

INTRODUCTION OF DIGITAL MARKETING TO INCREASE THE SALES POWER OF MSMEs IN SUKOMAKMUR VILLAGE

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Abstract

This community service activity which was carried out on July 31 2023 has the aim of assisting digital marketing activities in Sukomakmur Village, Magelang Regency. The form of assistance is carried out in the form of socialization which is carried out at the Sukomakmur village hall, Kajoran District. The material presented is related to the introduction of digital marketing, the benefits of branding, social media, brand naming, icons, when to post, how to provide watermarks and recommendations for applications to use to make the product more attractive. In community service, a business registration number, halal certification and digital marketing workshop was held with 20 participants from Sukomakmur Village, including Marongan Hamlet, Gunung Malang Hamlet, Nampan Hamlet, Krandedan Hamlet, Gendol Hamlet, Naden Hamlet. The training stage consists of several activities including: (1) introduction to Digital Marketing and branding. (2) introduction to social media. (3) introduction of the marketplace. To carry out this socialization, lecture, discussion and practice methods were used. Socialization is carried out to provide an understanding of digital concepts, social media and the benefits of using social media. Apart from that, assistance is provided to improve technical capabilities for content on platforms such as: Tik-tok, Instagram and Facebook. The results of the evaluation of digital marketing training activities show that this activity received a positive response, was assessed as being able to provide new knowledge and knowledge, and received responses that provided inspiration for MSMEs in Sukomakmur village.

Keywords: *Digital Markting, Sukomakmur Village, MSMEs, Workshop*

Abstrak

Kegiatan pengabdian kepada masyarakat yang dilakukan pada tanggal 31 Juli 2023 ini memiliki tujuan untuk melakukan pendampingan kegiatan digital marketing di Desa Sukomakmur Kabupaten Magelang. Bentuk pendamping dilakukan dalam bentuk sosialisasi yang di lakukan di balai desa Sukomakmur Kecamatan Kajoran. Materi yang disampaikan terkait pengenalan digital marketing, manfaat branding, sosial media, penamaan brand, ikonik, waktu memosting, cara memberi watermak dan rekomendasi aplikasi yang di gunakan supaya produk semakin menarik. Dalam pengabdian kepada masyarakat diadakan workshop nomor induk berusaha, sertifikasi halal dan digital marketing dengan peserta sebanyak 20 orang yang berasal dari Desa Sukomakmur yang mencakup Dusun Marongan, Dusun Gunung Malang, Dusun Nampan, Dusun Krandedan, Dusun Gendol, Dusun Naden. Tahap pelatihan terdiri dari beberapa kegiatan diantaranya: (1) pengenalan Digital Marketing dan branding. (2) pengenalan media sosial. (3) pengenalan marketplace. Untuk menajalankan sosialisasi ini digunakan metode ceramah, diskusi dan praktek. Sosialisasi dilakukan untuk memberikan pemahaman tentang konsep digital, media

sosial dan manfaat penggunaan media sosial. Selain itu, pendampingan dilakukan untuk meningkatkan kemampuan teknis untuk konten di platform seperti: Tik-tok, Instagram dan Facebook. Hasil evaluasi kegiatan pelatihan digital marketing menunjukkan bahwa kegiatan ini menerima tanggapan yang positif, dinilai dapat memberikan pengetahuan baru dan ilmu, dan mendapatkan tanggapan yang memberikan inspirasi bagi pelaku UMKM di desa sukumakmur

Kata kunci: *Digital Marketing, Desa Sukumakmur, UMKM, Workshop*

1. INTRODUCTION

In Sukumakmur Village, only a few MSMEs still know about digital marketing. The results of observations show that MSMEs in the hamlet carry out marketing using the seller method at traditional markets and entrust the products to shops. However, product marketing still needs product promotion to cover particular areas. To solve the problems faced by MSMEs in Sukumakmur village by creating a social media account, new branding, and posting attractive product photos. Therefore, it is necessary to provide marketing assistance by utilizing digital marketing media.

Digital marketing is a business that markets or promotes products via Internet media to quickly reach customers and potential customers. The most popular internet media for promoting products include Facebook, YouTube, Instagram, and other social media (Sasongko et al. 2021). Digital Marketing has many benefits and advantages, such as creating unlimited marketing space and time and reaching a more comprehensive market (Nur et al., 2022). One of the right solutions for MSMEs in developing marketing networks both nationally and internationally is digital marketing, which allows customers or buyers to get information about a product or service via the Internet, allowing sellers or business owners to communicate with potential buyers anytime and anywhere without time and location limitations (Abdurrahman et al., 2020). Digital marketing can also help customers outside the region buy goods easily.

People are no longer unfamiliar with internet technology. The internet is well known by all levels of society, including regional MSME entrepreneurs, but they could be more effective in using it to help business management. This is due to a need for more insight and education for MSME entrepreneurs regarding Digital Marketing. In fact, with digital marketing, it is hoped that business management will improve so that marketing gets maximum results (Hendriadi et al., 2019).

This community service program aims to assist micro, small, and medium enterprises (MSMEs) in Sukumakmur Village, Magelang Regency, in digital marketing. Digital marketing activities will also increase sales, profits, and market expansion (Riyanto et al., 2022). This activity will help train participants to increase

the knowledge and skills of the MSME community in digital marketing, enabling increased contemporary product promotion and production activities through increasing product orders from a broader market share. With this training, people can become more familiar with technology and how to use it in everyday life. Social accounts can also teach people about technology marketing.

