Use Of Digital Marketing As An Online Marketing Information Media For Micro Small Medium Business Products (Msmes) In Bangunjaya Langkaplancar Village

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Abstract

Doing branding for a company is very important, especially considering the geographical location of Langkaplancar still does not have adequate transportation to move quickly to create marketing traffic plus people's lifestyles that have changed since Covid 19 which implemented PPKM has also changed the way of shopping and searching for imports. only on social media. In addition to the fairly tight competition among UMKM in the field of presenting the best products, UMKM are expected to have the ability to promote in the digital world through paid ads so that they can reach consumers with the right targets so that existing products can be offered to the right and targeted consumers. Promotion for a company is a very useful thing to increase consumer awareness of the company being offered, so that it will be widely known and in demand. With the presence of Facebook, Instagram, Shopee, Tokopedia and other applications, many UMKM have not taken advantage of this media. This is also one of the obstacles for UMKM to reach a wider range of consumers. Therefore, the implementation of MSME digitization activities is very important, both training and direct practice in advancing UMKM in Bangunjaya Village. As we all know, Langkaplancar is the most extensive sub-district in Pangandaran district, so it needs promotions that can reach remote areas and comprehensively target consumers promptly and effectively.

INTRODUCTION

The information technology revolution has added steps to the world of marketing in the 20th century. People's lifestyles have changed since Covid 19 where more activities are carried out online, making addiction to technology significantly increased in the last few years. Promotional methods that were previously traditional are now integrated into the digital world, (askaris Mettasatya Afrilial, 2018).

Digital marketing, which usually consists of interactive marketing, facilitates interaction between producers and the desires of potential consumers. On the other hand, potential consumers can also search for and obtain product information simply by exploring social media, thus facilitating the
search process (purwana ES, Dedi, Rahmi Aditya, 2017). In Indonesia, the law that regulates MSMEs is Law no. 20/2008, in the Law, UMKM is explained as: "small companies owned and managed by a person or owned by a small group of people with a certain amount of wealth and income." The following are the criteria for wealth and income in the law.

**Table.1: Criteria for MSMEs and Large Enterprises Based on Assets and Turnover**

<table>
<thead>
<tr>
<th>Ukuran Usaha</th>
<th>Aset (tidak termasuk tanah &amp; bangunan tempat usaha)</th>
<th>Kriteria</th>
<th>Omzet (dalam 1 tahun)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usaha Micro</td>
<td>Maksimal Rp 30 juta</td>
<td>Minimal</td>
<td>Minimal Rp 300 juta</td>
</tr>
<tr>
<td>Usaha Kecil</td>
<td>Lebih dari Rp 50 juta</td>
<td>Minimal</td>
<td>Lebih dari Rp 500 juta-Rp 2,5 miliar</td>
</tr>
<tr>
<td>Usaha Besar</td>
<td>Lebih dari Rp 500 juta</td>
<td>Minimal</td>
<td>Lebih dari Rp 3,5 miliar-Rp 50 miliar</td>
</tr>
</tbody>
</table>

Our business can be categorized as a Micro Business if it has assets of a maximum of IDR 50 million and a maximum turnover of IDR 300 million per year or around IDR 1,000,000 per day (assuming active operations for 300 days/year); while the upper limit of turnover for Small Business is around IDR 8.3 million per day, and the upper limit for Medium Business turnover is around IDR 167 million per day (Hamzah 2021).

MSME players should have taken advantage of digital as one of their product marketing efforts so that consumers are more familiar with the products produced by these MSMEs.

One of the digital media platforms that can be used by MSMEs in increasing the marketing of their products is Facebook ads, Instagram ads, Shopee, Tokopedia, and Lazada. Facebook and Instagram ads themselves are paid facilities that can be used to help manage the business emergence of MSME actors in various national competitions throughout Indonesia, by displaying them on the Instagram and Facebook homepages of consumers who have the potential to be interested in the products offered through social media user data that can be requested via Facebook and Instagram Ads Manager.

