

DIGITAL MARKETING ASSISTANCE AS AN EFFORT TO IMPROVE BUSINESS PERFORMANCE IN RINGINANOM VILLAGE

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Abstract

This Community Service activity aims to provide training on the application of digital marketing as a marketing strategy for Micro, Small and Medium Enterprises (MSMEs) so that it can produce marketing that can reach the wider community, increase the number of consumers and attract buyer interest. MSME business actors in Ringinanom village need technology-based business development to be able to compete with their competitors. Therefore, outreach and training need to be carried out to provide knowledge and understanding of the importance of digital marketing for their business. There are two methods used in assisting MSME businesses in digital marketing, namely workshops and direct practice. Introduction to digital marketing as an introduction to this program as well as the benefits obtained from using digital marketing. In this training, we utilize an application in the Play Store Application, namely the Photoroom Application. Business actors who take part in this training are expected to be able to implement the results of the training and discuss with other business actors and the surrounding community. Advice that can be given in creating content marketing is to add interesting captions and hashtags that are easy to follow so that products are easy to find.

Keyword: Digital Marketing; Business Actors; Technology.

Abstrak

Kegiatan Pengabdian kepada Masyarakat ini bertujuan untuk memberikan pelatihan penerapan digital marketing sebagai strategi marketing pada Usaha, Mikro, Kecil, dan Menengah (UMKM) Sehingga dapat menghasilkan marketing yang dapat menjangkau masyarakat luas, meningkatkan jumlah konsumen dan menarik minat pembeli. Pelaku usaha UMKM di desa Ringinanom memerlukan pengembangan usaha berbasis teknologi agar mampu bersaing dengan para pesaingnya. Oleh karena itu, sosialisasi dan pelatihan perlu dilakukan untuk memberikan pengetahuan dan pemahaman akan pentingnya pemasaran digital bagi usahanya. Metode yang digunakan dalam pendampingan usaha UMKM dalam digital marketing ada dua cara yaitu workshop dan praktik secara langsung. Pengenalan digital marketing sebagai pendahuluan dalam program ini serta manfaat yang diperoleh dari pemanfaatan digital marketing. Dalam pelatihan ini memanfaatkan sebuah aplikasi yang ada di Aplikasi Play Store yaitu Aplikasi Photoroom. Pelaku usaha yang mengikuti pelatihan ini diharapkan dapat mengimplementasikan hasil pelatihan dapat berdiskusi sesama pelaku usaha maupun masyarakat sekitar. Saran yang dapat diberikan dalam membuat *content marketing* adalah menambahkan *caption* yang menarik dan *hashtag* yang mudah diikuti agar produk mudah ditemukan.

Kata Kunci: Digital Marketing; Pelaku Usaha; Teknologi

1. INTRODUCTION

Digital marketing promotes products or services through media to reach users or potential customers more easily and quickly. Traditional competitive advantage is decreasing due to low understanding and expertise in established marketing strategies (Hendriadi et al., 2019). The Industrial Revolution 4.0, where internet networks dominate activities, has resulted in business people growing more quickly and capturing business opportunities (Susanto et al., 2020). However, tactics and communication in marketing are also essential because marketing is an event or process of planning and implementing concepts, starting from thinking about segments, setting prices that can also reach market segments, carrying out promotional movements, as well as distributing several goods and services, of course, the ultimate milestone is to create exchanges that can satisfy individual and organizational goals (Sukmasetya et al., 2021)

Marketing is a management process that results in individuals or groups getting what they want by creating, offering, and exchanging valuable products with other people or all activities related to sending products from producers to consumers (Sudarsono, 2020). Digital marketing is a platform currently in great demand by the public to support various activities (Gemilang, 2019). One of the economic strengths supporting the Indonesian economy and the strength of the regional economy is the existence of entrepreneurs, small businesses, and medium businesses (SMEs) (Febriyantoro & Arisandi, 2018). The digital marketing trend allows SMEs to welcome the industrial era 4.0 (Irfani et al., 2020).

