

Optimizing the Role of Digital Marketing as a Promotional Media for MSMEs in Tajungan Village

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ABSTRACT

In this digital era, the MSME sector has a very vital role in economic growth and development in Indonesia. The MSME sector should be able to adapt to the times, especially in terms of marketing products using digital media. Community Service Partners in this activity are Micro, Small and Medium Enterprises (MSMEs) in Tajungan Village, Kamal District, Bangkalan Regency which are engaged in the business of production and buying and selling. However, the marketing activities are still very simple. For this reason, MSMEs need to be given training on the importance of using digital marketing so that their marketing system can be better so that they can expand their business targets. This community service program aims to provide knowledge in promotion, innovation and development strategies related to optimizing business marketing media. The purpose of this activity is to maximize marketing or sales that will have an impact on the economy of the community in general. The results of the implementation of this activity include increased knowledge and understanding of MSME actors regarding digital marketing as a promotional media, the use of online platforms such as the Canva, Shopee, and Facebook Marketplace applications as marketing media instruments has also increased, skills in using these applications are getting better and innovations. product marketing innovations are increasingly diverse. By using a positive approach in the form of a participatory, reflective and innovative approach, MSMEs in Tambegan Village are expected to be able to adapt along with the times.



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A. Introduction

Micro, Small and Medium Enterprises (MSMEs) in the Indonesian economy play an important role in the growth of a country. Micro, Small and Medium Enterprises (MSMEs) are one of the business units that play an important role in economic growth and development as well as the welfare of the people in Indonesia (Akim et al., 2018).

Micro, small and medium enterprises (MSMEs) have a very vital role in economic growth and development and as pillars of the nation's economic development (Sarfiyah et al., 2019), not only in developing countries but also in developed countries. MSMEs in Indonesia are expected to continue to play an optimal role in the absorption of labor to overcome the unemployment rate (Suseno et al., 2021).

Micro, small and medium enterprises (MSMEs) have a very vital role in economic growth and development and as pillars of the nation's economic development (Sarfiyah et al., 2019), not only in developing countries but also in developed countries. MSMEs in Indonesia are expected to continue to play an optimal role in the absorption of labor to overcome the unemployment rate (Suseno et al., 2021).

The existence of MSMEs cannot be removed from Indonesian society today (Anggraeni et al., 2014). We also cannot underestimate the role in a village, many business actors use labor in the surrounding environment, of course this will result in job vacancies. In addition, MSMEs can also create creativity that is in line with efforts to maintain and develop elements of the tradition and culture of the local community (Hamidah et al., 2019). Micro, small and medium enterprises (MSMEs) are one of the business fields that can develop and be consistent in the national economy. These business actors usually do not set certain standard requirements in employing other people such as education, expertise (skills) and the use of relatively less capital, and the technology used tends to be simple.

In this industrial era 4.0, MSME actors should be able to take advantage of digital media as a way to market their products so that consumers are more familiar with the products produced by these MSMEs. MSMEs that have online access, engage in social media, and develop their e-commerce capabilities, will usually enjoy significant business benefits in terms of income, job opportunities, innovation, and competitiveness (Arjuna et al., 2022). However, there are still many MSMEs that have not implemented technology information, especially using digital media and do not understand how big the benefits and role of using digital media are. (Wardhana, 2015)

According to (ES. et al., 2017), MSMEs must be able to master digital devices and the internet if they want to survive in business competition. Because according to research by Delloitte Access Economics (2015), consumers are increasingly accustomed to making decisions based on digital content and are accustomed to buying goods online. This is a challenge but can also be a promising business opportunity for MSMEs in Indonesia.

The partners in implementing this community service are MSME actors in Tajungan village who do not fully understand digital marketing. In its business activities, it still uses offline marketing and tends to be traditional. For this reason, it is necessary to provide counseling and training about the importance of using digital marketing so that the marketing system becomes better so that it can increase its business targets and can support better sales activities. In addition, partners are also given guidance in using digital marketing applications.

