

Accompaniment Marketing Product MSMEs Use Digital Marketing

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Abstract

Technological developments in the present demand all over society to be ready to face its challenges of the times. One of the biggest impact development is in the business world. The more fast current consumption public, so they need technology for fulfillment need daily. Nowadays, a lot of consumers who use it facility technology information, one of them is using the internet. The internet is growing quickly and become one source information that is easy to access. Current changing times bring shopping lifestyle public shifted from its nature conventional changed become Online transactions are one of them via social media. Devotion This community focuses on understanding and optimizing the marketing of MSMEs in Sialaman Village Sipirok South Tapanuli, the aim is to make residents more capable and optimize use digitalization in marketing their MSME results, considering role digital in the current era very significant in marketing MSME products in society. In this community service we use R&D approach, which the author tries to analyze carefully jump straight into the field to unravel its problems that exist in society then mapped and finalized problem there. We hope that in this service the community and MSME actors in the village will participate. Sialaman South Tapanuli will be even wider with this Utilization of digital marketing to disseminate the products that their MSMEs provide both at regional and international levels national for the sake of its creation the creativity of these MSME actors.

Keywords: Marketing, MSMEs, Digital Marketing

Article History:

Received 2024-06-05

Revised 2024-06-019

Accepted 2024-07-05

Abstrak

Perkembangan teknologi di masa sekarang menuntut seluruh masyarakat untuk siap menghadapi tantangan zaman. Salah satu yang terkena dampak perkembangan adalah di dunia usaha. Semakin cepat arus konsumsi masyarakat, maka mereka membutuhkan teknologi untuk memenuhi kebutuhan sehari-hari. Saat ini, banyak konsumen yang menggunakan fasilitas teknologi informasi, salah satunya adalah menggunakan internet. Internet berkembang pesat dan menjadi salah satu sumber informasi yang mudah untuk diakses. Arus perubahan zaman membawa gaya hidup belanja masyarakat bergeser dari yang sifatnya konvensional berubah menjadi transaksi online salah satunya melalui media sosial. Pengabdian masyarakat ini berfokus pada pemahaman dan optimalisasi dalam pemasaran UMKM di Desa Sialaman Sipirok Tapanuli Selatan, tujuannya agar warga lebih mampu dan mengoptimalkan penggunaan digitalisasi dalam pemasaran hasil UMKM mereka, mengingat peran digital di era sekarang sangatlah signifikan dalam pemasaran produk-produk UMKM di masyarakat. Dalam pengabdian masyarakat ini menggunakan pendekatan R&D, dimana penulis mencoba menganalisa dengan turut terjun langsung dilapangan untuk mengurai permasalahan yang ada di masyarakat lalu di petakan dan diselesaikan permasalahan tersebut. Kami berharap dalam pengabdian ini masyarakat dan pelaku UMKM di desa Sialaman Tapanuli Selatan agar lebih luas lagi dengan adanya pemanfaatan digital marketing untuk menyebarluaskan produk-produk yang UMKM mereka baik ditingkat regional maupun pada tingkat nasional demi terciptanya kreatifitas para pelaku UMKM tersebut.

Kata Kunci: Pemasaran, MSMEs, Digital Marketing

INTRODUCTION

Based on the current of the times develop give change to all sectors civilization. This sector is no exception economy is one of them is on development digital marketing technology that can enable the perpetrators business, or the party that will start marketing efforts the product online (Sufaidah et al., 2022). Digital utilization marketing becomes a suitable alternative for perpetrator business. The most common digital

marketing media used that is application media social (Nur *et al.*, 2022). Media social Which near with life daily public Because convenience access marupakan A opportunity big for seller to market the product. Frequent social media used are Facebook, Instagram, WhatsApp (Fuadi , 2021).Indonesia experience change

along with change behavior public, 49.6% consumer look for information product in a way on line before do purchase with thereby become opportunity for MSMEs for expander access market as well as become challenge so that capable endure in era digitalization (Hidayatulloh *et al.*, 2022). Micro businesses have a role speed is important economy so that required collaboration in helping digitalization economy. The number of MSMEs in Indonesia is 59.2 million from amount of that 3.79 million or 8% have gone digital. Function from utilization technology to be able to makes it easier every transactions carried out this convenience is lacking utilized by MSMEs (Hasanah *et al.*,2021) .

Based on observation researcher there is potency development skills owned business Sialaman Village PKK members by implementing digital marketing. According to the Minister of Home Affairs Regulation Republic Indonesia Number 36 Year 2020 explain that Coaching Well-being Family (PKK) is one of them institution accommodating village/subdistrict community participation community in the field empowerment well-being family at that level get along well citizens and harmony neighbors or other names who coordinate group dasawisma. PKK women carry out many activities to empower them women in Sialaman Village. Activity the form socialization, training and activities other.

Moms PKK Village Damn has do training Which support skills moms one of them form training making bag from rope courier and delivery. From training the every member besides get skills make bag And delivery Also produce bag And delivery Which good and has value sell. The purpose of Chairman PKK women from Sialaman Village stage training the is for hone creativity as well as skill member in make product like craft bag from rope courier and delivery. Apart from that, this potential will be expected can be further developed marketed so that can increase income family.