Digital marketing makes sales promotion easier, such as using social media platforms widely used by marketers (Oktaviani & Rustandi, 2018). The main goal of "digital marketing" is marketing that uses digital tools or media to reach target consumers quickly, accurately, and widely (Septiningrum et al., 2020). The socialization of digital marketing strategies in the form of using social media is essential because it can provide knowledge to MSME players regarding the methods and stages of expanding consumer networks through the use of social media in marketing their products so that they can increase competitive advantage for MSMEs themselves (Sulaksono & Zakaria, 2020). However, the lack of knowledge of MSME players about digital marketing motivated the Community Service team to disseminate information and provide training on the use of information and communication technology. Suppose MSME entrepreneurs understand how important digital marketing is for their business. In that case, it is hoped that they will be motivated to utilize digital marketing as a communication and promotional tool and can apply it directly through social media platforms (Pasaribu & Maulia, 2018).

Ringinanom village consists of 16 hamlets with 6,856 people, namely 3,470 men and 3,386 women. This village is also included in the red village category in Magelang Regency. Several factors influence them, namely (1) physical factors, the majority of residents in Ringinanom Village have building floor areas under 66 m² and 440 m² for land and building areas (2) Economic factors, profession or work which is the primary source of income The community consists of 44% farmers/farm laborers, 26% traders, 10% industry, and 20% others (part-time, laborers, private sector) (3) Based on the percentage of the education level of heads of households, the majority have only graduated from elementary school. In this case, it can be seen that awareness of the importance of 12 years of primary education among the people of Ringinanom Village is still low (4). Cultural factors concluded that most Ringinanom Village residents, or 43.05% of residents, married between the ages of 17 and 21. Thus, it can be concluded that unequal economic prosperity, which then affects the quality of education of the younger generation in Ringinanom Village, makes it difficult for the community to escape the trap of poverty. Moreover, in the era of the COVID-19 pandemic, which is hampering the economic system in all sectors, most of the people of Ringinanom Village who work as farmers, where this profession makes them dependent on selling agricultural products, are also affected; the low economic conditions are exacerbated by the paralysis of economic activity in the COVID pandemic era increasingly confined Ringinanom Village to poverty.

Apart from that, there are several general problems faced by MSMEs in Ringinanom Subdistrict, namely: (1) difficulties in marketing products and developing MSME businesses, (2) Business actors experiencing difficulties in marketing and developing the business they are involved in, and (3) Competition with newcomers who are more advanced because they are more innovative in using technology in their business. MSME entrepreneurs in the Ringinanom Subdistrict are faced with environmental changes that occur in the digital era. Several challenges arise due to limited knowledge and expertise in operating technology and managing online businesses.

The aim of implementing this Community Service activity is to provide training on the application of digital marketing as a marketing strategy to MSMEs so that it can produce marketing that can reach the wider community, increase the number of consumers and attract buyers' interest, increase MSME players' understanding of the importance of digital marketing and the use and use of social media. This community service focuses on empowering MSME business actors through the use of information and communication technology, especially in the field of digital marketing.

Therefore, outreach and training must be conducted to introduce and train the use of information and communication technology in the service of MSME players. In this article, the author discusses the use of digital marketing, which is expected to

provide knowledge and understanding of the importance of digital marketing for their business, inspire MSMEs to utilize internet technology and social networks as a means to run a business and use it directly through social media platforms.

Based on several problems explained in the previous context, we want to carry out this community service activity with the aim of 1) Providing knowledge and understanding to MSME players regarding the importance of digital marketing for their businesses. 2) Help the public market their products through digital marketing, especially on social media.

2. METHOD

The method used is Asset-Based Community Development (ABCD). The ABCD method is an approach to community development that is in the mainstream of trying to create a social life order where the community becomes the actor and determiner of development efforts in their environment or what is often called Community-Driven Development (Sholicha & Oktafia, 2021).

To increase the income and welfare of the community in Ringinanom village, the Asset Based Community Development (ABCD) research method has been applied to develop MSMEs through digital marketing. This approach focuses on recognizing and utilizing existing assets in the community to encourage sustainable economic growth. In this context, digital marketing becomes an effective tool for expanding the reach of MSMEs, increasing visibility, and increasing revenue.