With the transition from pandemic to endemic in Indonesia, MSMEs in Tajungan village are expected to be able to develop their business processes towards digitalization, of course with the right strategies to maintain and even increase their business activities based on digital marketing strategies. Therefore, this community service activity is focused on how to use the right digital marketing strategy for Micro, Small and Medium Enterprises (MSMEs) in the midst of the transition from the pandemic to endemic in order to improve the welfare of MSME actors

B. Method

To overcome the problems that have been described, the Community Service Program focuses on developing digital marketing strategies for SMEs, especially the partners that are fostered. The implementation of this program is carried out offline or face to face. The form of this activity is in the form of socialization and training to partners, or often referred to as seminars, with the theme "Digital Marketing Strategy Towards Creative and Innovative MSMEs in the Industrial Revolution Era 4.0". The activity was carried out in Tajungan Village, Kamal, Bangkalan" held at the Tajungan Village Hall May 12, 2022. At 13.00 - 14.00 WIB. This community service activity was carried out by representatives of Community Service students group 106 Trunojoyo University, Madura. The MSME participants who attended came from various fields, from sewing and cracker traders to ordinary citizens. The age range of participants is 50 years to the youngest 24 years. Occupational status of participants include: entrepreneur, housewife, and casual worker.

The implementation method of this community service activity is a chronological or gradual strategy. The stages are as follows:

- a. Preparation, at this preparatory stage the team coordinates with all parties involved, surveys the site, prepares the tools and materials needed in the implementation of the activity, determines the schedule and is in charge of the implementation activities in the field.

- b. Implementation, at this implementation stage the team carried out socialization activities, training, mentoring marketing practices with digital media. At this stage the service team uses conceptual and participatory methods, namely by mobilizing and involving participants in every activity that takes place, both counseling activities, training and practical mentoring activities, so that activities can run well and in accordance with their objectives.
- c. Evaluation, this stage uses a reflective method, which is a method that aims to evaluate the program with participants, to find out deficiencies in program implementation so that further improvements can be made, then there is monitoring of program sustainability, namely by providing assistance to the community. The evaluation steps carried out include activities such as: observations, questionnaires and interviews/discussions.

C. Result and Discussion

Preparation Stage

This activity is one of the work programs of the Community Service Group 106 Trunojoyo University, Madura. This activity was carried out on Saturday, June 12, 2022 in Tajungan Village, Kamal District, Bangkalan and was held at 13.00-14.00. This work program was carried out by a team from the Community Service group 106 Trunojoyo Madura University consisting of a core team and assistants.

The Core Team consists of 3 (three) people and is also a resource person (speaker) in this service activity whose duties are divided as follows:

1. Agung Ardiansyah became a resource for training on how to take product photos, edit photos and how to make interesting captions. This counseling material explains how to take product photos, the process of editing photos using the Canva application to making interesting captions so that business / selling partners can reach the online market and are in demand by many people.
2. Hafidz Nurhuda became a resource for training on how to sell on the Facebook marketplace. The material in this training contains steps to market products through the Facebook application, then use the Facebook Marketplace feature as a means of selling.
3. Umi Novita Fauziah became a resource for training on how to sell at Shopee e-commerce. The material in this training is about the process of marketing products through the Shopee application.

Furthermore, there is a support team in the implementation of this work program consisting of 11 (twelve) other students (Dina, Nadia, Fitri, Ulfa, Nova, Ayu, Cindera, Ike, Marchel, Roni, and Faisol) to prepare facilities and infrastructure, decorations events, consumption and documentation.



Picture 1. A Visit to Meet the Head of Tajungan Village

At this stage the service team kept in touch and coordinated with the Tajungan Village Government (Figure 1) and conducted a survey to several locations of MSME actors in Tajungan Village, Kamal District (Figure 2). From the results of these activities, the service team can identify problems faced by partners to further formulate the right solution.



