

# Digital Marketing Training In The "Madura" Barbershop Business In Semarang City As A Solution To Msmes' Problems In The Era Of The Marketing Revolution 5.0

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## **Abstract.**

*Changes in consumer behavior due to the Covid-19 pandemic have shifted to online-based purchases. Consumers who initially made transactions directly, due to the Covid-19 pandemic, changed to make transactions online. MSMEs must quickly adapt to consumer behavior changes to survive the economic downturn. Digital marketing training is a solution to help MSMEs to adapt to changes in consumer behavior and vulnerable communities to find business and entrepreneurship opportunities through digital media. The competitiveness of the barbershop market competition demands to continue to innovate and adapt quickly. The era of destruction is a challenge for businesses that have not yet migrated to use Digital Marketing as the spearhead of expanding market reach, a new habit of modern humans who prefer a practical and easily accessible way with gadgets. MSMEs must read the opportunities and quickly keep up with the pace of the market which is controlled by digital technology. The digital market requires skills, high creativity, and consistency in creating creative content so that market interest can be taken over. Digital marketing training is already a major need for MSMEs, especially small businesses haircut "Madura" so that their existence can develop in the digital market.*

**Keywords:** Digital marketing, MSMEs, Marketing Revolution 5

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## **I. INTRODUCTION**

This community service program is a follow-up service program in 2021 with the title "Application of K3 Management and Service Management "Value Co-Creation" in the Semarang City "Madura" Barbershop Business as a Solution to MSME Problems During the Covid-19 Pandemic". The survey results of the Central Statistics Agency (BPS) (2020) became one of the references in the second year of the service program, where data recorded that 82.85% of companies were affected by the COVID-19 coronavirus pandemic. Based on the sector, other service business sectors became the sectors that experienced a decrease in revenue, namely 90.90%. Several MSMEs in the service sector and many more are affected, such as a decrease in turnover of up to 70 percent (Setiawan, Mellasanti Ayuwardani, Wibowo, & Malebra, 2022) This second year of the service program reads the development of government markets and technologies quickly grasping opportunities and challenges by creating an overall large program in multi-sectors based on the Industrial Revolution 4.0 (Dwivedi et al., 2020; Lahtinen, Dietrich, & Rundle-Thiele, 2020). Of course, this is a signal for the business world that it must be open to advances in digital technology and information, so that it can expand with digital technology, especially in the era of Marketing 5.0 (*Marketing-Society 5.0*) (Hysa, Karasek, & Zdonek, 2021).

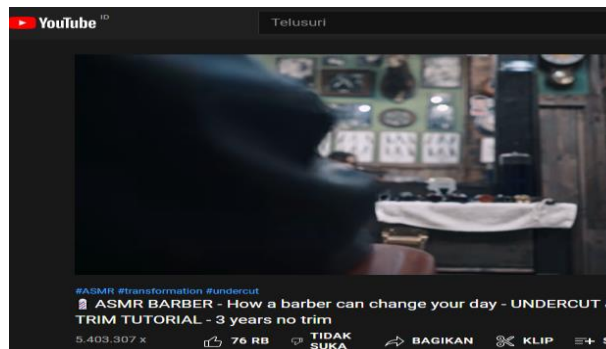
Micro, Small, and Medium Enterprises (MSMEs) are also significantly affected by changes in consumer behavior due to the shift in digital technology development habits. The COVID-19 pandemic also took part in revolutionizing the pattern of market life, consumers who initially made transactions directly, due to COVID-19 pandemic changed to make transactions online (Ugwu, Okechukwu Marcellus, Izueke, & Attama, 2021). MSMEs must quickly adapt to these changes in consumer behavior to survive amid the economic downturn that occurs with the *Marketing-Society 5 approach*. 0 (Bua-In, 2021; Saura, Ribeiro-Soriano, & Palacios-Marqués, 2021). The second year of the service program raised the theme of digital marketing training as a solution to help MSMEs to adapt in the era of the *Marketing-Society revolution 5.0* to keep up with changes in consumer behavior and people who migrate market access by going online. Barbershop "Madura" as a sector engaged in services must be adaptive to market conditions and

developments, the transition from the conventional market to the digital market inevitably forces the service sector in particular to actively participate in taking advantage of market opportunities in the Era of the Marketing Revolution 5.0, where the focus of the economy penetrates the digital aspect (Shah & Murthi, 2020; Theodore et al., 2021). In today's market battle, of course, whoever masters technology and data well, can be the winner (Behera, Bala, Rana, & Kizgin, 2022; Olson, Olson, Czaplewski, & Key, 2021). Therefore, digital marketing training is important for small businesses of the "Madura" Barbershop in Semarang City.