However, after held training No Lots member Which make his skills as a business business , so hope to develop and market results bags and deliveries the Not yet achieved . Obstacles encountered members in development the skills to become business business is on capital and lack thereof understanding members to market results product. Based on problems faced by PKK members in developing Skills as well as the effort , and the size potency owned business members of the Sialaman Village PKK , then service to field this economy holds accompaniment utilization and marketing of MSMEs using digital marketing. With training the expected can help PKK members in developing skills and effort to get it reachable by a wider range of consumers as well as increase sale.

METHOD

Implementation method is the design or framework used in the dedication to provide information or mapping public (*social map*) in a way direct so happen fluid interactions between community and implementers activity. The approach or method used in implementation this community service activity in the scheme field economics among them is *Participatory Action Research (PAR)*, *Service Learning (SL)* where it is applied involves direct participation participant that is Sialaman Village PKK member. During the implementation of the activity program " Mentoring utilization and Marketing MSME Products Using Digital Marketing" uses method socialization and discussion as well accompaniment application digital marketing. Through activity training This expected can finish problems faced by the parties partner.

RESULT AND DISCUSSION

Activity devotion public This has done on month June 2024. This activity consists of a number of The stages that have been carried out are as follows; Coordination with Partners. The beginning of this community service activity program was carried out with do coordination beginning through permission implementation Which done with Head village Damn Father Faharuddin Pohan . Results coordination with party partner allow do activity Devotion is appropriate with timetable Which Already determined. After licensing finished, furthermore done coordination advanced with administrator PKK village Damn Mother Sugiati related with training marketing MSME products use digital marketing. Training will held at the Sialaman Village Hall subdistrict Sipirok South Tapanuli.

The material for this activity was prepared by the team implementation of joint service presenters at the training by doing study References from various reference related to marketing and social media in selling buy online. Stage The preparation of this material begins at the beginning implementation and use for activities socialization to device village. Apart from that, it is implemented planning training marketing MSME products using digital marketing by the team executor of service. Activity planning training seminars marketing MSME products using digital marketing include inviting village PKK members.

In mentoring marketing There are MSME products using digital marketing discussion and question activities answer as well as accompaniment application of digital marketing with participants training. Result of activity the show that several training participants experience confusion when face progress current technology. One example is PKK members complained because confused promote A products to a wider area. Additionally, some participant Also experience difficulty in activity interesting attention consumer. Response participant from training This showing that participant training very need exists training regarding digital marketing to overcome problems in marketing the product.

As continuation from program activity training is making brochure Digital Marketing will given to PKK members as a medium for re- learning regarding the material that has been provided obtained in the activity program " Mentoring Marketing MSME Products Using Digital Marketing". Brochure is source Study made from print Which inside it there is containing images or writing explanations short about something information certain. Brochure can used as a source interesting learning in learning, because The form is simple and practical, apart from that illustration picture in a brochure will interesting interest readers to use it.

As a continuation from the activity program "Mentoring Marketing MSME Products Using Digital Marketing" used in PKM is digital marketing brochure. In the brochure digital marketing This load information about digital marketing Which packed with illustration and interesting writing. Function from This digital marketing brochure is a digital marketing learning medium Which practical And easy understandable, Because target partner activity Devotion is PKK mothers at that time not studying as much student so we use practical and easy media understood by partners that is brochure. Apart from that, brochures too has benefits that is can give faster understanding because the material is presented simply and readily available illustration that interesting, can make reader easy remember material in brochure Because the way it looks practical and simple, you can increase attention readers can pay attention to and understand the material in the brochure making the learning process more efficient (Rosita, 2020).

As is activity "Mentoring Marketing MSME Products Using Digital Marketing" And brochure "Digital Marketing" expected will give impact positive in field economy public specifically Sialaman Village PKK member Subdistrict Sipirok . One of them that is can increase interest and skills member PKK For develop skills which are owned in make product with mark sell as business MSMEs. With knowledge digital marketing that has been provided in the " Training " activity Marketing MSME Products Using Digital Marketing" member PKK can start promote the product to region consumer Which more wide its reach so that can increase income Sialaman Village PKK member. With efforts that can also be done add job vacancies for the community village, so economy public village can the more increase. As is activity "Mentoring Marketing MSME Products Using Digital Marketing" And brochure "Digital Marketing" expected will give impact positive in fieldsocial public specifically member PKK Village Damn Subdistrict Sipirok . Wrong the only one is with the knowledge that has been accepted into training village PKK members can be more synergistic and mutual support to develop production skills product and marketing its products to a wider consumer area. With synergy the so will also has an impact on progress economy society and society progress sector other.

So Also with exists activity " Training Marketing Product MSMEs Use Digital Marketing" and the brochure "Digital Marketing" are expected will give impact positive in society specifically Sialaman Village PKK member Subdistrict Sipirok . Other sectors are gaining impact from exists This activity is one of them is sector agriculture and animal husbandry. With the knowledge you have accepted for training, PKK members who have businesses in the sector agriculture and farm can promote results agriculture And his farm to consumer wider, so can simplify and improve sale results agriculture and animal husbandry to consumer.

CONCLUSION

Following is conclusion from Activity devotion This, that there is two problem Which is in the Sialaman Village PKK that is lack of understanding partners in using digital media as media in marketing and lack of understanding partner about marketing digital for increase demand with a wider reach of consumer areas. Solution provided is stage training digital marketing to PKK Village Damn with title activity “companion Marketing MSME Products Using Digital Marketing”. Purpose held activity “Mentoring Marketing MSME Products Using Digital Marketing” is to improve understanding for partner about use of digital media as a medium in marketing and to improve understanding for partner about digital marketing to improve request with wider consumer area reach .

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