



Digital Marketing Transformation in Papringan Village: Digital Marketing Socialization and Training Efforts

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Abstract: The application of digital technology-based marketing concepts is an important hope for small and medium enterprises (MSMEs) that want to develop and play a role as an economic force. One of the tools that can be utilized by MSMEs in digital marketing strategy is social media. The main advantage of social media is that it is affordable, and does not require special skills to start using it. In addition, social media is also considered capable of directly reaching and interacting with consumers. Digital marketing refers to efforts to introduce products through digital and online platforms. In the current era, digital transformation is trending and becoming a necessity for various segments of society. Even so, many MSMEs still face difficulties in implementing product marketing strategies to grow their business. The purpose of this activity is to increase the knowledge and ability of MSMEs in adopting digital marketing as a way to expand product marketing reach.”

Keywords: Mentoring, Waste Management, Socialization

1. Introduction

It is now predicted that digitalization will become a very important factor in various aspects of human life, including business. Some of the signs that can be seen today are the increasing investment in digital advertising, the growing use of smartphones that facilitate internet access, the improvement of telecommunications infrastructure to improve the quality of data services, and the launch of 4G services. In Indonesia, the number of internet users as of January 2023 is 212.9 million, according to the latest report from We Are Social and Meltwater titled “2023 Global Digital Report”.

The rapid development of technology, the digital world and the internet certainly also impact the world of marketing. Marketing trends in the world are shifting from conventional offline to digital online. Digital marketing has many advantages when compared to conventional marketing strategies (offline marketing), including in terms of measurement or benchmarking the success of a strategy (Nursatyo & Dini, 2018). Digital marketing also makes it easier for businesses to monitor and provide all the needs and desires of potential customers, and on the other hand, potential customers can search and get product information by simply browsing the virtual world, making the search process easier (Febriyantono et al., 2018). Digital marketing itself is a promotional activity and market search through digital media online by utilizing various means such as social networks (Sulaksono, 2020). The virtual world is no longer only able to connect people with devices, but also people with other people around the world. In line with this opinion (Fadly et al. 2020) argues that digital marketing is

marketing that markets the internet network effectively so that the market reached can be wider.

Based on the results of McKinsey research, it is suggested that only around 30% of businesses in Indonesia use digital instruments in developing their business (Woelandari et al., 2019). One of the businesses in question, namely Micro, Small and Medium Enterprises or what we commonly know as MSMEs, is the largest part of the national economy with indicators of the level of community participation in various sectors of economic activity. Micro, Small and Medium Enterprises (MSMEs) have so far proven to be reliable as a safety valve in times of crisis, through the mechanism of creating Micro, Small and Medium Enterprises (MSMEs) means strengthening the community's economic business (Undari et al., 2021).

However, the potential for digital marketing in Indonesia is still very large. The utilization of digital-based marketing concepts (digital marketing) provides hope for MSMEs to develop in marketing their products online and conducting transactions through the online banking system (Sulaksono, 2020). The lack of understanding of the strategic role of information technology related to marketing, consumer relations and even product and service development is thought to be the cause of the low adoption of information technology by MSME players in Indonesia (Sari et al., 2020). According to Sulaksono (2020), before a business has a website, it is not uncommon to find, especially in markets like Indonesia, that they have started entering the virtual world through social media. This can be a stimulant for the development of entrepreneurship and the sustainability of MSMEs. Apart from the low cost and no need for special skills in the initial initiation, social media is considered capable of directly reaching (engaging) potential customers. So, it is not surprising that businesses focus more on utilizing social media than developing a website.

These MSME players are hampered by the lack of knowledge about digital marketing and electronic commerce (e-commerce). The potential utilization of digital marketing requires the community to be technology literate, which requires socialization and training in the use of information and communication technology (Yu et al., 2017). This community service activity regarding the utilization of digital marketing is expected to provide knowledge and understanding and can inspire MSME actors in utilizing internet technology and social networks as a tool for running their business (Prayoga et al., 2024).

By using digital-based marketing (digital marketing), marketing activities become more interactive and integrated and facilitate interaction between producers, market intermediaries, and also make it easier for business people to monitor and provide all the needs and desires of potential customers, on the other hand it also makes it easier for potential customers because they can search and get product information in an easy way. Buyers are now increasingly independent in making purchasing decisions based on the results of their searches (Afendi et al., 2022; Hanif et al., 2020).

2. Methods

On September 8, 2023 from 13.00-14.00, a counseling event was held at Papringan Village Hall. The speaker in this activity was an economics student from Muria Kudus University. Participants who took part in this activity were 20 Micro, Small and Medium Enterprises (MSMEs) located in Papringan Village.

Before carrying out this activity, the service team went through several initial stages that needed to be done. The first stage was to conduct a survey and apply for a license. At this stage, the team made observations to collect data related to the problems in Papringan Village. After that, they visited the Papringan Village Office to apply for permission and coordinate with the Village Head regarding the planned activities to be carried out (Fig. 1).