Picture 2. Socialization with Marine Police and UMKM

From this stage, several problems and solutions were found, including the following:

Table 1. Problems, Solutions and Methods of Service

No	Problem	Solution	Method
1	Partners are not familiar with digital marketing, and are still marketing their business in a simple way	Provide counseling and training on digital marketing	Presentation, practice, discussion
2	Partners don't know good product photo techniques	Provide training on how to take product photos	Presentation, practice, discussion
3	Partners have not been able to design attractive product photos	Provide training on how to edit product photos using the Canva app	Presentation, practice, discussion
4	Partners do not know how to create an account and market products through e-commerce	Provide training on how to manage accounts and market products using the Shopee application and Facebook Marketplace	Presentation, practice, discussion

Implementation Stage

At this stage the service team carried out several activities, namely as follows:

1. Counseling and training for MSME partners with the aim of providing knowledge and understanding of the importance of digital marketing in the industrial era 4.0, while also providing innovation in marketing products through online platforms



Picture 3. Counseling and training activities for MSME actors

2. Assistance in the practice of product photo processing, photo editing, making interesting captions and marketing online to MSME partners with the aim of providing direction and guidance in maximizing digital marketing by using photo editing applications (Canva) and e-commerce applications (Shopee and Facebook Marketplace).



Picture 4. Assistance in photo processing, editing, making interesting captions and marketing online

Evaluation Stage

After this series of Community Service programs were implemented, evaluations began to be carried out. Among them are evaluating how well the material presented by the resource persons and ensuring whether the participants who have attended the seminar will implement the material they have obtained or not.

Evaluation of counseling and training activities for MSME partners is carried out by means of online monitoring via WhatsApp (WA). The criteria for the success of this activity can be measured by the achievement of 4 criteria that become the target of the activity, namely: the level of participation, the level of understanding,

the level of skills and sustainability. The indicators of the status of the achievement of this activity can be seen in Table 2

Table 2. Activity Achievement Status

No	Kriteria	Indikator Capaian	Status Capaian
1	Participation Rate	1. Attendance of participants 85.7% 2. Implementation of MSME training and counseling	1. Achieved (participants who attended were 12 people from 14 invitations distributed) 2. Achieved (extension activities and training for MSME actors have been carried out)
2	Understanding Level	1. Increased understanding of MSME actors regarding the importance of digital media in promoting business 2. Increased understanding of MSME actors in managing digital media properly and correctly	1. Achieved (based on the results of the questionnaire) 2. Achieved (based on the results of the questionnaire)
3	Skill Level	1. Increasing the skills of MSME actors in product photo techniques, photo editing (Canva) and making good and correct captions 2. Increasing the skills of MSME actors in marketing products through digital media (Shopee and Facebook Marketplace) 3. Increasing the skills of MSME actors in operating digital media	1. Achieved (based on observations during training) 2. Achieved based on observations during training) 3. Achieved (based on observations during training)
4	Continuity	Existing and able to survive with the increasing understanding of MSME partners regarding digital media	Achieved

In this counseling and training, participants were also given a questionnaire containing questions about the quality of the material and the implementation of the material by participants that had been obtained in the seminar. The results obtained from this survey are that of the 12 MSME participants who attended this seminar, there were 12 people who stated that they would implement what was explained by the speakers regarding the use of digital media as a tool to promote their business. Among them are the use of the Canva, Shopee and Facebook Marketplace applications which have been explained by the speakers.

D. Conclusion

From the results of the implementation of community service with the title Enhancing Promotional Media Through Digitalization of Marketing for MSME Actors in Tajungan Village, Kamal District, Bangkalan Regency, the following conclusions were obtained:

1. In this era of industrial revolution 4.0, MSME actors should be able to take advantage of digital marketing as one of the media for product promotion so that consumers are more familiar with the products produced by these MSMEs.
2. MSMEs are one of the most abundant livelihoods in Tajungan Village. However, many of them still do not apply information technology, especially using digital media and do not understand the benefits and roles of using digital media.
3. The results obtained from this service activity are providing counseling and training regarding the use of digital marketing as a promotional medium for MSME actors. Then it was continued by providing practical assistance in product photo processing, photo editing, making interesting captions and marketing online using photo editing applications (Canva) and e-commerce applications (Shopee and Facebook Marketplace). The provision of this training aims to provide knowledge and understanding of the importance of digital marketing in the industrial era 4.0, while also providing innovation in marketing products through online platforms. It is hoped that by holding this activity, MSME actors can use promotional media to reach a wider market so as to encourage better product sales.

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