

Implementation of Digital Marketing in Micro, Small, Medium Enterprises (UMKM) in Bagon Village as a Modernization Step For Community Economic Empowerment

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ABSTRACT

The economic industry is experiencing a new era in all aspects. The digital era has replaced the conventional era in the economic industry. The economic industry is experiencing changing times, including in terms of marketing. The digital marketing era that is starting to develop requires economic players to change and keep up with the times. MSME economic actors in Bagon Village are no exception, the 023 Collaborative KKN Group, which is aware of the changes in the industrial economic era, invites MSME actors in Bagon Village to modernize the economy. Modernization of the MSME economy in Bagon Village includes the implementation of digital marketing for micro businesses. This work program was designed based on the results of a survey by KKN-K Group 023 students who directly observed MSME actors in Bagon Village. Therefore, KKN-K Group 023 students invited Bagon Village MSMEs to take part in this work program through training and elaboration of work programs related to digital marketing including product branding, creating e-commerce accounts, and promotion on social media. Not only that, the output produced from this activity can also have a positive impact on Bagon Village MSMEs and also MSME products that are the target of the activity work program.

Keywords: *Digital Marketing, MSMEs, Economic Modernization*

1. INTRODUCTION

In Changes occur every day from one generation to another and cannot be prevented. The old era has been replaced by the digital era which will bring us change. Change causes developments that give birth to innovation and new discoveries that can provide convenience in both positive and negative ways. Even though there are problems that will arise due to changes in the new era, there are still many benefits from changes in the digital era. The digital era is an era where all aspects of life increasingly utilize digital media every day. Digital media can make it easier for business actors to market products to a wider market. Digital marketing is a solution to connect producers and consumers with minimal costs, so that businesses can develop quickly and efficiently.

Digital marketing can make it easier for business actors to unite and provide all consumer needs and desires, on the other hand potential consumers can also make independent decisions in searching and purchasing via online media based on the search results they obtain. With this, digital marketing can help business actors reach all people wherever and whenever without any restrictions. Based on McKinsey research results, only around 30% of businesses in Indonesia use digital instruments to develop their business

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(Supriadi, <http://www.marketing.co.id>, 2016). Seeing this, it can be concluded that the potential for digital marketing in Indonesia is still very large. Micro, Small and Medium Enterprises (MSMEs) in Indonesia play a crucial role in the Indonesian economy, especially in creating jobs and means for sources of household income (Sulaksono, 2020).

Micro, Small and Medium Enterprises (MSMEs) need digital marketing as a strategy to reach consumers. Nevertheless, there are still many MSME players who have not implemented digital marketing because they are hampered by obstacles, namely the lack of knowledge and skills of their own human resources to utilize information and communication technology as a medium for marketing their products. MSME players are still constrained in accessing the digital world, so that their products are less exposed to the outside community and the scale of marketing and sales is still limited by distance. Seeing the benefits that can be obtained from digitalization, the potential of using digital marketing should be implemented by all MSMEs to make it easier for them to develop their businesses. Therefore, a solution is needed that can improve the quality of human resources for MSME players so that they can optimize their potential in implementing digital marketing.

There are still many regions that have problems related to implementing digital marketing as an effort to improve MSME marketing. One of them is MSMEs in Bagon Village. Bagon Village is a village located in Puger District, Jember Regency, East Java. There are three hamlets, including Krajan Hamlet, Kedung Sumur Hamlet, and Suling Hamlet with a population of 6,000 people and an area of 408,795 Ha. Based on a survey conducted by Collaborative KKN Group 023 students, MSMEs in Bagon Village still use the word of mouth system in marketing and promoting their products. Most MSMEs have not been able to reach external markets, they only get consumers from the area around Bagon Village. This happens because MSMEs in Bagon Village still do not utilize digital technology to develop their businesses.

Therefore, there is community service in the Real Work Lecture (KKN) program, Collaborative KKN (KKN-K) Group 023 has prepared a work program regarding the Implementation of Digital Marketing in MSMEs as a solution to problems in the marketing sector faced by MSMEs in Bagon Village.

2. METHODS

2.1 Place and Implementation Technique

The digital marketing implementation work program designed by KKN-K students located in Bagon Village, Puger District, Jember Regency is aimed at several MSME actors in 3 hamlets, namely Suling Hamlet, Kedung Sumur Hamlet and Krajan Hamlet. The first MSME is the Tasbih MSME which is located in Suling Hamlet. The second MSME is the Knitted Bag MSME which is located in Kedung Sumur Hamlet. The last MSME is the Woven Bag MSME which is located in Krajan Hamlet.