Based on the description above, digital marketing is essential for MSMEs and business actors in Sukomakmur Village, Kajoran District, and Magelang Regency. However, many need to learn how to use digital marketing, especially marketplaces. This can happen due to many things, including the environment. Therefore, the author created an activity that could help with this problem by socializing and using digital marketing to improve the economy in Sukomakmur Village, Kajoran District, and Magelang Regency.

2. METHOD

The Assets-Based Community Development (ABCD) method is used in implementing community service programs. This activity supports community welfare in developing potential and assets (Sufaidah et al., 2022). This activity is carried out through digital marketing workshops aimed at MSME players. This activity will likely solve the problems faced by MSMEs. The ABCD approach consists of several elements: Discovery, Dream, Design, and End Destiny. This approach seeks to create an order of social life in which society becomes the actor and determinant of environmental development (Rafikayati et al., 2022).

Based on the observations we made, we finally decided to provide training on the introduction of digital marketing to launch marketing strategies in food production for micro, small, and medium enterprises (MSMEs) in Sukomakmur Village with the hope that products can be marketed widely in the community and can increase sales.

3. RESULTS AND DISCUSSION

Discovery

The main goal of this process is to express and appreciate something to encourage people, workers, and their communities (Nuru and Atik, 2021). At this stage, the process carries out sharing sessions to gain information about positive things in society, such as the achievement of the best and the things that have been experienced in the past. At this stage, conduct a sharing session. This stage is carried out to find obstacles and obstacles. One problem was that product marketing was still traditional, only covering specific areas, and there needed to be product promotion.

Dream

This stage aims to imagine an ideal society in the future (Yuwana 2022). In the dream stage, information obtained from the discovery stage is used to create a picture of the future that a person wants to achieve. To imagine a dream, you must have apparent hopes, such as good wishes for yourself and others. Every MSME entrepreneur has a dream known to many people and can be sold more widely.

Design

This process aims to create a strategy for processes and systems to work together to support change in the desired direction (Yuwana, 2022). At this stage, after identifying the goals you want to achieve, you need to make a plan to achieve them. To make dreams come true, the implementing team plans socialization activities. The following is a coordination process to support the realization of change:

1. Coordination with the village hall on Thursday, July 27, 2023 Regarding determining the right location, day, and time so that training material can be provided optimally and on target. The agreed date is Monday, July 31, 2023, 09.00 - 12.00 WIB. Apart from that, from the coordination results, it was determined that at least 50 participants taking part in this training were taken from 6 hamlets. Marongan Hamlet, from a population of 1,862, took 11 people. Gunung Malang Hamlet, from a population of 473, took six people. From a population of 535, 8 people were taken from Nampan Hamlet. Krandedan Hamlet by population 1,606 taken by 12 people. Gendol Hamlet, from a population of 471, took seven people. Nadendari Hamlet has a population of 422, with six people taken.
2. Location and training preparation 28-31 July 2023. This includes preparing material displayed during the training session, preparing speakers, preparing printouts to distribute to participants, checking activity locations, and preparing equipment and supporting preparations, such as participant attendance lists, consumption, etc.
3. Implementation of training on July 31, 2023, at 10.00 WIB, namely providing material on the first session on Business Identification Numbers with a duration of 30 minutes, the second session on halal certification with a duration of 30 minutes, the third session on digital marketing with a duration of 30 minutes. 30 minutes.
4. Finally, the service activity ended with a group photo and greetings thank you from the executor.

The training stage includes several activities, including:

1. Online marketing and branding training that studies brand names, icons, and packaging.

2. Social media training that teaches how to market products via social media and applications that can be used to make them more attractive.
3. Marketplace training is training related to the marketplace for facilities marketing a product, how to post, and how to add a watermark to a product image.

The equipment and materials used are as follows:

1. Laptops, sound systems, and LCDs deliver training material through lectures and practical tutorials.
2. Gadgets in the form of cell phones with data packages or internet networks.
3. This gadget helps access digital media for which an account will be created for the MSME actors.

To determine participants in the Business Identification Number, Halal Certification, and Digital Marketing Workshop activities, our implementing team collaborates with the hamlet head; for each hamlet, we send participants who have a business or have products to sell and are willing to take part in the Workshop activity until it is finished.

Destiny

This stage implements the things formulated at the design stage (Yuwana, 2022). At this stage, business registration number workshops, halal certification, and digital marketing activities began, attended by 20 people from residents of Sukomakmur Kajoran Village, Magelang. This activity will start on Monday, August 20, 2023, at the Sukomakmur Village Hall. The material presented includes an introduction to digital marketing, the benefits of branding, social media, brand naming, icons, when to post, how to provide watermarks, and recommendations for applications to use to make the product more attractive.

Participants were taught how to create Instagram, Facebook, and Tik-Tok social media accounts during the workshop. The speaker also gave participants several tips on creating engaging posts, how to provide material that is easy to find, and the right time to upload posts. The work program during community service consists of creating brands, product logos, menu lists, correct designs, pamphlet designs, and assistance in creating Facebook, Instagram, and Tik-Tok accounts. The following are the results of making a grocery store logo.



Figure 1. Digital marketing training

4. CONCLUSION

They were implementing community service with the theme of business master number and digital marketing workshop with 20 participants, where the participants are business actors already with micro and medium scale businesses (MSMEs). Matari delivered the workshop, including digital marketing training, which introduces digital marketing, the benefits of branding, social media, brand naming, icons, when to post, how to provide watermarks and recommendations for applications to make the product more attractive. This service activity ran smoothly. The workshop participants looked very enthusiastic about following the material and training.

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