

Financial Technology And Digital Marketing To Improve Business Strategy Of Micro, Small And Medium Enterprises

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Abstract.

This community service is carried out to provide education or training related to financial technology and digital marketing as well as financial literacy for MSME actors, Karang Taruna, and young men and women who are interested in MSMEs in Kalibulus Bimomartani, Ngemplak, Sleman, D.I. Yogyakarta. The method used is online lectures and demonstrations via Zoom. Participants listen through a big screen and gather in a range. From the evaluation results after the training, data was obtained that 85% of participants experienced an increased understanding of Financial Technology, Financial Literacy, and Digital Marketing. In addition, 70% of participants reported that they had applied the techniques they had learned. This shows that this community service activity has succeeded in achieving the goals that have been set.

Keywords: Financial Technology, Digital Marketing, and Financial Literacy.

I. INTRODUCTION

Fintech covers a wide range of innovations, from digital payments to peer-to-peer lending platforms (Zavolokina, Dolata, & Schwabe, 2016). The growth of smartphone and internet users has fuelled the adoption of fintech around the world (Statista, 2021). Fintech encompasses a wide range of innovations that utilise technology to improve and automate financial services (Arner et al., 2016). In recent years, fintech has grown rapidly, fuelled by the increasing use of smartphones and the internet (Gomber et al., 2018). In developing countries, fintech plays an important role in increasing financial inclusion by providing access to individuals who were previously underserved by traditional banks (World Bank, 2018). In addition, fintech also improves the operational efficiency of financial institutions by utilising technologies such as blockchain and artificial intelligence (Böhme et al., 2015). This development is also fuelled by the need for faster, cheaper, and more efficient financial services (Schindler, 2017). Fintech covers a wide range of sectors, including digital payments, peer-to-peer lending, and robo-advisors (Puschmann, 2017). In addition, fintech also plays a role in increasing financial inclusion by providing access to individuals and small businesses that were previously underserved by traditional financial institutions (World Bank, 2018). Proper regulation is also a key factor in the development of fintech, where the government needs to create a framework that supports innovation while protecting consumers (Zetsche et al., 2020). As such, fintech is not only revolutionising the financial industry, but also contributing to overall economic growth (Gomber et al., 2018). Regulation is also an important factor in the development of fintech, where governments in various countries are starting to adapt policies to accommodate this innovation (Zetsche et al., 2020).

While fintech offers many benefits, challenges such as data security and consumer protection remain key concerns (Lee & Shin, 2018). As such, fintech is not only revolutionising the way we transact, but also affecting the overall structure of the financial markets. (Bátiz-Lazo & Woldesenbet, 2019). Along with *Financial Technology*, digital is also creeping into marketing. digital marketing or *digital marketing* is starting to grow in the world. digital marketing has its roots in the rapid development of information and communication technology, which has changed the way companies interact with consumers (Chaffey & Ellis-Chadwick, 2019). With the increasing use of the internet and mobile devices, businesses now have the opportunity to reach a wider audience efficiently (Kotler & Keller, 2016). Digital marketing encompasses a

variety of strategies and techniques, including SEO, social media, email marketing, and content marketing, designed to increase brand visibility and engagement (Ryan, 2016). In addition, digital analytics allow companies to measure the effectiveness of their campaigns in real-time, providing valuable insights for decision-making (Clow & Baack, 2018). Digital Marketing is very important to understand in the context of technological developments and consumer behaviour today. Digital Marketing refers to all marketing efforts that use electronic devices or the internet. (Chaffey & Ellis-Chadwick, 2019).