2.2. Program Preparation Stage

In the initial stages of program preparation, KKN-K Group 023 students used qualitative methods by observing the situation. The aim of using this method is to explain a phenomenon that occurs based on observation and analysis of the situation and find a solution to solve the phenomenon. This qualitative approach method was used to collect data by directly observing MSMEs in Bagon Village to find out the obstacles faced by MSMEs, especially in the marketing sector, as well as offering MSME owners to become partners in implementing the Digital Marketing implementation work program.

2.3. Program Implementation Stage

a) Supervision

Collaborative Real Work Lecture (KKN) students from Group 023 Bagon Village conducted a survey of Small and Medium Community Enterprises (MSMEs). This survey was carried out with the aim of obtaining information related to our work program. In this survey activity, KKN students carried out mapping of MSMEs in 3 hamlets, namely Kedung Sumur Hamlet, Suling Hamlet, and Krajan Hamlet. The first MSME is the Knitted Bag UMKM which is located in Kedung Sumur Hamlet. The second MSME is the Tasbih Production MSME which is located in Suling Hamlet. The last MSME is the Woven Bag MSME which is located in Krajan Hamlet, Bagon Village.

b) Description

In the initial stage, KKN-K group 023 students explained the work program for implementing Digital Marketing for Bagon Village MSMEs. The activities carried out during the explanation explain what programs we will carry out in MSMEs. At this stage, students will meet their partners to explain the rundown and mechanism of a series of work program activities.

c) Realization

This stage consists of several activities tailored to the needs of the fostered partners, starting from creating social media & e-commerce accounts, training, mentoring and monitoring. At the training stage, partners will be given understanding and knowledge about social media and e-commerce starting from explaining the use of features on social media and e-commerce as a means of product marketing. Then, at the mentoring stage, partners will be given the opportunity to try out the results of the training that has been provided. Finally, the monitoring stage is carried out to determine the development of MSMEs after being given training and partner readiness in implementing Digital Marketing. From the monitoring stage, it is hoped that the fostered partners can implement Digital Marketing appropriately and correctly.

2.4. Flow Chart

Briefly, the implementation of the MSME Digital Marketing work program through Collaborative KKN uses the method presented in Figure 1 below.

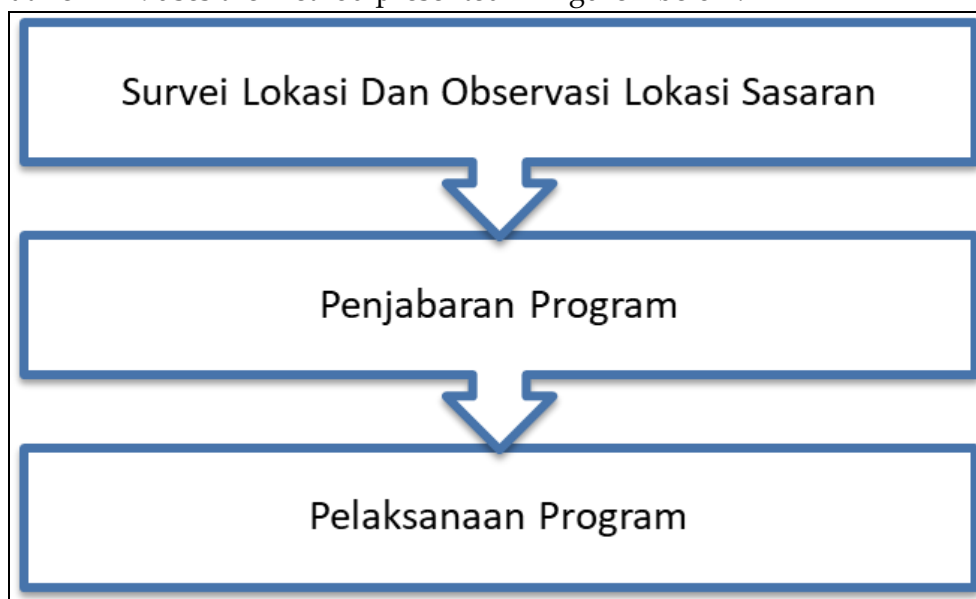


Figure 1: Flowchart of Program Implementation Methods.

3. RESULTS AND DISCUSSION

Community service activities in the Community Service Program (KKN) lasted for 40 days in Bagon Village, Puger District, Jember. Community service includes efforts to improve one's self-quality, both in terms of skills and academics, which in turn can improve welfare and independence. The service is of course carried out to overcome the social and economic problems faced by the surrounding community. One of the problems in the economic sector in Bagon Village is the lack of understanding and knowledge of MSME actors regarding digital marketing so that their business development and sales figures are still quite low. This is proven through surveys and problem mapping carried out by KKN-K Group 023 students. The survey results show that the majority of MSME actors in Bagon Village have not implemented it or even know what Digital Marketing is.

