

EFFORTS TO REACH A WIDER MARKET OF SMEs THROUGH DIGITAL MARKETING WITH ATTRACTIVE BRANDING PACKAGING METHODS IN TUNJUNGSARI VILLAGE

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Abstract

This community service aims to increase economic value as well as reach the MSMEs market through digital marketing in Tunjungsari Village, Siwalan District, Pekalongan. This community service uses explanation, discussion and practice methods. The explanation method is carried out by conveying material related to digital marketing directly to MSMEs actors. Discussion method, interaction between two or more people who discuss basic knowledge. This method is to facilitate MSMEs players who want to ask questions about material they don't understand. The practical method of applying it is by applying the knowledge that is already owned, namely by using tiktok marketing media as a means of product marketing. The results of this community service show that efforts to increase economic value and reach a wider market for MSMEs through digital marketing in Tunjungsari Village are focused on 5 things, namely helping problems, the importance of branding and business legality, product packaging, catalogs and attractive advertisements.

Keywords: MSMEs, Digital Marketing, Branding and Packaging

Abstrak

Pengabdian ini bertujuan untuk meningkatkan nilai ekonomi juga menjangkau pasar para pelaku UMKM melalui digital marketing di Desa Tunjungsari, Kecamatan Siwalan, Pekalongan. Pengabdian ini menggunakan metode penjelasan, diskusi dan praktik. Metode penjelasan dilakukan dengan menyampaikan materi terkait digital marketing secara langsung kepada pelaku UMKM. Metode diskusi, interaksi antara dua orang atau lebih yang membahas ilmu pengetahuan dasar. Metode ini untuk memfasilitasi pelaku UMKM yang ingin menanyakan materi yang belum dipahami. Pada metode praktik penerapannya dengan menerapkan ilmu pengetahuan yang telah dimiliki, yaitu dengan cara penggunaan media tiktok marketing sebagai sarana pemasaran produk. Hasil pengabdian masyarakat ini menunjukkan bahwa upaya meningkatkan nilai ekonomi dan menjangkau pasar lebih luas bagi para pelaku UMKM melalui digital marketing di Desa Tunjungsari dititikberatkan pada 5 hal, yaitu membantu masalah, pentingnya branding dan legalitas usaha, mengemas produk, katalog, dan iklan yang menarik.

Kata kunci: UMKM, Digital Marketing, Branding dan Packaging

1. INTRODUCTION

Technological progress cannot be avoided in our lives today because technological progress will run in line with scientific progress. Every innovation is created to provide positive benefits provide many conveniences, and as a new way of carrying out activities for human life. Especially in the field of technology, society has enjoyed the many benefits brought by innovations produced in the last decade (Febriyantoro & Arisandi, 2018).

The benefits of the internet are increasingly felt by its users, who cannot be separated from this internet world (Sagita & Wijaya, 2022). For example, internet marketers, bloggers, bloggers, and now online stores are increasingly having a place in the eyes of consumers who are looking for certain goods. The Ministry of Communication and Information (Kemkominfo) stated that internet users in Indonesia have now reached 82 million people. With these achievements, Indonesia is ranked eighth worldwide (Kominfo, 2013). The current development of this technology has shown extraordinary progress. Many things from the life sector have used the existence of technology itself. Its presence has had a significant impact on human life in various aspects and dimensions. Likewise, communication technology is hardware equipment in organizational structures that contains social values that enable individuals to collect, process and exchange information.

One of the economic strengths supporting the Indonesian economy and regional economic strength is the presence of micro, small and medium businesses (MSMEs) (Purwanto et al., 2021). At a time when the world economy and the Indonesian economy experienced a recession, MSME actors were not in the least bit unaffected by the negative impact of the economic recession; in fact, the majority of MSME actors were still able to develop their businesses to support the country's economy. MSMEs can maintain and increase their contribution to regional economic growth and increase revenues in the state tax sector, apart from being supported by small-scale industry (Purwanto et al., 2023)

The development of information technology is multiplying. Some activities of Micro, Small and Medium Enterprises (MSMEs) utilize information technology to run their businesses (Rifai & Siswanto, 2023). The increasing number of competitors is a consideration for business actors to innovate to win the competition. Appropriate marketing communication strategies are used to achieve target market share so that sales can be increased (Pradiani, 2017).

Micro, Small and Medium Enterprises (MSMEs) must be able to compete in the international market so that they are not oppressed. Moreover, in this competitive era, MSME players should be aware of information technology (IT) to make it easier to market their products overseas. It is recorded that the number of MSMEs in Indonesia is quite large, around 50 million MSMEs.

MSME players will need the right information technology to grow and compete in the current digital era. MSME players find it challenging to get the right information technology solutions because they need exceptional staff who are experts in the dynamic field of information technology. Another obstacle, namely the large variety of technology products, makes MSME players confused about choosing the right solution. Therefore, MSME players need guidance in choosing the right information technology according to their type of business and needs.

Digital marketing has become one of the media that business people often use because of the new ability of consumers to follow the flow of digitalization, and several companies still need to abandon conventional marketing models and switch to modern marketing. With digital marketing, communication and transactions can be done at any time in real-time and can be accessed throughout the world; someone can also view various goods via the internet; most of the information about various products is already available on the internet, ease of ordering and the ability of consumers to compare products with other products (Kotler & Keller, 2014).