With the increasing use of the internet and mobile devices, companies now have the opportunity to reach a wider and more segmented audience.(Kotler & Keller, 2016). Changing consumer behaviour, which increasingly relies on the internet to search for information and shop, is also driving companies to adapt to a more digital approach to marketing.(Lamb, Hair, & McDaniel, 2018). As such, digital marketing is not just a trend, but has become an integral part of modern marketing strategies (Kotler et al., 2017). Changes in consumer behaviour that increasingly rely on the internet to find information and shop also encourage companies to adapt to digital marketing strategies. (Smith, 2020). In addition, social media platforms have become very effective tools for interacting with customers and building brands (Tuten & Solomon, 2017).Digital Marketing also allows for more accurate measurement of marketing campaign effectiveness through web analytics and user data (Chaffey, 2020). As such, companies can make real-time adjustments to their strategies to improve results.(Ryan, 2016). Overall, Digital Marketing has become a key component in modern business strategies, enabling companies to stay relevant and competitive in an ever-changing marketplace. (Kotler et al., 2021). The development of *financial technology* and *digital marketing* is a challenge for MSMEs in Indonesia. Especially in Kalibulus, Bimomartani, Ngemplak, Sleman, Yogyakarta. The existence of this training provides answers to the concerns of MSME players and youth who are interested in MSMEs to strengthen their business spirit.

II. RESULT AND DISCUSSION

2.1 Result

The target community in this community service activity is a group of youth organisations and youth who have businesses or are interested in the umkm business in Kalibulus, Bimomartani, Ngemplak, Sleman, D.I. Yogyakarta. The village has a population of around 526 people, with the majority of the population working as SMEs and farmers. This activity aims to increase the knowledge and skills of youth groups in sustainable financial technology and digital marketing. This community service activity takes place for 1 day, on 26 February 2024. Activities will be carried out on Monday at 13.00 WIB via Online. The activity session lasted for 4 hours, starting from 13.00 to 15.00 WIB. The activity held at the Kalibulus Community House, Bimomartani, Ngemplak, Sleman, Yogyakarta, which is a strategic location and easily accessible to the community. In addition, several practical sessions will be conducted to provide hands-on experience.

2.2 Discussion

The community service activities that have been carried out aim to increase the knowledge and skills of MSME actors and youth interested in MSMEs (Karang Taruna) in the fields of sustainable financial technology and digital marketing. This activity was carried out online through zoom which was attended by around 20 participants.

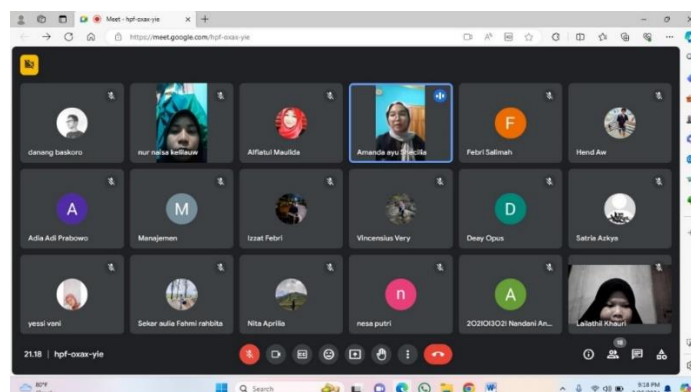


Fig 1. Attendance of participants

The first session was conducted with a presentation from Mrs Alfiatul Maulida, S.E., M.M. related to *Financial Technology*.

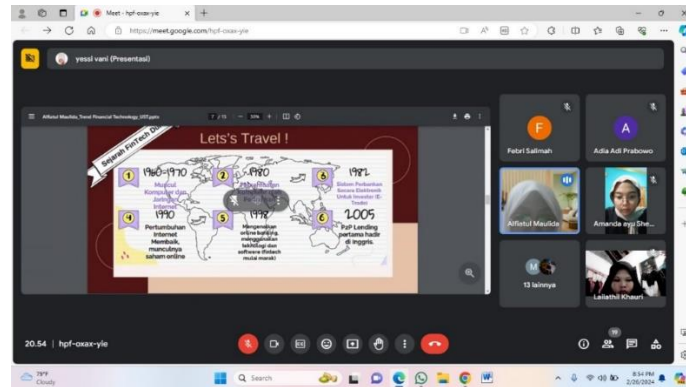


Fig 2. Presentation from Presenter 1

The material presented was related to "*Trend Financial Technology*". It began with the definition of *financial technology*, the history of *financial technology*, development of *financial technology* in Indonesia, differences in *financial technology*, *fintech trends* in Indonesia, and ended with a discussion session. Participants were very enthusiastic to discuss. The second session was continued by the second speaker, Mrs Lusia Tria Hatmanti Hutami, S.E., M.M. the material was related to *Digital Marketing*. This material relates to the introduction of digital marketing, problems, solutions, types of digital media, SEO, and social media marketing. and ended with a discussion session. Participants were very enthusiastic to ask questions.

