

Increasing Internet Marketing Skills of Pesantren Anwarul Huda Students with Search Engine Optimization Tools

Muhammad Hasyim Ibnu Abbas^{1*}, Magisty Purboyo Priambodo², Ahmad Fawaiq Suwanan³, Syahrul Munir⁴

^{1,2,3,4} Department of Development Economics, Universitas Negeri Malang, Malang, Indonesia.

* Corresponding Author:

Email: muhammad.hasyim.fe@um.ac.id

Abstract.

In the modern era, pesantren is required to be an educational institution that is not only independent in religious academics but also independent in economy. There have started many pesantren that have profit-based business units. One of the pesantren that has several business units is Pondok Pesantren Anwarul Huda (PPAH) Malang City. PPAH has an independent business unit engaged in the creative industry, namely screen-printing merchandise which is the result of the LP2M Community Service team of Universitas Negeri Malang. However, there are still many shortcomings and obstacles experienced by partners, namely the PPAH digital screen-printing business called "Asyuro Produk". Among them is the still ineffective marketing of its products. This community service activity aims to improve the skills of students, especially those who are administrators of pesantren business units, in the field of digital marketing with methods of Search Engine Optimization (SEO). The outcome of this activity is the improvement of understanding and expertise of the queues in the field of digital marketing or internet marketing with the use of SEO.

Keywords: Pesantren, Digital Marketing, Search Engine Optimization.

I. INTRODUCTION

The issues related to pesantren are being very hotly discussed. The latest is related to the law on pesantren. Pesantren is a very influential educational institution in Indonesia. Many believe that the pondok pesantren system is the oldest non-formal education system in Indonesia. In fact, pesantren became one of the spearheads in the struggle for independence. It can be said, pesantren has actually been a versatile, multi-purpose, and multi-functional institution that is very meritorious to the life of the nation and state in Indonesia (Kariyanto, 2019). The world has now passed four industrial revolutions that must be followed because it cannot be avoided by all elements of institutions and society, including pesantren (Damanhuri, et al., 2013). In its development, in addition to being a center of learning of pesantren religious sciences also has a potential that is no less great than similar institutions, namely the potential in the field of economics (Nadzir, 2015; Saifullah, et al., 2017).

Pesantren is generally inhabited by young people who will and have entered the productive age. If well polished, the santri will be a great potential for the economy of the community. Therefore, many pesantren in Indonesia are starting to equip students with entrepreneurship skills through production trainings. One of the pesantren that do a lot of this is Pondok Pesantren Anwarul Huda (PPAH) Malang City (Abbas,

et al., 2019). PPAH has many pesantren business units including Al-Manna Drinking Water Depot, Peanut Tempeh Industry and its derivatives (kripik tempeh) 'Lay-Cang', ATK Store, and Screen printing and Merchandise Business 'Asyuro Products'. The last product mentioned is the result of UM's 2019 Community Service (Abbas, et al., 2019).



Fig1. Business Unit "Asyuro Produk" Anwarul Huda (printing & Merchandise)

Led by a charismatic kiyai, K.H. Muhammad Baidlowi Muslich, PPAH transformed into a pesantren that does a lot of production training to produce santripreneurs. So that PPAH students not only have expertise in religious science but also have other skills that can encourage entrepreneurship when returning to the community. PPAH routinely conducts industry training that successfully give birth to their own business units such as peanut tempeh and screen-printing businesses that have been mentioned above. Today's industry cannot be separated from digitalization. Digitalization in question is a lot of online platforms and also the use of fintech as a means of payment for buying and selling. In addition, digitalization is also used in the form of equipment or capital in production.

The key to an industry in facing this era of digitalization is innovation and creativity and the ability of the industry in consolidating its products. This is because in this generation z era, consumer loyalty to a product is not fixed or always changing. Based on the background mentioned above, the PPAH of various business units also needs to adjust to the development of technology and digitalization. There needs to be new innovation in running the business business that he has. From the businesses owned, such as screen printing and merchandise businesses that have been owned, then the students who run the business must have new and innovative skills and improved digital literacy. Therefore, a Community Service, in order to strengthen the knowledge and capabilities of students who run PPAH's business, is very necessary to do. It is expected that, through this Community Service, PPAH becomes one of the pioneers of pesantren in Malang City which is economically independent.

II. METHODS

In overcoming the problems faced, the Community Service team provides additional knowledge carried out in the form of socialization / counseling about the global challenges that will be faced by MSMEs in the future, socialization about the importance of mutual efforts that strengthen each other between MSMEs, technological developments to face these problems and invite MSMEs to start realizing and making business planning, Decide business problems with the right estimation and bookkeeping. We, Community Service Team, accompanies the santri (MSME Actors) in making the preparation of Bussiness plan, preparation of financial statements, training in Search Engine Optimization (SEO) technology and providing brand planting and product diversification solutions that will be the hallmark of Business managed by MSMEs Pondok Pesantren Anwarul Huda.