2. METHOD

The method applied in training and mentoring MSMEs so they can reach a broader market using branding and packaging methods for MSMEs in Tunjungsari Village, Siwalan District, Pekalongan Regency, is designed to provide a comprehensive learning experience involving a tiered learning process from theory to direct practice. This method consists of several steps as follows:

a. E-Marketing Introduction Session:

The initial stage of training is to provide participants with an in-depth understanding of the basics of E-marketing and its concepts. This includes terms from E-marketing, attractive types of packaging and understandable advertising. Explanation of various marketing techniques, such as "branding", "packaging", "marketplace" (online shop), and others, provides a foundation for participants before they carry out direct practice.

b. Demonstration of Digital Marketing Technique Steps:

After gaining a theoretical understanding, participants will watch a demonstration from the instructor on how to apply digital marketing techniques. This demonstration shows practical steps in detail, from packaging methods to marketing via TikTok marketing. The instructor will demonstrate each step, allowing participants to see the techniques.

c. Live Practice Session:

This stage is the core of the training, where participants will be directly involved in creating accounts for marketing with the TikTok marketplace. Each participant will receive a step-by-step guide to applying the TikTok marketplace that has been studied previously. Participants will be directed to register an account and the

type of product the participant wants and then implement marketing using TikTok live media. This step lets participants experience firsthand how to sell and reach a broader market via TikTok Live.

d. Discussion and Q&A:

After the practical session, time is allocated for group discussions. Participants can share their experiences, challenges they face during practice, and questions that may arise. This discussion allows participants to learn from each other's experiences, get input from the instructor, and deepen their understanding of marketing techniques with the TikTok marketplace.

e. Reflection and Evaluation:

The final session is a joint reflection and evaluation of the training. Participants will be asked to reflect on what they have learned, how the experience influenced their understanding and skills, and provide feedback on the training. This reflection process allows participants to internalize learning and provide valuable input for future improvements.

With a gradual approach from theory to direct practice, this method is expected to create an interactive and participant-centred learning environment, ensuring that participants gain an in-depth understanding of digital marketing techniques and the skills needed to create unique and economically valuable packaging.

3. RESULTS AND DISCUSSION

Assistance activities for the development of Tunjungsari Village MSMEs were carried out by UMPP Service Students and Tunjungsari Village MSME actors, Siwalan District, on Tuesday, August 8 2023, at the Tunjungsari Village Hall.

a. Product Marketing Practices using the Tiktok Seller Technique

In practice, it uses the Tiktok seller technique because it is a technique that sellers widely use to market their products. In general, several techniques are used, including live techniques. MSME players can also come up with ideas and creativity in creating accounts and can also come up with ideas and creativity for making packaging (Dewa & Safitri, 2021)



Figure 1 Practice of creating a TikTok seller account

After registering an account, the next step is that participants will log in and list the products they want to sell on the TikTok seller application. The technique used in this training is selling techniques via live streaming using the TikTok application, which results in reaching a broader market.

b. Results of MSME Development using Tiktok Seller Marketing Techniques

After the theory and practice of account registration is complete, the Tiktok Seller Application can be opened, and products can be marketed via live streaming. The results will make it easier for MSMEs to reach a broader market to market their products, which can then be used for various purposes, which makes it easier to market merchandise.



Figure 2 Product Sales with Tiktok Live

Implementing MSME Training and Development to reach a broader market with branding and packaging methods for MSME players in Tunjungsari Village may face several obstacles. First, limited knowledge sources, equipment and training facilities can affect the smooth implementation. Second, variations in participants' initial skill levels in digital marketing techniques may necessitate tailored approaches to delivering the material. Third, limited training time may be a challenge in deepening participants' understanding of branding techniques and packaging manufacturing practices (Foster et al., 2020). Fourth, the active involvement of participants in practice sessions may require longer time and additional effort to ensure that each participant receives adequate guidance. Lastly, maintaining continued application of skills acquired after training can be challenging, necessitating supportive measures and access to appropriate resources. However, with suitable adaptation and support strategies, these obstacles can be overcome, allowing this training to achieve the expected results and have a positive impact on participants and the Tunjungsari Village community in the long term.

4. CONCLUSION

Based on the results of the discussion and implementation of MSME development training using digital marketing techniques, this can increase the knowledge and skills of MSME players in Tunjungsari Village. From the results of this training, MSME players can practice the learning outcomes at home or use one of their marketing methods to produce a more comprehensive market reach.

Training and Development of MSMEs in Reaching a Wider Market with Digital Marketing Techniques for MSMEs in Tunjungsari Village has achieved the goals. Through an introduction to the concept of Digital Marketing techniques, practical demonstrations, and direct training in registering a TikTok seller account, participants succeeded in increasing their understanding of this technique and developing the training results. The results of this training are not only limited to creating unique accounts and packaging that are economically valuable but also strengthen identity and encourage collaboration within the community. Thus, this training has opened the door to new creative economic opportunities while reaching a broad market, inspiring individual and community growth simultaneously.

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