Fig 1. Survey of SMEs

The second stage involved preparation, including preparing the venue to be used for the activities as well as the tools needed. In addition, the team prepared presenters who would provide counseling and also distributed invitations to the Village Head and business owners in Papringan Village (Fig. 2).



Fig. 2. Organizing committee

During the activity implementation stage, the event began with remarks from representatives of MSME actors, followed by remarks from the village chief (Fig. 3). To achieve the objectives of community service, this activity was carried out through the counseling method. In this method, activities are carried out by delivering material and holding discussions. The design of the implementation of community service activities can be described as follows:

1. The extension process begins with the introduction of the Faculty Program and Study Program as the first step.
2. Furthermore, in the extension stage, participants will be given knowledge about various applications and software that are useful in the digital product marketing process.
3. In the explanation stage, the speaker will deliver the material using visuals in the form of PowerPoint slides.
4. The resource persons will also include an element of experience sharing on the use of digital marketing in business promotion during the explanation process.
5. The method used in this activity is designed to provide convenience to participants.
6. In this activity, the methods used involve explanation, experience sharing, question and answer sessions, and discussions.



Fig. 3. Delivery of counseling

3. Results

In an effort to keep up with the development of digitalization, business actors need to acquire new skills, including the utilization of digital marketing. Some companies have started to slowly shift from conventional marketing systems to modern marketing. The advantage of digital marketing lies in the ease of communication and transactions, which can be accessed globally and in real-time. This allows individuals to easily search and access information about products on the internet, which in turn makes it easier for consumers to order and compare available products (Febriyantoro et al., 2018).

Digital marketing is an attempt to promote a company's name, logo, or products using digital media. The main goal of this type of marketing is to reach as many consumers as possible in an efficient, effective, and relevant way. This can be achieved through various forms of online advertising and social media platforms such as Facebook, YouTube, Twitter, Instagram, and other platforms that are popular among entrepreneurs. Since it was first introduced in 2000, digital marketing has become extremely popular and is currently the most widely used and favored type of marketing by companies looking to promote their products and services.

Many business owners are turning to digital marketing because it is considered more efficient than traditional marketing methods. This is due to the advantages of digital marketing which is more practical, flexible, and responsive compared to conventional systems. Therefore, consumers find it easier to access the information they need, and marketing can reach its target market more efficiently.

MSMEs are now actively utilizing digital marketing as a means to circulate the products and services they offer. Digital marketing has become the most common and in-demand marketing approach among them. This is done with the intention that businesses can reach their target market efficiently through digital marketing. Another advantage provided by digital marketing is that it provides a higher level of comfort, convenience, and speed to customers compared to previous marketing methods. Since business owners have the flexibility to promote their products and services through various devices such as mobile phones, tablets, computers, television, social networks, videos, YouTube, emails, and other digital media, this makes digital marketing a highly adaptive tool without rigid boundaries (Fig. 4).



Fig. 4. Sharing the story of one of the MSME

Residents around the activity venue were very eager to ask questions, especially related to digital marketing for Micro, Small and Medium Enterprises (MSMEs). At the end of the activity, a short question session was held for participants to ensure that they had understood the material presented by the speaker. The results of this activity are in accordance with the views expressed by Irfani et.al., (2023) which state that MSME actors can manage their business better and manage marketing actively through the internet, so that they can support the development and progress of their business. Through this training, it is hoped that the problems faced by MSMEs, such as lack of awareness, limited talent, and knowledge about the importance of digital marketing in maximizing promotional efforts, can be overcome.

4. Discussion

Before the KKN team arrived in Papringan Village, we noticed that the Micro, Small, and Medium Enterprises (MSMEs) in the village were still using traditional sales methods. However, as soon as we arrived and started the MSME digitalization program, we realized the great potential that the products from Papringan Village had. These products are of excellent quality and deserve to be introduced to a wider market. After the program was completed, MSME players in Papringan Village were able to operate various social media platforms such as Shopee and Facebook Ads.

After the socialization and training, the audience asked several questions about Facebook Ads that they never knew before even though they used Facebook. Questions such as how to make Facebook Ads payments and the system applied in Pay per Click (PPC) advertising. They have also received coaching on how to create a Shopee account and how to promote well. This is an important step in helping Papringan Village MSMEs harness the potential of digitalization to grow their business and reach a larger market.

5. Conclusion

The implementation of the activities went smoothly and can be said to be successful, and the steps taken have succeeded in increasing the capacity and understanding of business actors in Papringan Village regarding digital marketing. By using digital marketing as a marketing tool, their products can be better known by many people, and the opportunity to expand market share becomes greater. Through this training, it is hoped that business actors can overcome various problems faced by Micro, Small and Medium Enterprises (MSMEs) and improve their understanding, skills and knowledge of the value of digital marketing to improve promotional efforts. Social media such as Facebook, Instagram, TikTok, and online shopping platforms are often used as tools to promote a company's products or services. Therefore, it is important for businesses to actively use these platforms in their marketing efforts.

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