

OPTIMIZING SALES OF MICRO, SMALL, AND MEDIUM ENTERPRISES THROUGH DIGITAL MARKETING TRAINING

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ABSTRACT

Digital marketing is promotional activities and market search through online digital media utilizing various means such as social networks. This activity aims to increase knowledge and skills about digital marketing, especially social media, for Small and Medium Enterprises (SME) business people to increase their sales and profits. Attended by Sumberpetung Village MSME participants, the methods used in this activity were: first, an explanation of using social media; second, sharing experiences and discussions; and finally, the hands-on practice of creating social media accounts (Facebook and Instagram) and how to make them attractive to buyers (images, words, stories). The results show that some business actors actively use social media as their promotional tool, and they have not separated their online store accounts from their accounts; some others use it occasionally, and the remaining participants never use social media marketing due to a lack of technological skills. All participants showed great interest in continuously using social media marketing to increase sales of their products.

Keywords: **Digital Marketing, Social Media, MSMEs**

INTRODUCTION

Progress technology is something that doesn't Can avoided in life moment This is because progress technology will walk in accordance with progress knowledge knowledge . Every innovation created For give benefit positive , giving Lots convenience , as well as method new in do activity for life man . Special in field technology Society already enjoy it Lots benefits brought by existing innovations _ _ generated in the last decade This .

The benefits of the internet are increasingly felt for its users No Can free from this internet world . Like for example internet marketers, bloggers , bloggers, and also now online figures increasingly have innovation new For develop the product to improve develop fast .

Development technology Now This has Lots show extraordinary progress _ normal . Many things from sector the life that has been use existence from technology That Alone .

His presence has give quite an impact big to life man in various aspects and dimensions , thus case with technology communication which is equipment device hard in structure containing organization _ social value yes possible individual For collect , process and interrelate swap information .

One of strength long economy _ This become support Indonesia's economy and strength economy area is presence perpetrator micro business _ small and medium enterprises (MSMEs). When _ the world economy and the Indonesian economy are experiencing recession , in fact MSME actors do not even a little bit caught impact negative recession economy that , even as big MSME players remain can float business in support economy . The MSME community can maintain and improve contribution growth economy as well as enhancement revenue in the sector state taxes , in addition supported by industry scale big , also supported in a way significant by groups industry in a way small .

According to survey data from Association Organizer the Indonesian internet network (APJII) stated that more from half residents in Indonesia have connected to the internet. The survey was conducted in 2016 _ show that 132.7 million Indonesians have connected to the internet. Meanwhile, the total population of Indonesia as a whole whole amounting to 256.2 million soul . This matter can be concluded that happen a 51.8 percent increase in comparison amount internet users in 2014. Survey conducted by APJII in 2014 only around 88 million Internet user . Enhancement amount internet users in Indonesia due to development infrastructure and community convenience for get gadgets. So that matter This can become opportunity for MSME actors for use technology in develop the market.

Social media or networking social being the most frequent platform used by society . Networking available social _ sometimes own a number of difference . Some social media only focuses on friendship like Facebook, Instagram, and Tiktok , there are also special ones For search and build relation as offered _ LinkedIn . Besides that There are also more media available personal such as electronic mail (e-mail) and messages text . Search engines like Google and Yahoo can also empowered . With method these are the perpetrators business can too utilize blog media or personal websites .

Development technology information develop with fast . Some activities of Micro , Small and Medium Enterprises (MSMEs) take advantage technology information For operate his business . The more many competitor become consideration for perpetrator business For do innovation in win competition the . Communication strategy proper marketing _ used For Can reach target market share so that can increase sale (Pradiani, 2017).

Micro , Small and Medium Enterprises (MSMEs) must capable compete in international markets so as not to oppressed . Especially in the era of competition In this case , MSME actors should literate will technology information (IT) in order to be able to makes it easier promote product until to overseas . Recorded The number of MSMEs in Indonesia is sufficient Lots around 50 million MSME actors . In today's digital era this , MSME actors will need technology correct information _ For Can grow developing and competing in the current digital era This .

MSME actors meet difficulty For get solution technology correct information _ Because MSME actors do not own staff especially experts _ in field technology dynamic information . _ Another obstacle is many variety product technology make MSME players are confused choose the right solution . Because of MSMEs need that _ _ guide in choose technology correct information _ in accordance type business and needs .

Digital marketing is one of the most common media used by the perpetrator business Because ability new consumer in follow current digitalization . A number of company little by little start abandon the marketing model conventional and switching to modern marketing . With digital marketing, communication and transactions can done every time or real time and can be accessed to the whole world. Someone can too see various goods via the internet, in part big information about various product Already available on the internet, convenience in reservations and capabilities consumer in compare One product with product other (Kotler & Armstrong, 2008).

