Abstract: Marketing is all business activities related to the delivery of goods and services from producers to consumers. Now many businesses have implemented online marketing systems. Internet marketing (internet marketing) or better known as e-marketing can reach consumers wherever they are. Online shopping which is currently in demand by the public contributes greatly to the development of e-marketing. By using e-marketing we can obtain benefits that include customer service and service of corporate image to be good, find new business partners, the process becomes simple and time can be compacted, can increase productivity, efficiency, access information to be fast, learn to attract and communicate with customers on social networking sites. Micro, Small and Medium Enterprises are an important part of the economy of a country and region, as well as the Level II of Bengkayang Regency, West Kalimantan, Micro, Small and Medium Enterprises have a very important role and are a superior sector in supporting economic growth in a better direction.

Keywords: e-marketing of micro, small and medium enterprises to increase local superior sector.

INTRODUCTION
E-Commerce is the process of buying and selling products, services and information carried out electronically by utilizing computer networks. e-Marketing is the marketing side of e-commerce and the special interest of marketers, namely the strategy of the process of making, distributing, promoting and pricing goods or services to market share. Through the internet and other digital equipment. With the support of internet e-Marketing, it is able to reach all levels of society both locally, nationally and internationally. Consumers can easily find out the product or service they want without having to place a sale or market

Micro, Small and Medium Enterprises is an important part of the economy of a country and region, as well as the Indonesian state of Micro, Small and Medium Enterprises has an important role in the pace of the economy of the community. Micro, Small and Medium Enterprises also greatly help the state / government in terms of creating new jobs and through Small and Medium Enterprises there are also many new work units that use new personnel that can support household income. Apart from that Micro Small and Medium Enterprises also have high flexibility compared to larger capacity businesses. Micro, Small and Medium Enterprises need special attention and are supported by accurate information, so that directed business links occur between small and medium business actors with competitiveness elements, namely the market network.

In the Indonesian economy, Micro, Small and Medium Enterprises are the business groups that have the largest number of small and medium enterprises. This is because, Micro, Small and Medium Enterprises can be mobilized or run from the lower class to the upper class. Besides that, the capital used in Micro, Small and Medium Enterprises is not too large. The criteria for Micro, Small and Medium Enterprises (MSMEs) according to Law Number 20 of 2008, have the following criteria: Micro-enterprises, namely productive businesses owned by individuals or privately-owned enterprises, namely: hundred million rupiah) Small businesses, namely productive economic enterprises that stand alone is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled or become part of either directly or indirectly from medium-sized businesses or large businesses.
In addition to the Act above, from the point of view of its development (according to Rahmana in Sudaryanto, 2015) classifying Small and Medium Micro Enterprises in several criteria, namely (1) Livelihood Activities, are Small and Medium Enterprises that are used as employment opportunities to earn a living, which is more commonly known as the informal sector. An example is a street vendor. (2). Micro Enterprise, is a Small and Medium Enterprise that has an entrepreneurial spirit and is able to accept sub-contract and export jobs. (3). Small Dynamic Enterprise, is a Small and Medium Business that has an entrepreneurial spirit and will transform into a Big Business (UB). One of the strategies carried out by the government in sustaining economic development in Bengkayang district is to empower and grow micro, small and medium enterprises (MSMEs) to improve local superior sectors. However, on the other hand, Micro, Small and Medium Enterprises also face many problems, namely limited working capital, low quality of Human Resources, and lack of mastery of science and technology. Micro, Small and Medium Enterprises in Bengkayang Regency including Trade, Hotels, Restaurants, Finance, Rentals and Company Services, Buildings, Processing Industry, Agriculture, Livestock, Forestry and Fisheries.

**FOUN DATION OF THE THEORY**

**e-Marketing**

Marketing is all business activities related to the delivery of goods and services from producers to consumers. Marketing can also be interpreted as a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging valuable products with other parties (Mursid, 2008). Today many business people are implementing online marketing systems. Marketing through the internet (Internet marketing) or better known as e-marketing can reach consumers everywhere. Shopping online that is currently in demand by the public contributes greatly to the development of e-marketing. E-marketing is not much different from ordinary marketing through the promotion of traditional media (conventional), it's just marketing using online media, can be a website, blog, social networking, messenger or other applications.

e-Marketing is the marketing side of e-commerce, which consists of company work to communicate something, promote and sell goods or services through the internet (Armstrong and Kottler, 2004). e-Marketing is one component in e-commerce with a special interest by marketers, namely the strategy of the process of making, distributing, promoting, and pricing the goods or services to market share through the internet and other digital equipment.

**MARKETING POLICIES**

Generally, in marketing there are four main policies commonly called 4P, namely (1) Product policy (Product) is a careful selection of products is an important part. New buyers want to buy products if they feel right to buy the product in question. This means that products that adjust to buyers, not buyers who adjust to the product. (2) Price (Price) policy, which is the price for most people still occupying a limited place, before he buys goods and services. For the seller, the most important thing is how the price is reasonable, affordable by the community and not detrimental to consumers. (3) Distribution Channel Policy (Place), namely price for most people still occupying a limited place, before he buys goods or services. For the seller, the most important thing is how to set prices and not harm marketing. (4) Promotion Policy (Promotion) which is an item that is not immediately recognized by the public. Maybe the item has been around for a long time but people have forgotten it. Therefore it is necessary to do a promotion because promotion is an activity to introduce and improve a product, sales and maker. The success of a company in marketing must be supported by the success of choosing the right product, reasonable price, good distribution channel and effective promotion. The four policies must function in an integrated manner to run efficiently and effectively on the internet.

