

Digital Marketing Training for MSMEs in Surabaya

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***Abstract:** Advances in information technology play a very important role in human life. By mastering information technology, humans have sufficient capital to become winners in global competition. Digital marketing (digital marketing) is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, to be able to communicate on a global scope, and change the way companies do business with customers. The development of information technology is growing rapidly. Most Micro, Small and Medium Enterprises (MSMEs) activities utilize information technology to run their business. The increasing number of competitors is a consideration for business actors to innovate in winning the competition. The right marketing communication strategy is used to be able to reach the target market share so as to increase sales. One way to keep even increasing sales is to utilize the right marketing strategy through e-marketing or digital marketing. Marketing is a business process that seeks to align the human, financial and physical resources of an organization with the needs and wants of its customers in the context of a competitive strategy. Therefore it is necessary to do training and mentoring.*

INTRODUCTION

Digital marketing is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, to be able to communicate on a global scope, and change the way companies do business with customers (Ali, 2013). Data shows that as many as 48% of internet users in Indonesia search for goods or services online, 46% of users visit online stores, 34% of users make online transactions via computers or laptops, and 33% of other users make online transactions via mobile devices such as smartphones. This shows that the potential for online shopping and the use of the internet as a medium for promoting businesses is quite developed in Indonesia (Febriyantoro, and Arisandi, 2018). The development of information technology is growing rapidly. Most Micro, Small and Medium Enterprises (MSMEs) activities utilize information technology to run their business. The increasing number of competitors is a consideration for business actors to innovate in winning the competition. The

right marketing communication strategy is used to be able to reach the target market share so as to increase sales (Pradiani, 2017).

Advances in information technology play a very important role in human life. By mastering information technology, humans have sufficient capital to become winners in global competition. Technology according to Miarso (2011) has the notion of a process to increase added value, the process of using or producing a product, the resulting product is not separate from other existing products. Thus this can be understood in the technological era which is a time when products must always be recycled or created to meet all human needs. Therefore it is imperative for people who work as MSME actors to take part in technological developments that are being qualified today, one of which is social media.

The growing trend of using social media among the public and the growing development of internet technology, of course, brings quite exciting opportunities for business people in general, this condition is supported by the increasingly advanced mobile devices that are increasingly being used by the public, the development of such conditions will open up activities or more creative activities among the community. The development of online media has opened up activities or activities that are increasingly creative among MSME actors and for other communities to take advantage of advances in mobile technology in running various businesses online. Observing the development of community activities in the use of social media which is considered to have become a primary need, and currently social media users also show a relatively large percentage of up to 50 percent,

The number of social media users reaches 56% of the total population of Indonesia, with mobile-based users reaching 130 million. It's no wonder that all social media platforms are finally focusing on optimizing their applications on mobile. The availability of mobile devices, both cellular and non-cellular, and the growing development of accompanying technology, of course greatly supports all of the online activities mentioned above. This situation is of course put to very good use by the community or MSME actors in running business online, because with the presence of mobile devices, online business activities can be carried out not only from home, but can also be carried out mobile, wherever the business actors are located, not limited to places and time. Social media has the potential to help SMEs in marketing their products (Stelzner, 2012:25).

Social media is defined as a group of internet-based applications that create the ideological and technological foundations of Web 4.0 that enable the creation and exchange of user generated content (Stockdale, Ahmed, & Scheepers, 2012:117). Social media applications are available ranging from instant messaging to social networking sites that offer users to interact, connect and communicate with each other. This application intends to initiate and distribute online information about the user experience of consuming a product or brand, with the main goal of engaging the community. In a business context, people engagement can lead to profit creation. The rapid advancement of social media technology has also brought the digital world and the internet to the world of marketing. Marketing trends in the world are shifting from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet. Digital marketing is promotional activities and market search through online digital media by utilizing various means such as social networks.

The design of the implementation of this PKM activity is carried out that there is still a need

for knowledge for social media users, especially MSME actors regarding digital marketing to inspire PKM activities to provide training on the use of this information and communication technology. If MSME actors understand the importance of digital marketing for their business, it is hoped that they will be motivated to use digital marketing as a means of promotional communication, and practice it directly by utilizing social media.

Survey results from the Indonesian Business Development Services Association (ABDSI) of 6,000 MSMEs in Indonesia show that MSMEs that have experienced a decline as a result of the Covid 19 pandemic by more than 60 percent have reached 26.6%, while MSMEs that have absolutely no sales reached 36.7%. . Then 15 percent of MSMEs admitted that their sales had fallen by around 31-60 percent. As well as 14.2 percent of MSMEs, sales fell by 10-30 percent. On the other hand, 4.5 percent of MSMEs experienced stable sales amid the pandemic. Only 3.6 percent of MSMEs experienced an increase in sales (www.kompas.com). Nonetheless, in general there are sectors that have experienced an increase in line with changes in people's lifestyles during the Covid 19 pandemic. According to www.cnbc.com, this sector is the health product business which has increased by approximately 90%, herbal food products have increased by approximately up to 200% and raw materials up 300%. In reducing the potential for continuous losses in the current pandemic era, all business sectors must always think effectively and efficiently. One way to keep even increasing sales is to utilize the right marketing strategy through e-marketing or digital marketing. Marketing is a business process that seeks to align the human, financial and physical resources of an organization with the needs and wants of its customers in the context of a competitive strategy.