## II. RESULT AND DISCUSSION

### 2.1 Partner Conditions

The COVID-19 pandemic has had a major impact on the world economy, including Indonesia. Changes in consumer behavior patterns in shopping by switching to online purchases are also affected for MSMEs who still rely on conventional methods (Setkute & Dibb, 2022), and have not been able to adapt due to limited ability and understanding of *digital marketing* (Krings, Palmer, & Inversini, 2021; Shankar et al., 2021; Varadarajan, Welden, Arunachalam, Haenlein, & Gupta, 2021). *Digital marketing* capabilities can be a solution to help MSMEs to adapt to follow changes in consumer behavior and people who migrate to the digital market. Trim or haircut "Madura", not only as the iconic "Migrant Family Entrepreneurship" addition to the culinary business "Sate Madura and Padang Restaurant", but they have become a strong and independent people's economic force in Indonesia. The COVID-19 pandemic has made the condition of trimming or cutting "Madura" hair more difficult because at the same time faced the threat of the presence of barbershops in the consumer market.



**Fig 1.** Digital Marketing *Barbershops* in the era of the *Marketing-Society revolution 5.0* youtube ceiling  
Source: [www.youtube.com](http://www.youtube.com), 2022.

*Barbershop* exists to be potential market challenger capable of undermining the market order and consumer preferences. They have the skills, knowledge, and physical facilities that are valuable to attract consumers and customers of their competitors. Of course, creativity for Madura barbershops must be able to compete in the market by utilizing digital platforms (De Jans, Spielvogel, Naderer, & Hudders, 2021; Erdmann & Ponzoa, 2021; Suh & Chow, 2021)

### 2.2 Priority Issues

So far, strengthening marketing entrepreneurship and providing training in simple technology (IPTEK) is one of the challenges for humans in improving their quality of life, including the haircut service business "Madura" "CAK HOLIL", "CAK NAILUL", and "CAK EDI". The COVID-19 pandemic and the pace of development of information technology require all businesses to be connected to digital market access, making the sustainability conditions of the Madura Haircut MSME business more difficult. The Community Service Program of the Department of Business Administration of the Semarang State Polytechnic is aimed at providing solutions to problems for haircut service businesses that are vulnerable to being affected by the COVID-19 pandemic and also the disruption of the Marketing Revolution Era 5.0 so that many businesses are slow to adapt to take advantage of the digital market space eroded by their existence. Digital marketing is the main modality in the Era of the Marketing Revolution 5.0 due to the migration of consumers to the digital market. Through Digital Marketing Training, MSMEs such as the "Madura" haircut can exist and even increase income and expand market reach. Of course, with interesting

content that can touch the market of all circles, it will have implications for customers and potential consumers to become loyal customers.

In general, some of the priorities of the issue of this service

1. **Low knowledge and awareness of** Madura Haircut MSMEs on the Use of digital platforms, especially marketing media;
2. **Competition from several competitors who modernize the haircut business**, makes service products must always be dynamically developed according to market demands; able to expand market reach and be easily accessible to all levels of society;
3. Strengthening digital marketing content for haircuts "Madura" "CAK HOLIL", "CAK NAILUL", and "CAK EDI" through digital marketing training based on creative content and excellent service.

Referring to the condition and problem of the "Madura" haircut services "CAK HOLIL", "CAK NAILUL", and "CAK EDI", the **formulation of community service activities is** Digital Marketing *Training at the Semarang City "Madura" Barbershop Business as a Solution to MSME Problems in the Era of the Marketing Revolution 5.0*. The approach used is training and *transferring knowledge* related to digital marketing and creative content to expand market reach. The following is a transfer of knowledge and provision of capital goods (*tools*) for the "Madura" haircut services "CAK HOLIL", "CAK NAILUL", and "CAK EDI" and their communities

#### A. Digital Marketing Problems

Haircut MSMEs in general according to very minimal and even not found using digital platforms as a marketing medium this is due to a lack of knowledge and untouched by the development of MSMEs, especially haircut businesses in the context of *e-commerce* or digital marketing content which is the power of consumers. The haircut service business "Madura" "CAK HOLIL", "CAK NAILUL", and "CAK EDI" faces internal and external competition. Internal competitors come from other "Madura" haircut service businesses. The presence of the Madura Haircut Community makes the competition happen healthier. Potential competitors come from Barbershop ventures with competent capital and resources.

#### B. Science and Technology Problems

Competition in the consumer market encourages every type of business to change. The "Madura" "CAK HOLIL", "CAK NAILUL", and "CAK EDI" haircut efforts must also change. Improving their ability to absorb outside knowledge is important, but science and technology play no small role. Science and technology can be a *"point of deference"* for business ventures compared to competitors. The community service program provides science and technology assistance in the haircut business, so they are not too far apart from the barbershop. By providing digital marketing tools in the form of mobile phones and maximum supporting devices.

#### C. Marketing Management Problems or Balance

Institutional strengthening of the "Madura" "CAK HOLIL", "CAK NAILUL", and "CAK EDI" haircutting businesses is the next priority for formulating problems.