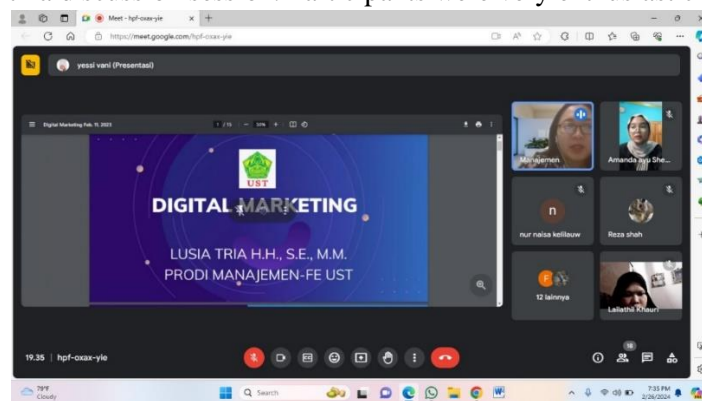


Fig 3. Presentation from Presenter 2

The third speaker delivered a presentation on Financial Literacy. This was delivered by Adia Adi Prabowo, S.E., M.Acc, Ak, CA. A very interesting session and enthusiastic participants.

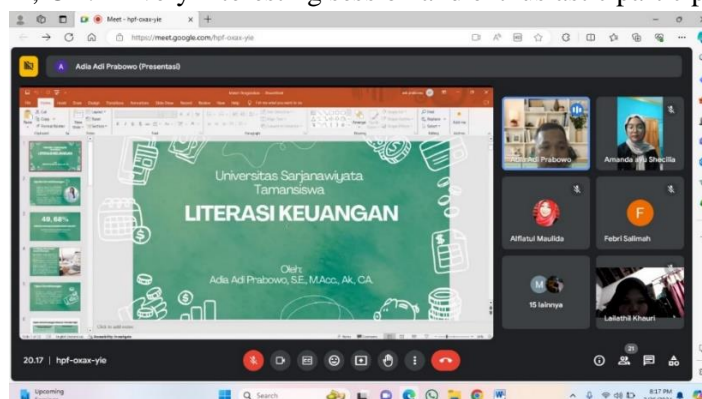


Fig 4. Presentation from Presenter 3

Validity of Activity Implementation Results:

From the results of the evaluation conducted after the training, it was found that 85% of participants experienced an increased understanding of Financial Technology, Financial Literacy, and Digital Marketing. In addition, 70% of participants reported that they had applied the techniques learnt. This shows that this service activity successfully achieved the set objectives.

III. CONCLUSION

This community service activity succeeded in achieving the expected goals, namely increasing the knowledge and skills of MSME players, Youth Organisations and Youth This community service activity succeeded in achieving the expected goals, namely increasing community knowledge and skills in sustainable agriculture. The high level of application of the techniques learned by the participants indicates that the programme is relevant and useful. This success also supports previous findings that show the importance of training in improving the knowledge of MSME actors. It is hoped that similar activities can be continued and expanded to reach more communities.

IV. ACKNOWLEDGMENTS

The writing of this article was carried out by conducting training, evaluating adbimas activities, collecting and reviewing articles related to the role of financial technology, digital marketing, financial literacy and preparation carried out by Alfiatul Maulida, Lusya Tria Hatmanti Hutami, and Adia Adi Prabowo critically and thoroughly various articles so as to obtain approval for writing this article. Thank you to the parties involved and the implementation of community service activities that have provided information so that this article project is completed.

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