METHOD

Community service activities (PKM) are carried out online with initial activities taking place on May 24, 2023 from 09.00 to 15.00 with the target of MSME players in Surabaya and its surroundings. This training is a beginner activity that was carried out for 2 sessions and was attended by 17 MSMEs in Surabaya, especially beginner and young business actors who on average are digitally literate. In the first session for 3 hours, lectures were given and an overview of the condition of MSMEs, the Role of Digitalization for MSMEs and how to implement digital marketing strategies. In the second session a sharing session was held for business actors so that it was said that the method of implementing this activity used lecture, demonstration, question and answer and evaluation techniques.

RESULT AND DISCUSSION

The Digital Marketing Training Program for MSMEs in Surabaya was conducted on May 24 2023 which was carried out in 2 full sessions, namely the morning session at 09.00-12.00 with lecture techniques accompanied by questions and answers and the 2nd session was carried out at 13.00-15.00 carried out with a sharing session for MSME players accompanied by questions and answers. Activities are carried out online. This activity will still be followed by an offline follow-up activity plan in accordance with the agreement of the training participants and assistants. From the process of implementing this PKM activity, it was carried out in three stages, namely: The stage of providing material using the lecture method, sharing sessions and questions and answers, the evaluation stage to determine the follow-up plan for this activity.

Material Presentation Stages:

The material was given in the first session. Prior to giving the material, a process of introducing fellow participants was carried out so that it could provide the possibility of adding to the network of business actors with different fields and backgrounds. The presenter explained the purpose of implementing this PKM activity to the training participants. The ppt material displayed on the meeting screen with Zoom media is used by the participants as a means of participating in this training activity. The initial material explained about MSMEs in the Industry 4.0 era and digitization and entrepreneurship in the 4.0 era. It was further explained that with online marketing, prospective buyers can get all information about the product, for example product type, price, specifications and reviews from other buyers. Likewise, sellers can monitor and provide products according to reviews from buyers and prospective buyers, without a time limit. Marketing strategies with online media are important, especially during the Covid pandemic which has had an impact on changes in business management and marketing (Fahriyah & Yoseph, 2020). Talking about the development of digital marketing which has an increasing trend for both micro, small and medium enterprises and large businesses, has a broad impact, namely the presence of various platforms and an increasing number of users who will optimize digital use in business. The main goal of digital marketing is essentially efficiency and effectiveness in marketing products and conveying information quickly and updating and being able to reach consumers quickly, precisely and broadly.

Furthermore, it was also explained that to start marketing using digital media, there are several digital marketing strategies, namely: Search Engine Optimization (SEO), Content marketing, marketing automation, Pay-per-click (PPC) ways to direct traffic to sites, Native Advertising, Affiliate Marketing, and social media marketing. There are advantages of Digital Marketing vs Conventional, namely unlike advertisements that are published in newspapers, brochures and the like, marketing strategies through the use of digital, especially online can be measured precisely and even in real time. In addition to the ease of evaluation factor, wide geographic reach is also one of the advantages of digital marketing.

Sharing Session Stage

The digital marketing sharing session was carried out with stories from MSME actors who made business plans using digital marketing strategies through Instagram and Facebook social networks. In addition, the presenters also provide examples for taking product photos that will be displayed and promoted through Instagram. From the experience of business actors, it is stated that a product photo is very important in digital marketing in order to be able to captivate the hearts of customers who may be very far away. The development of digital camera technology also supports MSMEs in facing market digitization.

Evaluation Stage

Evaluation of this training activity is the number of participants who attended as many as 17 people who all do their business domicile in Surabaya. The participants who were able to take part in this training were considered quite enthusiastic. From the results of the sharing of experiences in the training sessions, it can be seen that some of the participants asked for the next time to carry out similar activities to invite colleagues who had not been able to attend to have the same experience. Participants also suggested that they can carry out offline activities that are held on weekends or Sundays.

Supporting and Inhibiting Factors

This community service training activity can run smoothly and effectively. This is due to supporting factors including the participation of MSMEs, which although it can be said that there are not many participants, they fully participate in learning about tips and strategies in digital marketing. While the inhibiting factors during the implementation of community service activities include the limited time conditions of the facilitator and participants resulting in the process of PKM activities having to be carried out online so that the intensity of interaction is lower when compared to when activities are carried out offline. In addition, not 100 percent of participants have the level of knowledge about digital marketing. Some of the MSME actors are quite low in knowledge and expertise in using technology.



Figure 1. Community Service

CONCLUSION

Digital marketing training for MSMEs in Surabaya is as follows: 1) the results of community service in the form of digital marketing training are sufficient for good business actors who already have a business but are still in a conventional way who will start their

business. 2) The knowledge and skills of MSME actors regarding Facebook marketplace, Facebook fanpage and WhatsApp marketing are expected to continue to increase with the implementation of community service and assistance carried out 3) The use of digital marketing is very beneficial for actors, they are enthusiastic in participating in training and contributing ideas and share their knowledge and skills.

It was concluded that the training activities on the use of digital marketing for MSMEs in Surabaya were carried out smoothly and effectively. From the results of the implementation of this training, there are several suggestions, as follows: 1) this kind of training is needed to be held regularly, 2) It is expected that MSME actors must develop the courage to try new things and continue to innovate to create new business products, 3) It is hoped that the local government and the UMKM Service to become facilitators for MSME actors to obtain capital assistance from banks or cooperative institutions.

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