**a. Internet**

The internet is a computer network that connects regional computer networks throughout the world consisting of millions of different types of computers. At this time the internet has become the most widespread information media. The internet is a method for connecting various computers into a
global computer network, through a protocol called Transmission Control Protocol / Internet Protocol (TCP/IP).

b. Information System Planning

At this stage, making a system tries to understand the problems that arise and define in detail, then determine the purpose of making the system and defining constraints. This stage is very important because:

(1) Real problems are defined and identified in detail. For example the problems that cover it are defined, such as the creation of efficient information data flows, transaction procedures and communicative information presentation on the monitor screen. Development of Information Systems must be directed at increasing competitive advantage. (2) Changes in the flow of information will occur on a large scale within the organization. (3) Implementation of computer technology will have an impact on the workforce in the organization.

ECONOMY OF COMMUNITY POPULIST

Economy is an economy that is owned by small people and dominated by most of the Indonesian people. Developing a populist economy means developing an economic system that feels from the people, by the people and for the people. Building a people's economy means having to improve the ability of the community by developing and dominating its potential, or by empowering others. The effort to mobilize resources to develop people's economic potential will increase the productivity of the community, so that both human resources and utilization. Thus the community and its environment are able to participatively produce and foster added value that increases their prosperity.

DEVELOPMENT OF LOCAL ECONOMY

Local economic development is a process by which local governments and community organizations are involved in encouraging, stimulating, maintaining, business activities to create jobs (Blakely and Brandshaw, 1994). In addition, according to (Munir, 2007) Local economic development (PEL) is a process that tries to formulate development institutions in the region, increase the capacity of human resources to create better products and foster industrial and business activities and local scale. So, regional development is seen as an effort of the regional government together with the community in developing economic opportunities that are compatible with human resources, and optimizing the utilization of natural and institutional resources locally. According to Blakely in supriyadi (2007, h.103-123) in the success of local economic development can be seen from several indicators, namely: (1) Expansion of opportunities for small communities in employment and business opportunities; (2) Expansion of the community to improve enrollment; (3) Institutional empowerment of partnership networks between government, private sector, and local communities. In relation to the theory of economic growth, Krugman (1994) says that investment in human resources plays a more important role in development. Quality human resources for developing countries are an important factor in efforts to catch up with development in other countries. The era of information and technology that is developing today increasingly proves that mastery, good technology, I have an impact on the quality and quantity of development itself. In order for technology to be empowered, quality human resources are needed. In the context of the production process, the existence of good technological mastery will encourage technological innovation. Such technological innovation can ultimately lead to the discovery of new product products and more efficient production methods (Barro in Romer, 1994).

POTENTIAL OF MSME SECTOR

The Small and Medium Enterprise Micro Sector is one of the important sectors in economic activity and its influence is very strong on the development and economic growth of a region. The contribution of the Micro, Small and Medium Enterprises sector to Gross Domestic Product is the largest contribution compared to other sectors. Micro, Small and Medium Enterprises are businesses that are mostly carried out by new business actors to start entrepreneurship and the business turnover is very dependent on the type of goods traded and the type of sale, so it is necessary to pay attention to cash flow and distribution by paying attention to which merchandise the behavior fast and slow.
RESEARCH METHODS
Type of research conducted is qualitative research. Therefore, this research is a field research (field research). This research belongs to the field of Research category, because in this study, researchers go directly to the field to obtain the required data. This type of research is also descriptive, namely a method that examines status a group of people an object, a condition, a system of thought at the present time. The purpose of descriptive research is to make a description of a systematic, factual and accurate description of the facts, the nature and the relationship between the phenomena under study, so that there is no expansion of the problem which will not be in accordance with the purpose of this study, the researcher focuses on researching Micro, Small and Medium Enterprises in Bengkayang City.

DISCUSSION
By using e-Commerce we can benefit from customer service and a good corporate image, finding business partners s new, the process becomes simple and time is compacted, information access becomes fast, paper use can be avoided. Product marketing still relies on a simple (marketing word of mouth). Not yet making social media or internet network as a marketing tool, Not yet able to involve more workers because of the limited financial ability so that it is less competitive, the manager has not been able to separate money for household and business operations, limited business facilities and infrastructure mainly related to technological tools internet access is still expensive or not suitable for potential customers, there is limited internet access in Bengkayang city, government support is still very lacking in the development of Micro, Small and Medium Enterprises in Bengkayang City, e-Marketing of Micro, Small and Medium Enterprises in Bengkayang City has not yet had an impact towards the development of the local economy, there needs to be training and guidance from the government in order to increase competition with Micro, Small and Medium Enterprises in other regions, innovate and product variations, business locations so that they do not close together.

CONCLUSION
Micro, Small and Medium Enterprises have an important role in the pace of the economy, especially in the local economy, Micro, Small and Medium Enterprises in Bengkayang district have not shown a dominant contribution to Gross Regional Domestic Product, limited facilities and infrastructures, government support is still lacking, limited human resources are still low, access to information technology is still minimal, the marketing of Micro, Small and Medium Enterprises still uses traditional methods, communication and promotion are still far from a modern touch.

SUGGESTIONS
In connection with the role of the Micro, Small and Medium Enterprises in the economy at the local level, especially in the bengkayang regency they still have not shown a high contribution, it is expected that the government's participation in supporting Micro, Small and Medium Enterprises is mainly in developing adequate facilities and infrastructure, training and development of Resources Humans are able to compete with other regions, how to market Micro, Small and Medium Enterprises need to be touched by technology, encouragement of access to information technology for Micro, Small and Medium Enterprises is increased.

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