

Introduction To Digital Marketing In Smes In Kampung Baru Village

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Abstract

Technological developments in this day and age are growing very rapidly, this affects small and medium enterprises (SMEs), because inevitably small and medium enterprises (SMEs) must follow the developments of the times otherwise they will be left behind. SMEs as one type of business that plays an important role in increasing the economic growth of a country, requires an appropriate marketing strategy so that products can be sold in the market. Digital marketing is the marketing of products or services through digital media and the internet. Digital marketing is a solution for SMEs in this technological era. The problem faced by SMEs in the village of Kampung Baru Depan is the lack of knowledge about Digital Marketing. This service activity aims to introduce Digital Marketing to SMEs in the village of Kampung Baru Kontak with the lecture, discussion and question and answer method. The service provider provides material about Digital Marketing, marketing strategies and steps to start Digital Marketing for SMEs in the village of Kampung Baru Promise. The results of this service activity are SMEs in the village of New Promise, which previously used only conventional marketing methods, through this service activity, they could find out another method, namely digital marketing (Digital Marketing) and also practice it directly.

Keywords : Introduction to Digital Marketing in SMEs

I. INTRODUCTION

In the current digital era, technological developments are developing very rapidly, so people inevitably have to keep up with technological developments, otherwise, people will be left behind. Likewise, for small and medium enterprises (SMEs), technology plays an important role in developing businesses. Digital media is a powerful marketing tool, this is because all people actively use digital media as a communication tool or just to find the information needed. Through digital media such as social media, the web, the internet, and others, business actors can interact widely from various circles, cost One business or business via the internet using electronics is often called electronic commerce (E-Commerce) or Electronic business (E-commerce). Business). (Septiningrum et al., 2020)

Digital marketing is a term for the marketing of goods or services that are targeted, measurable and interactive using digital technology. The main purpose of digital marketing is as marketing sales of products and services, one of which is as follows:

1. Target Marketing

The main purpose of Digital Marketing is marketing using digital tools or media to reach target consumers quickly, precisely and broadly. In addition, it can be more effective and efficient.

2. Digital Analysis

After determining the target, namely analyzing to implement the most effective and efficient digital marketing system. There are several kinds of tools as analysis pages to measure an advertisement, user behavior, including the use of advertising budgets so that it really fits the marketing target. (Septiawan, 2018)

The problem faced by SMEs is marketing, marketing with conventional methods requires high costs, for example opening branches, participating in exhibitions, making and distributing brochures and so on. Technological developments have become an efficient means to open new marketing channels for small and medium enterprises (SMEs). In addition to the relatively low cost, utilizing information dissemination technology will be faster and have a wider reach (Juliprijanto et al., 2017).

SMEs in the village of Kampung Baru Promise, West Bilah sub-district, Labuhanbatu district, still use conventional methods in promoting and marketing their products. Lack of knowledge about digital

marketing (*Digital Marketing*) for SMEs in Kampung Baru Depan village makes product marketing less than optimal. Service activities aim to introduce *digital marketing* to SMEs in Kampung Baru Depan village as a promotional tool and sell new product models and increase the income of small and medium enterprises (SMEs).

I. METHODS

Service activities (PKM) are carried out using lecture, discussion and practice methods. There are several stages in the implementation of community service programs (PKM), including the following:

A. preparation and licensing

Observations are carried out by surveying the location that will be used as Community Service activities for SMEs in the village of new promises, West Bilah sub-district, Labuhanbatu district. The survey was carried out several times, at the same time determining the location where the socialization would be carried out, namely in the new village office hall. In the licensing stage to carry out activities by asking for a letter to the Faculty of Economics and Business and then giving it to the new village, the promise was made, the village also allowed to carry out these activities.

B. Stage of implementation of activities

Activities carried out using this lecture method, to introduce *Digital Marketing* to small and medium-sized enterprises (SMEs) in the village of the barcode. fluent. The resource person conveyed what is meant by digital marketing, the purpose of digital marketing, and then the advantages and strategies of digital marketing. The resource persons also provided material on how to start digitally using the web, social media, and online buying and selling applications in a brief, clear, and easy to understand manner. The resource persons also conducted a question and answer session to clarify the material presented.