A digital media platform that can help and is used by MSMEs to support safe, comfortable, and practical transactions through third parties in well-known marketplaces such as Lazada, Shopee, and Tokopedia. Using Facebook and Instagram ads as promotional media to reach potential buyers as well as interact with buyers and then direct safer transactions through third-party marketplaces so that consumers are more confident and feel safe with transactions on joint accounts.
Some of the problems faced are:

1. Lack of utilizing technological developments for marketing tools
2. Lack of breadth of MSME product marketing in Bangunjaya Village

Problem-solving that can be offered are:

1. Provide training on the use of digital marketing as a means of promotion
2. Provide training and guidance to MSME practitioners regarding online store management and marketing.

Expected targets in this activity:

1. The ability and knowledge of MSMEs regarding digital marketing to market their products to a wider market so that sales can increase
2. Increase the ability to promote on social media through ads
3. At least one fostered seller gets one transaction from the promotion results

METHOD

The method of implementing the activities to be carried out to overcome the problem is as follows:

1. Extension
   Counseling here provides an understanding of the flow of transactions in the digital world, then provides knowledge about the advantages of using online marketing. Counseling is done through lectures and questions and answers.
2. Training
   Training in creating a Facebook account, Facebook ads manager, and creating Shopee, Tokopedia, and Lazada accounts, and then while walking you are taught how to serve customers online
3. Activity procedures
   This dedication activity includes:
   a. Coordination with partners regarding activity schedules
   b. Preparation of counseling and training
   c. Counseling on digital marketing
   d. Digital marketing training

RESULT AND DISCUSSION

In carrying out the activity, in addition to being given the material on the science of digital marketing with the lecture and question and answer method which ended with the discussion of UMKM in Bangunjaya village to practice the results of the discussion regarding Facebook and Instagram ads managers, shop, tokopedia and lazada sellers with this method UMKM can reach relevant customers with coverage throughout Indonesia.
The definition of digital marketing according to Urban (2004:) is using the internet and information technology to expand and enhance traditional marketing functions. This definition concentrates on all traditional marketing. While supporting applications are third parties in transactions where transactions will be held first in a joint account before the balance is transferred to the seller’s account after the agreement on goods or services is under what is offered. With this strategy, sellers and buyers are ensured to be safe so they avoid fraudulent practices of buying and selling online.

Figure 1. Documentation of the use of digital marketing for online marketing of MSME products

Figure 1 shows the process of preparatory activities and hospitality to one of the digital marketing MSMEs that will take place, here we explain the general description and outline of the work program that we will convey so that it attracts MSMEs to take part in the training that we will hold.

Figure 2. Documentation of the use of digital marketing for online marketing of MSME products
Figures 2 and 3 show the process of digital marketing training activities taking place, digital marketing material delivered by the first speaker, and package logistics application training for orders in e-commerce guided by the second speaker. The digital marketing material presented includes the meaning, benefits, and use of e-commerce by giving examples of using the Shopee application to sell goods and developing digital-based marketing. Whereas for package logistics application materials for orders at e-commerce, they are directed to use the JNE delivery service at the nearest agent where packages from each seller ready to be sent will be immediately picked up by couriers specially assigned by JNE.

The stores produced are as follows:

Figure 3. Documentation of the use of digital marketing for online marketing of MSME products

Figure 4. Documentation of the use of digital marketing for online marketing of MSME products
Figure 4 was taken during direct practice for uploading products at one of the UKM sugar ant shops which already had packaging that was standard for shipping outside the island and had an attractive appearance.

Figure 5. Documentation of the use of digital marketing for online marketing of MSME products

Figure 5 was taken when the digital marketing training activities were completed. Participants looked enthusiastic and happy with the training that had been carried out. Before the training session ended the presenter asked the participants to practice directly.

CONCLUSION

Based on the initial identification, it is known that some MSMEs in Bangunjava Village require development in businesses using technology to expand the market for MSME products. The condition shows that MSMEs still use simple technology in marketing, namely using mobile phones dominated by WA and organic FB media. In fact, many MSMEs still run their businesses offline without the help of technology. Thus, the effort being made is to provide training in marketing their business with the help of digital marketing (using social media ads and e-commerce applications).
REFERENCES


