

DIGITAL MARKETING TRAINING FOR MSMEs IN MOJOSARIREJO VILLAGE, KEMLAGI DISTRICT, MOJOKERTO REGENCY

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Abstract

This article provides an overview of the development of MSMEs in Mojosarirejo Village, Kemlagi District, Mojokerto Regency with digital marketing training. The training that has been carried out above shows that many people have great potential for economic empowerment in the MSME sector. However, the era of cyber society that demands digitalization in the online buying and selling process makes MSMEs not develop. This is due to the lack of adaptation of society to technological developments. This is what makes the author and team conduct digital marketing training for people who are still not adaptive to the development of information technology in the business process. Namely, people in Mojosarirejo Village still market MSME products offline or in their respective places, while the geographical location of Mojosarirejo Village which is far from the crowd makes people's income less than optimal. Based on the results of community service in Mojosarirejo Village, Kemlagi District, Mojokerto Regency with the Asset Based Community Development (ABCD) approach, the results of the service 1) Implementation of digital marketing training for MSME actors in Mojosarirejo Village, namely digital marketing strategies, from SEO to paid advertising, and digital marketing techniques, with a primary focus on the use of Google Ads. This platform allows MSME actors to target the right audience with relevant messages, thereby helping to increase sales and brand awareness. 2) providing material related to the ethics of communicating with consumers. Such as knowing the types of consumers, the importance of the seller's brand image, verbal and non-verbal communication in business, consumer service ethics, and increasing consumer trust. This is a supporter of digital marketing training which must be supported by communication ethics in carrying out online buying and selling activities.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are small businesses owned and supervised by one person or a small group, with certain limitations related to wealth and salary. The role of MSMEs in the development of the people's economy and the national economy is in line with the state's ideals of realizing a just and prosperous society following the principles of the 1945 Constitution and the legal basis of the Republic of Indonesia through national economic development based on economic democracy. (Laziva & Atieq, 2024) MSMEs have contributed greatly to regional and state revenues. According to Indonesian MSME data, MSMEs contribute more than 60% to Indonesia's Gross Domestic Product (GDP), or around IDR 8,573 trillion annually. In addition, MSMEs also provide jobs for around 97% of Indonesia's workforce, or around 116 million people (Anastasya, 2023) (Laziva & Atieq, 2024).

The era of Society 5.0 is a general society that can face various challenges and social problems by utilizing various advances in the Industrial Revolution 4.0 period, such as the Internet of Things, artificial intelligence, big data, and automated machines to work on the essence of human existence (Julialevi, 2022) (Laziva & Atieq, 2024). The development of information technology that currently demands adaptation to technological applications also affects the existence of MSMEs. When society enters the era of cyber society, all aspects of life rely on information technology such as social media. Including in MSME marketing which must also be adaptive to technology. This is to face increasingly tight business competition. Therefore, digitalization of marketing is needed in introducing products to potential consumers.

Purwana et al. (2017) explained that if they want to survive in business competition, MSMEs need to learn and master digital devices and the internet. This is important if business actors want to be involved in digital marketing activities (Susanti, Gunawan, & Sukaesih, 2019). (Aisyah & Rachmadi, 2022) This is what then led the author to carry out community service by providing training to MSMEs in Mojosarirejo Village, Kemlagi District, Mojokerto Regency.

The majority of the work of the Mojosarirejo Village Community is as Farm Laborers, who work by working on other people's rice fields during the lease period, most farm laborers in Mojosarirejo Village rent rice fields for 2 years with an area of around 2 hectares. In addition to being farm laborers, the people of Mojosarirejo Village work as farmers, livestock breeders, and MSME traders. From several professions in Mojosarirejo Village, the author found several assets that are the main work programs, including people who still market their products offline or in their respective places while the geographical location of Mojosarirejo Village and Mojosarirejo Village which is far from the crowd makes people's income less than optimal so

we hold digital marketing training which aims to reach wider marketing to maximize the income of the Mojosarirejo community. Based on data from the Mojosarirejo Village Government in 2023, the following is a table of population based on livelihood:

Table 1
Livelihoods of the Mojosarirejo Village Community

No.	Jenis Pekerjaan	Jumlah
1.	Petani	8
2.	Buruh Tani	27
3.	Buruh Pabrik	14
4.	Pedagang UMKM	9
5.	Peternak	13
6.	Pegawai Negeri	6
7.	Pengrajin	3
8.	Jasa Londri	5
9.	Jasa Bengkel	1
10.	Jasa Isi Ulang Air Minum	2
11.	Toko Kelontong	4

The development of MSMEs in Mojosarirejo Village from the author's analysis is needed for the community empowerment stage that is able to adapt to the development of the era of cyber society today. Empowerment refers to people's abilities. Especially vulnerable and weak groups so that they have the strength or ability to: (a) meet their basic needs so that they have freedom, in the sense that they are not only free to express their opinions but also free from hunger, free from ignorance, free from pain; (b) reach productive sources that allow them to increase their income and obtain the goods and services they need; (c) participate in the development process and decisions that affect them. (Sugarto, 2005) By implementing digital marketing training in Mojosarirejo Village, one of the goals is to empower the community to develop MSMEs based on information technology.