Therefore, Community Service in the Group 023 KKN-K program with the Application of Digital Marketing to MSMEs is one of the themes in realizing a work program which has an important role in providing understanding and skills regarding digital marketing through social media and E-commerce. KKN Group 023 took samples or MSME partners in each hamlet as subjects or targets. The work program that has been carried out during community service is carried out with a series of activities consisting of describing activities, realizing activities, and monitoring. The following is a series of activities in more detail, including:

A. Description

The work program for implementing Digital Marketing in MSMEs begins with coordinating with MSME partners to outline the entire series of activities that will be carried out and determine the right location, day and time so that the provision of materials and training can be carried out optimally and on target. This description was carried out on 3 MSMEs in Bagon Village. The description begins with UMKM Tasbih. Then continued with Knitted Bag MSMEs and Woven Bag MSMEs.

B. Realization

At the work program realization stage, KKN-K Group 023 used classical methods in the form of providing explanations, provision and direct assistance through practice guided by KKN-K Group 023 students regarding the basic material of Digital Marketing concepts through social media and e-commerce. The outline presented in the briefing is as follows:

- 1) Explain the basic concepts of Digital Marketing through social media and e-commerce as the first step in marketing via the internet.
- 2) The next activity is that partners will be given Digital Marketing training carried out through social media and e-commerce, starting from creating social media and e-commerce accounts, such as WhatsApp Business, Instagram, Shopee accounts, and explaining the functions of the features in each -each - each application. Apart from that, it also explains how to post a product on social media and e-commerce accounts by using good images and creating unique and interesting captions. This training is carried out to help partners expand the reach of their market share through digital media. This training began with KKN-K Group 023 students delivering basic digital marketing material, especially social media marketing..

