining profits without paying attention to the more precise analysis of their supporters.

Conclusion

The market orientation of MSME players who are members of the Tulungagung MSME Association under the guidance of the Cooperatives and MSMEs Service has been developed, even though the analysis is classified as traditional and simple. Meanwhile, Tulungagung has great potential, such as tourism, which can encourage strengthening the competitiveness of local MSMEs. However, the majority of MSMEs do not understand and utilize Google Trends as a market orientation analysis medium. Based on the results of hypothesis testing, it shows that market orientation analysis using Google Trends media is able to support market orientation for MSME products in Tulungagung to show an orientation that accommodates tourism styles. The competitiveness of MSME products in Tulungagung is largely absorbed only locally. Market orientation using Google Trends analysis media has proven to have a positive and significant effect on the formation of the competitiveness of Tulungagung Regency MSME products. So the main update in this research is that this research has made Google Trends a market analysis medium in creating product competitiveness. Apart from that, the novelty of this research is that if you look at the contribution and influence on market orientation and product competitiveness and the use of gadgets that have been comprehensive among MSME players, it is ironic that in reality knowledge about the function and use of Google Trends as a market analysis media among MSME players in the Tulungagung MSME Association is very minimal, namely only 6.9% of the total MSME membership. Based on these findings, researchers offer good suggestions for MSME actors, related institutions, and future researchers. For MSME players, especially those who are members of the Tulungagung MSME Association under the guidance of the Cooperatives and MSMEs Service, it is hoped that they will increase their digital knowledge, especially regarding digital uses that support business in an informative manner. Apart from that, develop yourself with various things that are attached to futuristic business for the sake of running the business smoothly. Innovation and product diversification are key to creating competitiveness and increasing economic power in a product. Meanwhile, related

institutions, especially the Tulungagung Cooperatives and MSMEs Department, are expected to immediately provide digital business provision and training that better supports the business continuity of MSME players, such as Google Trends and other media that have a positive impact on business development. And for future researchers, it is recommended to explore further the use of Google Trends in helping business continuity. Apart from that, it is also hoped that there will be more comparisons with other regions with related variables. It is also recommended to conduct research with variables related to different locations to find the basis for more complex development.

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