Many empowerment processes have been carried out with the development of digital marketing, such as that carried out by Stalamatunnada and the UIN KH team. Abdurrahman Wahid Pekalongan entitled "Developing the Potential of MSMEs Using ABCD Techniques Through Digital Marketing Training in Pabuaran Village, Bantarbolang District, Pemalang Regency" The results of this training show that Community Service in the form of providing digital marketing training aims to increase the potential of MSMEs in Pabuaran Village with digital media. This training can be a provision for business actors to later develop their businesses. The approach used in optimizing the potential of Pabuaran Village uses the

application of the ABCD method to optimize marketing through digital marketing in MSMEs, this program is implemented to educate residents to be able to apply digital marketing in their marketing strategies. From this digital marketing training, business actors are aware of the rapid digital technology today. Especially technology in making product labels, product promotions, and business registration on digital media. (Azzahro et al., 2023)

Furthermore, Fitra Rizal and the team from IAIN Ponorogo conducted a training entitled "Digital Marketing Training to Increase Sales of Agricultural Products of the Permata Indah Women's Farmers Group in Selur Village" The result of this training was that the Permata Indah Women's Farmers Group in Selur Village was founded in 2011 to empower housewives and improve the family economy. The activities of this Women's Farmers Group are in the form of processing plantation products in the form of bananas into processed foods such as chips and banana sales. Since the COVID-19 pandemic began to spread in the Ponorogo Regency area, the sales level has also decreased because the sales system still does not use social media. As a result, production activities were also stopped to avoid losses. However, now after almost 2 years of production stopping and the pandemic starting to improve, the enthusiasm of the mothers has decreased. Therefore, we have the initiative to hold a training attended by 20 participants with the theme of digital marketing to provide innovations in doing business through digital platforms. The purpose of this training is to provide knowledge about digital marketing based on social media and increase sales of Women's Farmers Group products. This activity uses the Asset-Based Community-Development (ABCD) approach to optimize existing assets and potential. The final result of this activity is that training participants can create and operate social media accounts in the form of WhatsApp Business and Instagram Business. Thus, it is expected to improve the economy of the Permata Indah Women's Farmers Group in Selur Village. The training participants also felt satisfied and more motivated to restart production that had stopped (Rizal et al., 2022).

The training that has been carried out above shows that many people have great potential for economic empowerment in the MSME sector. However, the era of cyber society that demands digitalization in the online buying and selling process makes MSMEs not develop. This is due to the lack of adaptation of society to technological developments. This is what makes the author and team conduct digital marketing training for people who are still not adaptive to the development of information technology in the business process. Namely, the people in Mojosarirejo Village who still market MSME products offline or in their respective places, while

the geographical location of Mojosarirejo Village which is far from the crowd makes people's income less than optimal.

METHOD

This community service uses the Asset Based Community-driven Development method commonly known as ABCD. Having a method that needs to be understood in detail, here are the tools for finding and mobilizing assets (LPPM UAC, 2024). A method that is oriented toward the scope of community development, based on the strengths and assets of the community. The definition of ABCD is quoted from the ideas of the principles of the founders of ABCD, namely John McKnight and Jody Kretzman (Sugiyono, 2017). In principle, ABCD is an approach that empowers communities by measuring the assets and strengths of the community. So ABCD is not an approach that is seen from the perspective of the problem, but an approach that starts from something in the community as a positive asset. (Haris, 2022) Assets owned by local communities will become an empowerment that can be developed in asset management. However, to achieve further, ABCD has 7 tolls that must be met to research a village being assisted. Among them are appreciative inquiry, mapping with community, area tracing (transect), asset mapping through tracing (mapping through transect), financial circulation analysis (leaky bucket), priority scale analysis (low hanging fruit) consisting of ven diagrams and flowcharts, and asset pyramids (Rijali, 2019).

The types of data and information consist of primary and secondary data and information. The collection of primary data and information was carried out by direct observation of Mojosarirejo Village, Kemlagi District, Mojokerto Regency. After going through the ABCD method flow it is known that the priority scale obtained by the author is optimizing digital marketing for the economy and natural resource assets of the community, in this case, the author has discussed it with residents during the Focus Group Discussion (FGD). Following the procedure, the author coordinated a lot with related parties, especially with community leaders, youth organizations, PKK, and the Head of Mojosarirejo Village. With the FGD, we got some suggestions from residents to be able to develop the potential of existing resources. One suggestion that the author received was to improve the community's economy by promoting existing natural resources through digital marketing. The reason for the digital marketing training was because of the situation and conditions of the young men and women of Mojosarirejo Village had very little knowledge about digital marketing. By holding digital

marketing training, the young men and women were very enthusiastic about participating in the training held on October 26th-27th, 2024.