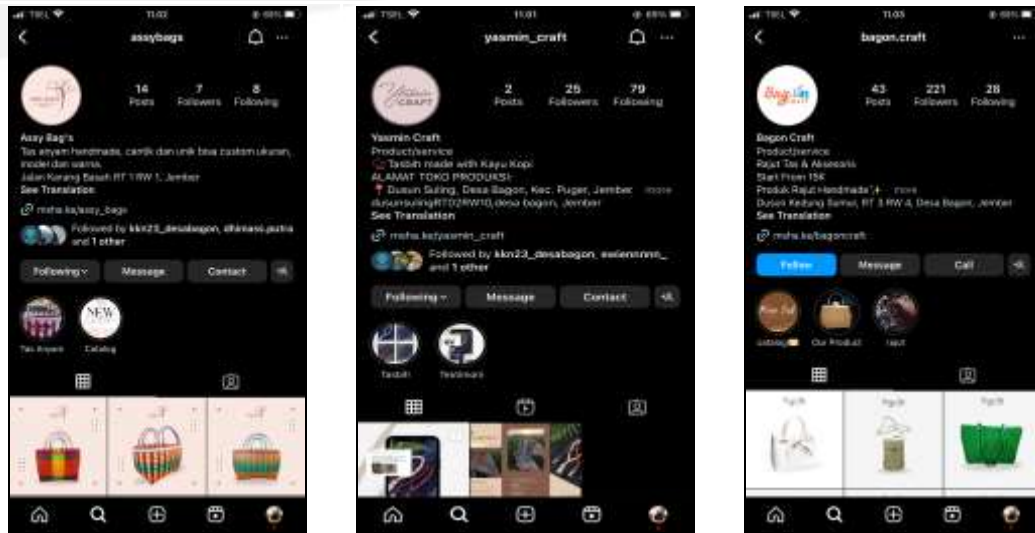


Figure 1. Coached Partner's Instagram Account

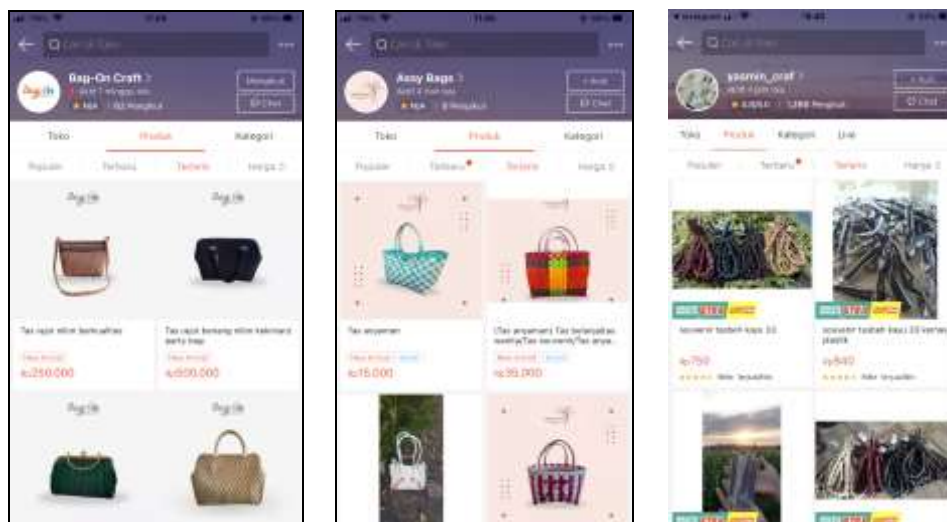


Figure 2. E-commerce Account of Fostered Partners

- Then, help MSME partners carry out product branding. This is done to provide a product identity so that it is easily recognized by the wider public and consumers. The activities carried out are related to product branding in the form of creating logos, catalogues, product testimonials, banners and taking product photos



Figure 3. Branding of Fostered Partner Products

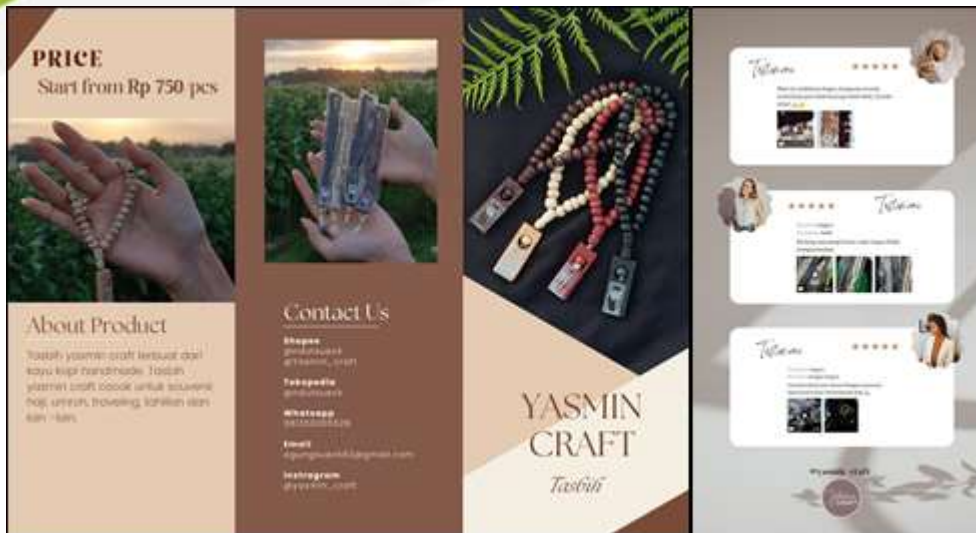


Figure 4. Branding of Fostered Partner Products

- 4) After training, the next activity is mentoring. This assistance is carried out comprehensively by providing partners with the opportunity to conduct trials/practice directly regarding what has been provided in terms of creating an account, posting products, branding on social media and e-commerce. Not only that, KKN-K Group 023 also explained how to carry out advertising strategies on e-commerce accounts. This aims to make the product appear in the best searches so that it can influence consumers' purchasing decisions.
- 5) Monitoring / Supervision
The next activity is monitoring or supervision. Supervision is carried out to determine partners' readiness to implement digital marketing via digital, such as social media and e-commerce. Apart from that, it is also to find out how far partner businesses have developed after being given training and to see to what extent this program can be useful as an effort to empower the community, especially MSMEs in Bagon Village.
- 6) It is hoped that the implementation of the digital marketing work program for MSMEs can help partners to implement digital marketing / digital marketing which can make it easier for partners to interact directly with consumers and provide information about products every day, starting from product prices, newest products, discounts and so on. Not only that, it is hoped that it can also increase understanding and knowledge regarding marketing strategies by utilizing social media and e-commerce as a means of digital marketing for partners so that it will have an impact on increasing sales figures and products can be known by the wider community.

4. CONCLUSION

Community service is an effort to improve a person's quality both in terms of skills and academics, which can indirectly improve welfare and independence. Community service in the Real Work Lecture (KKN) program in Group 023 of Bagon Village designed a work program with the theme of Implementing Digital Marketing in MSMEs to realize empowerment of the Bagon village community in the economic sector. This work program is implemented by providing understanding and training in digital marketing, such as social media and e-commerce, to the fostered partners. The series of work program implementation, namely elaboration, realization and monitoring of the work program. The implementation of this work program is expected to help partners carry out marketing via digital, making it easier for partners to interact directly with consumers and provide

information about products every day, starting from product prices, newest products, discounts, etc. and can help increase sales figures. and MSME market reach. The increase and development of MSMEs can later improve the household economy so that it will indirectly have a positive impact on the village economy.

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