Based on description on so We can conclude that digital marketing is very important in MSMEs , especially in Sumberpetung Village , where in the his activities Still Lots perpetrator efforts that have not yet been made know and how its use regarding digital marketing in particular titok or Instagram. That matter can caused from various factors that occur one of them factor environment . For that's KSM- Thematic Unisma Group 75 did something possible activities _ help problem the with stage socialization Use of Digital Marketing increase economy in Sumberpetung Village specifically MSME actors .

METHOD

Method used in activity This that is with do interview structured , interview depth and observation to MSME actors . After that , done socialization (Novianto, et al., 2022)and digital marketing training with utilize social media and e-commerce platforms.

RESULTS AND DISCUSSION

1. MSMEs

Business or Can called with entrepreneurship . Entrepreneurship is action constructive creativity _ a value of something that doesn't There is . Entrepreneurship is a process for capture and realize something opportunity regardless from source existing power , as well need courage For take risks that have been taken into account .

According to The American Heritage Dictionary, entrepreneur is defined with someone who organizes , operates and calculates risk For A profitable business _ profit . In understanding This there is the word organize , what is being organized the . Likewise there are the words operate and calculate risk . A perpetrator business in small scale _ though in operate his activities will always use various source Power . Source Power organization business includes , sources Power human , financial , equipment physical , information and time . With thereby a perpetrator business has do organizing to source the power he has in space and dimensions are limited and trying operate as activity business To use reach profit . In organizing and operating his business the He face to face with a number risk , primarily risk failure . Source the power you have limitations , obviously contain a number risk . That's something a person does _ perpetrator businesses that have soul entrepreneurship .

Including business small and medium is all trader small and medium , providers service small and medium , farmers and livestock breeders small and medium , folk crafts and industry small , and so on , for example stalls in villages like tempeh, chips bananas, eggs, crackers so on . In accordance with (OJK, 2008), the definition of Micro , Small and Medium Enterprises (MSMEs) is :

- a. Micro business is business productive owned by individuals and / or business entities individuals who fulfill it criteria business micro as arranged in Constitution This .
- b. Small business is business economy productive standing _ themselves , carried out by individuals or a business entity that is not is child company or No branch companies owned , controlled , or _ become part Good direct nor No direct from business intermediate or business big that fulfills criteria business small as intended in Constitution This .
- c. What is meant is business small and medium is activity business with scale activities that are not too great , management still very simple , available capital limited , the market has not been reached yet wide .
- d. Medium business is business economy productive standing _ alone , carried out by an individual or a business entity that is not is child company or branch companies owned ,

controlled , or _ become part Good direct nor No direct with business small or business big with amount riches clean or results sale annual as arranged in Constitution This . Business world is business micro , business small , effort medium , and business big ones do activity economy in Sumberpetung and domiciled in Sumberpetung .

2. Digital Marketing

Digital technology has change method man in communicate , act , and take decision . Activity not even marketing free from influence digital technology . Marketing terms digital -based (digital marketing) has been experience evolution from initially activity marketing goods and services used _ digital channels up to more understanding _ wide namely the process of obtaining consumer , build preference consumer , promote brand , maintain consumers , and improve sale .

The concept of digital marketing originated from the internet and machines search engines on the site. When internet usage exploded in 2001 , the market was dominated by Google and Yahoo for search engine optimization (SEO). The definition of digital marketing according to the American Marketing Association (AMA) is activities , institutions , and processes facilitated by digital technologies in create , communicate and deliver values to consumers and interested parties _ other (Kannan & Hongshuang, 2016). Social media possible perpetrator business For reach consumer and building a more personal relationship . Social media to in two groups in accordance with characteristic base connections and interactions :

1. Profile-based, namely media social based on focused profile _ to member individual . Social media group This push connection that occurs Because individual interested to social media users (eg Facebook, Twitter, WhatsApp).
2. Content- based , namely social media focused to content , discussion , and comments to displayed content . _ The main goal is connect individual with something content provided by the profile certain Because individual the like it (eg Youtube , Instagram, Pinterest)

3. Utilization of Digital Marketing by MSMEs

Social media potential For help MSME actors in promote the product . Media applications social available start from message instant to networking sites social offers _ user For interact , relate and communicate One each other. Applications _ This mean For initiate and distribute online information about experience user in consuming product or brand , with objective main reach (engage) the community .