Fig 1. Presentation of *Digital Marketing* by resource persons

II. RESULTS AND DISCUSSION

This activity was held on Wednesday, January 19, 2022, at 09:00 to 12:00 WIB, in the village office hall of Kampung Baru Janji village with 20 participants. This activity was welcomed positively by the members of UKM. Based on the problems faced by SMEs in the village of Kampung Baru, the service provider provides solutions to partners, namely introducing Digital Marketing, by providing materials related to Digital Marketing for can increase income and develop SMEs in the village of Kampung Baru Promise. The materials presented are as follows:

Understanding digital marketing itself. Digital marketing is a product marketing business by utilizes digital media and internet networks. Previously, SMEs in Kampung Baru village only used conventional methods in marketing products, servants introduced another method, namely Digital Marketing. The servant also conveyed why SMEs should use digital marketing strategies to develop SME businesses in Kampung Baru. Some of the reasons why SMEs need to do Digital Marketing that I convey, namely:

- a. In order not to be left behind in today's digital era
- b. Digital marketing can be applied to all types of businesses
- c. Able to increase the amount of income effectively

- d. Can reach specific target markets or
- e. Able to help build a business brand that you own (Farell et al., 2019)

Steps to start Digital Marketing. The servant also conveyed how to start digital marketing in SMEs, including:

1. determining the target market and product choices. Choose the target market or who will be the consumers first. Then learn whether the product made is a solution for consumers.
2. choose the product that is the best solution. The second step in starting digital marketing is choosing the product you want to offer. Thinking about what product to make is the best solution.
3. build a website. Building a website after finding the right product and target market
4. building social media. After building a website, then social media is used as a means for promotion. Among them can use Instagram, Facebook, and Twitter.
5. use SEO. As explained above SEO can increase the reach of Digital Marketing. SEO is used so that the business you own appears on the first page of Google

Servant, simulating creating an online store in several E-Commerce such as shoppe and pedia stores that can be used to increase income and develop business in SMEs in the village of Kampung Baru Promise so that the results achieved after the implementation of PKM activities for partners are:

1. Partners can create online stores at shopped and tokopedia stores, although they are still in the early stages
2. Improve sales skills through digital media
3. Increase motivation in independent business
4. For devotees, they can make a community service journal (PKM) (Gultom et al., 2019)



Fig 2. Steps to create a shop on shopped and tokopedia



Fig 3. Some examples of products from UKM in Kampung Baru Promise

The obstacles that the servant got from the results of discussions with SME members in the village of Kampung Baru Promise, introducing digital marketing to SMEs in the village of Kampung Baru Janji were:

1. There are still some SME members in the village of kampung baru who promise not to be fluent in using technology such as using computers and androids.
2. Many of the SME members in the village of kampung baru promise do not understand digital media such as websites, email marketing, and other buying and selling applications. Most of the SME members just know it but can't use it.
3. The internet network is still limited in several places in the new villages, the promise. Especially in the hamlets located in remote areas.

From the obstacles that the servants found, it is the task of the village government in the future to overcome these obstacles, so that SME players can do digital marketing to the maximum so that SMEs in new villages are more developed than before.

Figure 2. A group photo with the village head of the new village of promise and some of the UKM members who were present.

III. CONCLUSION AND RECOMMENDATIONS

Community service activities (PKM) with the title Introduction to Digital Marketing for SMEs in Kampung Baru Promise Village have been completed, this activity provides new knowledge to SMEs in Kampung Baru Depan village about how to market products, not just marketing in a conventional way but also through digital marketing or *Digital Marketing* in the development of marketing and entrepreneurship of SMEs in the village of Kampung Baru Promise as well as generating skills and creative ideas for participants in marketing products so as to increase competitiveness and be able to publish the products they sell on digital media such as in Facebook application, Instagram and several other online buying and selling applications.

Hopefully, similar activities can be carried out again in order to deepen knowledge about Digital Marketing, because the activities that I do are only limited to introducing and practicing in a relatively short time and also there are still SME members in the village of Kampung Baru Promise who have not been able to attend for certain reasons.

IV. ACKNOWLEDGMENTS

would like to thank the dean of the Faculty of Economics and Business, the supervisor I, the second supervisor, the village head of Kampung Baru Promise, and the team who helped the servant whose names cannot be mentioned one by one.

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