3. RESULTS AND DISCUSSION

The use of social media is essential because it can provide knowledge to MSME players regarding the methods and stages of expanding consumer networks through the use of social media in marketing their products so that they can increase competitive advantage for MSMEs themselves (Sulaksono & Zakaria, 2020). Marketing is one of the obstacles often experienced by MSMEs, such as those experienced by MSMEs in Ringinanom village. For this reason, digital marketing training effectively expands marketing without having to meet face-to-face. This requires understanding for MSME players regarding the function of social media so that it can make it easier to interact on social media. Applications that can be used include:

a. Whatsapp Business

This application is different from regular WhatsApp. WhatsApp Business is an application that is suitable for entrepreneurs. This app makes it easy to connect personally with customers. WhatsApp Business can create a catalog of merchant products and services and can automate, organize, and respond to messages quickly (Susanti, 2020)

b. Facebook

Facebook is a social networking service that has been around since 2004. We can share photos, news, content, and comments on Facebook. In addition, apart from searching for information, there is now a market feature that can be used to sell and look for product recommendations. We can sell products quickly on Facebook with the existing features (Sari & Hartini, 2021)

c. Shopee

Shopee is an online shopping application focusing on a mobile platform where you can sell, shop, and search for products via your cellphone (Samodra et al., 2019).

Digital Marketing mentoring and training activities are carried out through the following activities:

a. Preparation phase

This activity was in the preparatory stage, where the team conducted an initial survey before the Ringinanom village government approved the program as a partner for this digital marketing training. After the program proposed by the team was announced as approved, the implementing team conducted a field survey of economic actors in Ringinanom village and requested data on economic actors from the Ringinanom village government.



Figure 1. Field survey of business actors in Ringinanom village

This training activity targeted economic actors, the Ringinanom Village Youth Organization. The results of our observations show problems related to a need for more offline and online marketing knowledge by utilizing several social media.

Based on these problems, we provide solutions to our partners by providing materials related to digital marketing, the right way to photograph products, and product marketing via social media. Apart from that, limited information technology is one of the factors inhibiting product sales; even though they are familiar with social media such as Google, Facebook, and Instagram, partners have yet to be able to use it to support product promotion. Business people also need to learn what digital marketing is.

b. Implementation Stage

This digital marketing training was held on Monday, 28 August 2023, at the Ringinanom village hall building, Tempuran District. This activity lasts from 08.00 WIB until 12.00 WIB. In this activity, we invite presenters who are experts in their fields so that this activity can be helpful to business people. This event was attended by 25 participants representing several invited categories. The material presented in this training focuses on creating attractive product photos using Photoroom.



Figure 2. Implementation of Activities

During the training, the implementation team and resource persons assisted and supported program participants. The resource person provided technical guidance and tips on what program participants needed to practice when creating exciting content using the Photoroom application. Of the 25 participants who attended the mentoring and training, they were able to utilize social networks as a digital marketing tool to streamline and develop their businesses, with the hope that the economy can be helped and new jobs can be created. Through this program, participants can transfer the skills and abilities obtained in digital marketing training to other MSME members and the surrounding community.

4. CONCLUSION

In three stages, the service team concluded the activities carried out through digital marketing training and assistance to MSME business actors in Ringinanom Village, Tempuran District. First, the digital marketing training and mentoring provided insight into the introduction of digital marketing as an introduction to this program and the benefits of using digital marketing. Second, training and assistance on using digital marketing to program participants is delivered in 2 ways: workshops/expositions on theory and direct practice. In this digital marketing training, we use an application from the Play Store, namely the Photoroom application. Third, business actors who take part in this training are expected to be able to implement the results of the training and discuss with other business actors and the local community.

The service team suggests creating social media posts for marketers in this digital marketing assistance. Apart from uploading interesting content, marketers must create exciting captions and hashtags followed by trending views on social media so that products are easy to find.

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