By simple , following This digital marketing strategy steps for beginner :

1. Digital Assets Development, steps First is prepare a digital identity business . Activities carried out including building a website and preparing it social media accounts (example : Facebook, TikTok , WhatsApp etc)
2. Increase website visits , ie with do a number of method like SEO optimization (Search Engine Optimization), installation CPC advertising via Google Adsense , etc. _
3. Optimization social media accounts , that is strive enhancement interaction with social media users _ method prepare and publish interesting content . _ Besides that optimization with method Advertising on social media is also appropriate For considered .
4. Email Marketing activities. Email as tool known digital communications ancient This in fact Still own potency increase in sales business . Can not denied that all smartphone users are required For own email account for Can utilise smartphone features directly maximum . Condition This is very good potential If can utilized with Good .
5. Broadcast messages are part from digital marketing still Can We see you . Often _ We Still get a broadcast message like message short (SMS), Whatsapp , up to Social Media Direct Messages. Although prone to experience blocking account , in fact the message is still broadcast has a sufficient conversion rate Good .

4. Utilization of digital marketing has a number of advantages , including :

- 1) Target can arranged in accordance demographics , domicile , style live , and even habit ;
- 2) Fast results seen so that marketer can do action correct or change if felt some do n't in accordance .
- 3) Cost Far more cheap than marketing conventional .
- 4) Reach more wide Because No limited geographical
- 5) Can accessed any time No limited time
- 6) On the other hand , digital marketing also has weaknesses , including :
 - a) Easy imitated by competitors
 - b) Can misused by parties _ _ No responsible answer
 - c) Reputation become No Good when There is response negative
 - d) Not everyone uses it yet internet/digital technology .

Some MSMEs use social media For inform and communicate with consumers , frequent social media used including Facebook , TikTok, WhatsApp , several of these platforms Enough effective used in inform all over products and interact direct with consumers , even a number of for some MSMEs use TikTok is also effective For give trust and grow good image to consumers .

Table 1. Digital Marketing Used

No	Variable	Total	Percentage
1.	Social media		
	- Facebook	8	70 %
	- Instagram	3	25 %
	- TikTok	2	5%
2.	Social Chatting		
	- WhatsApp	10	80 %

A number of MSME players are updating information good on social media as well as on other platforms that is every day very as much as 50% and other MSMEs usually renew information the product every hour and every Sunday . With the more often MSME actors in _ renew information the product so will encourage consumers _ For buy product they . Almost all public village gouge Not yet get to know Instagram based on table.1 results interviews conducted _ before held socialization .

Table.2 after done socialization

No	Variable	Total	Percentage
1.	Social media		
	- Facebook	12	90 %
	- Instagram	5	40 %
	- TikTok	4	15%
2.	Social Chatting		
	- WhatsApp	15	100%

The results obtained from interviews and socialization (Novianto, et al., 2021) to parra informant who is MSME actors in Cungkai Hamlet based on the 4C approach consists of from cost, customer, convenience, and communication. MSME players agree _ that digital marketing helps they in do promotion and marketing product they with effective . The informants opinion that digital marketing makes they save cost promote Because during This they Still depend on marketing online like _ spread brochures ,

advertising in newspapers and advertising through billboards, expenses they will become more big when they use offline marketing .

Informant	Interview result
Mr Saiful	"Mr Saiful is a businessman cattle duck laying eggs , then results egg is marketed _ until to outside city however , the marketing only to collectors certain just "
I can't forget	" Production chips banana on day normal only reaches 100-200 kg, but on the day approaching Eid production these banana chips Can increase fast Until produces 500 kg per day



Figure 1. Interview Results



Figure 2. Digital Marketing Socialization



Figure 3. Photo together with residents

CONCLUSION

Perpetrator business do organizing to source the power he has in space and dimensions are limited and trying operate as activity business To use reach profit . In organizing and operating his business the He face to face with a number risk , primarily risk failure . Small and medium businesses is all trader small and medium , providers service small and medium , farmers and livestock breeders small and medium , folk crafts and industry small , etc. _ For example , stalls in villages such as tempeh , banana chips , eggs , crackers , etc. Digital technology has change method man in communicate , act , and take decision . Activity not even marketing free from influence digital technology . Marketing terms digital -based (digital marketing) has been experience evolution from initially activity marketing goods and services used _ digital channels up to more

understanding _ wide namely the process of obtaining consumer , build preference consumers , and improve sale .

Social media potential For help MSME actors in promote the product . Social media application available start from message instant to networking sites social offers _ user For interact , relate and communicate One each other.

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