RESULTS AND DISCUSSION

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Figure 1
Implementation of Digital Marketing Training

Before the implementation of the digital marketing training, the author conducted a Focus Group Discussion (FGD) with the people of Mojosarirejo Village, especially community leaders in Mojosarirejo Village. At the planning stage, the author provided options to the community

regarding the training we wanted to implement. The FGD aimed to ensure that our work program was supported by the community and could be accepted by the Mojosarirejo Village community. The location of the FGD was at the house of the Head of Mojosarirejo Village. In the process of explaining the digital marketing training, the community accepted and provided suggestions to the author regarding the implementation, as well as the community's readiness to participate in the training.

In organizing digital marketing training, the author has planned the event schedule, and location, and prepared equipment. In organizing it, the author divided it into several task divisions, conditioning participants, distributing invitations, attaching brochures, and preparing the place. The author has arranged for the implementation of digital marketing, the first day is an explanation of digital marketing strategy material, utilizing social media opportunities in marketing and the second day is digital marketing practice. To be realized properly after the training, the author plans to provide further assistance with the WhatsApp group.

The training was held for 2 days, namely on Saturday and Sunday, October 26th-27th, 2024, with the title "Digital Marketing Training to Improve MSMEs", the venue was the Mojosarirejo Village Hall. The training took place from 19.00 - finished. The event was formal and attended by the Bulu Hamlet youth organization, the Putat Hamlet youth organization, the Hamlet Head, the Mojosarirejo Village Secretary, and the Mojosarirejo Village Community leaders. The author was assisted by the speaker, Cecep Muhammad Yusuf. Cecep has participated in several digital marketing strategy trainings, from SEO to paid advertising. Currently, Cecep manages the digital marketing strategy for his own business, Nata Florist. Through Nata Florist, Cecep applies various digital marketing techniques, with a primary focus on the use of Google Ads. This platform allows Cecep to target the right audience with relevant messages, thereby helping to increase sales and brand awareness.



Figure 2
Digital Marketing Practices

On the first day, the speaker explained the introduction to digital marketing, introduction to Google Ads, how to market products on Google Ads, and Icomers such as Shopee, Instagram, TikTok, etc. After the material was finished, there was a question and answer session, participants were very enthusiastic to ask questions and give opinions. One of the questions from the participants was what are the advantages of marketing products on Google Ads. The question was answered by Cecep clearly and the participants were very satisfied with his explanation.

On the second day of digital marketing training, the speaker was the author himself, Puji Laksono, who provided material related to ethics in communicating with consumers. Such as knowing consumer types, the importance of brand image sales, verbal and non-verbal communication in business, customer service ethics, and increasing consumer trust. This is support in digital marketing training that must be supported by communication ethics in carrying out online buying and selling activities.

After the material is finished, it is continued with digital marketing practice using Google Ads guided by the speaker, then checked and directed directly one by one by the speaker to find out how far the participants have developed until the participants understand the material. This training also carries out a monitoring process to find out the development of the use of digital marketing in MSMEs in the Mojosarirejo Village community so that it is sustainable and makes MSME actors empowered and adaptive to the development of current information technology.

CONCLUSION

Based on the results of community service in Mojosarirejo Village, Kemlagi District, Mojokerto Regency with the Asset Based Community Development (ABCD) approach, the results of the service 1) Implementation of digital marketing training for MSME actors in Mojosarirejo Village, namely digital marketing strategies, from SEO to paid advertising, and digital marketing techniques, with a primary focus on the use of Google Ads. This platform allows MSME actors to target the right audience with relevant messages, thereby helping to increase sales and brand awareness. 2) providing material related to the ethics of communicating with consumers. Such as knowing the types of consumers, the importance of the seller's brand image, verbal and non-verbal communication in business, customer service ethics, and increasing consumer trust. This is a supporter of digital marketing training which must be supported by communication ethics in carrying out online buying and selling activities.

Recommendations, 1) increase the role of the Mojosarirejo Village government, Kemlagi District, and Mojokerto Regency to develop digital marketing for MSMEs in the Community, 2) increase the role of the Village-Owned Business Agency (BUMDes) to participate in the development of MSMEs in the Mojosarirejo Village community to implement digital marketing in existing business ventures, 3) increase the role of Karang Taruna and PKK to become the driving force in the development of MSMEs through digital marketing.

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