An SEO strategy also referred to as an SEO approach or search engine optimization strategy is the process of planning, elaborating, and implementing measures designed to improve search engine rankings. In other words, an SEO strategy is a process that is followed when one wants to get more organic traffic. The last step in this activity is the evaluation of the results of the activity. Technically, the evaluation is carried out 1 month after the implementation of training activities. The indicator measured in this evaluation is the turnover of each business unit owned by PPAH. In general, the overview of the implementation method can be seen in figure 2:



Fig 2. Methods of Implementation of Community Service Activities

The socialization stage also includes about licensing to the PPAH leadership, K.H. Baidlowi Muslih related to the implementation of community service in PPAH. From the results of discussions with him, in essence PPAH is very happy with the elimination of the activity. Besides this activity he believes will be very valuable for students, he also knows that this activity became a series of activities from the UM Team since two years ago.

III. RESULT AND DISCUSSION

It has been explained at the beginning, that the training carried out to give skills to Anwarul Huda students is digital marketing training using SEO techniques. The speaker at this training is a practitioner from ImPro, a digital marketing services

company in Malang City, namely Andrian Firmanto. The training was held for two days, on September 11 and 12, 2021. The training materials that will be provided are how to create image or video design content, conduct online research, and utilize SEO. The equipment used in this training is a laptop. This training activity was very enthusiastically followed by the students of Pondok Pesantren Anwarul Huda who became the manager of the business unit.

In general, the students who become participants can already master the internet well. However, based on the evaluation conducted by the Community Service team, there are some obstacles and shortcomings that really need to be considered. Among them is the lack of knowledge about SEO. Together with speaker Andrian Firmato from IMPRO DIGITAL, the students showed tremendous enthusiasm. They are taught how to step before starting marketing products digitally over the internet. They are taught to do step by step SEO utilization ranging from online research, content creation, keyword selection, and post tips & tricks. In the online research section, they are lined to conduct product research (if they do not already have a product), market research, competitor research, and keyword research. In terms of content creation, students are taught to optimize the use of applications that are familiar to them, namely Ms. PowerPoint.



Fig 3. Digital Marketing Training Atmosphere

The evaluation stage is carried out after 1 month of training activities. Tim Community Service to evaluate the implementation of the materials that have been given at the training stage. The evaluation phase is carried out throughout October and November 2021. The evaluation is still limited to the effectiveness of SEO use as seen from the average sales per day of each business unit. The evaluation results are seen from the turnover of each unit are as follows:

Table 1. Evaluation of turnover per month of each business unit

No.	Business Unit	Average pre-activity Sales Turnover (Rp, per month)	Average post-activity Sales Turnover (Rp, per month)
1	Asyuro Products (Digital Printing Services and Businesses)	Rp 2,543,000.00	Rp 3,778,000.00
2	Laycang (peanut tempeh and its	Rp 3,659,000.00	Rp 5,895,000.00

	derivatives)		
3	Al-Manna (Drinking Water)	Rp 8,287,000.00	Rp 9,568,000.00

Table 1 shows that there is an increase in sales turnover from each business unit in PPAH. Asyuro Produk, which is the youngest pesantren business unit among the three business units experienced an increase of more than Rp 1,000,000.00. Al-Manna's sales turnover is the largest among the three, because the drinking water business has long been owned by PPAH and already has regular customers.

IV. CONCLUSION

From the results of the implementation of this entire series of community services, we can conclude that pesantren has enormous potential in order to improve economic welfare. Apart from the view of many people who still consider that pesantren is just a place to study religion, pesantren can actually be the spearhead for the creation of qualified individuals in the field of religion as well as established in the field of economics.

The implementation of Community Service activities based on increasing the knowledge and skills of students in the field of digital marketing and online marketing that can be said to achieve success with increasing insight and interest of students for entrepreneurship. The independence of pesantren can also be increased by the increasingly advanced marketing strategy of business units that become income for PPAH and are used for the sustainability of PPAH. This Community Service activity can basically still be continued in order to create continuity, namely by making business units in Pondok Pesantren Anwarul Huda (PPAH) into SMEs built from The State University of Malang (UM). In other words, the symbiotic mechanism of mutualism between PPAH and UM will continue.

V. ACKNOWLEDGMENTS

The authors are grateful to Universitas Negeri Malang for supporting this community service by giving the grant, to the PPAH's leader K.H. Baidlowi Muslih who allow us to conduct this program and to ImPro Digital who helping us to train the digital marketing technique to the PPAH Santri (Student).

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