1. **Training and development of digital marketing knowledge**, especially in utilizing digital facilities and infrastructure as well as supporting platforms;
2. **Developing skills in science and business skills in the field of marketing**, namely strengthening marketing entrepreneurship (*Marketing Entrepreneurship*) for the management of "Madura" "CAK HOLIL", "CAK NAILUL", and "CAK EDI" haircut business services so that they become more competitive.
3. **Creativity in creating content**, the digital market needs creative content as the main tool to play the role of marketing and public trust, so that they are interested in buying.

The conditions and situations above can be input for the Community Service Team of the Department of Business Administration (AB) of the Semarang State Polytechnic (Polines) together with the "Madura" "CAK HOLIL", "CAK NAILUL", and "CAK EDI" haircut businesses to solve the problems of Digital Marketing, Marketing Management, and creative content. agreed to plan a program to strengthen marketing *entrepreneurship* and provide training Digital marketing. In addition, in terms of service

management, one of the ways of an embodiment is the provision of appropriate technological assistance for hygiene and health for both haircut businesses and consumers.

### 2.3 Role of Digital Marketing

*Mapping* activities for the "Madura" Barbershop business premises and registering them on *Google Maps* were carried out a few days before the training activities were carried out.



**Fig 2.** Mapping Digital Marketing

This Digital marketing training program activity begins with mapping on google maps, carried out with partners to have business coordinates registered on google maps. In addition, *Digital Marketing* is also related to *Instagram Business and Whatsapp Business*, which begins with the delivery of technological developments that also affect the development of the business world. The delivery of the next material as well as training was also accompanied by all committees, namely the creation of *Instagram, business Instagram* and its operation. In the process achieved by the Partner creates a business Instagram account and business WhatsApp and publish it for the public to be right on target in promotion through digital marketing.

### 2.4 Role Of Science And Technology

This activity handed over *the mobile phone* assistance to each owner of the "Madura" Barbershop business in order to be able to take part in training as well as practice it, besides that it also encouraged each type of business to change. The "Madura" CAK HOLIL", "CAK NAILUL", and "CAK EDI" haircut efforts must also change. Improving their ability to absorb outside knowledge is important, but science and technology play no small role. Science and technology can be a *"point of deference"* for business ventures compared to competitors. Science and technology assist in the haircut business, so they are not too far apart from the barbershop. By providing digital marketing tools in the form of mobile phones and maximum supporting devices



**Fig 3.** Handover of Mobile Phone Assistance to 3 MSMEs

After handing over the *cellphone* support, MSMEs immediately activate the *mobile phone*, check the completeness and prepare to be used during training.



**Fig 4.** Turning on *Mobile Help*.

## 2.5 Role of Marketing or Institutional Management

The series of implementations has no significant obstacles at all. The participants looked very enthusiastic and attentive and actively asked questions until the training event was over. One of the owners of the Barbershop business has even started actively using *Instagram*, but it has not been effective for the progress of their business. In addition to gaining knowledge about the use of *Instagram* business, Barbershop Business Owners also gain knowledge and practices to be able to better use and utilize *business Whatsapp*. As for the plan for the next stage of the program:

1. Strive for advanced training programs on service promotion with *social media* to build marketing attractiveness such as beautifying the appearance of promotional documentation, words used when promoting, promotion intensity.
2. Starting to be able to penetrate into social media that is more widely used today such as Tik-Tok.
3. Create content related to Barbershop that can be shared on *youtube*.
4. Start discussing ideas to be able to expand customer *service* with the idea of barbershop at "Home"

## III. CONCLUSION

The results of the Community Service activity entitled Digital Marketing Training on the Semarang City "Madura" Barbershop Business as a Solution to MSME Problems in the Era of the Marketing Revolution 5.0, are as follows: a) Participants are owners of the "Madura" Barbershop Business in Semarang, totaling 3 participants, b) The participants looked very enthusiastic and attentive and actively asked questions especially when doing practice, participants are very focused and do not hesitate to ask and try, c) Assistance provided to run Digital Marketing in the form of *mobile phones*, and d) It is hoped that with this assistance they can improve their ability to do *Digital Marketing* as a solution to follow technological developments. Some suggestions and program requests obtained from participants at the end of the training session found several suggestions and program requests including: a) Guidance and deeper evaluation related to the impact that has been felt needs to be carried out regularly, b) Seeking advanced training programs on promotional media through social media more focused and how to make promotions more attractive, and c) Further training can be done to be more able to create creative content by media that is currently widely used

## IV. ACKNOWLEDGMENTS

The writing of this article was carried out by collecting and reviewing articles related to the role of digital marketing, science and technology, and marketing or institutional management in MSMEs "Madura Haircut" carried out by mentors Bagus Yuniato Wibowo and Bayu Setyo Nugroho critically and thoroughly the various articles so that approval was obtained for the writing of this article. Thank you to the article providers and researchers who have provided information so that this article review project is completed.

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