
STRENGTHENING THE BUSINESS CAPACITY OF MSME IN SUMBEREJO VILLAGE, MADIUN REGENCY THROUGH DIGITAL BRANDING AND DIGITAL MARKETING

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Abstract

Small and Medium Enterprises (SMEs) are one of the strategic microeconomic pillars that must receive attention so that they can be empowered to improve the community's economy. Amid the era of Globalization and Digitalization which is increasingly dynamic, it is necessary to align and provide understanding to all groups, especially SMEs, regarding technology, especially in the field of marketing goods or services. In this modern era, a competent understanding of technology is needed that can help sustain everyday life. Therefore, this community empowerment program is designed as a form of providing understanding and explanation to its participants who are MSME actors in Sumberejo Village. This program is implemented by the MMD 1000 Desa Team of Brawijaya University by holding a Digital branding and Digital Marketing workshop which was conducted in 30 MSME groups in Sumberejo Village. The Workshop activity was held in collaboration with Digital Branding and Digital Marketing practitioners who were competent enough to explain how important the use of technology is for small and medium businesses. The workshop also emphasized direct practice carried out by MSME actors in Sumberejo Village, Madiun. Thus, with the implementation of the Business Empowerment program with Digital Branding and Digital Marketing in Village MSMEs, it is hoped that it can help MSME actors in Sumberejo Village to be one step ahead and be able to understand and implement the advantages of digital marketing that have been explained.

INTRODUCTION

In this modern era, technology is a reference for progress in various fields of life. The use of technology has developed very rapidly in helping human life. All groups are required to understand technology to help them in facilitating various problems and areas in their lives. However, not infrequently there are still many groups who still do not understand and are blind to technology. This is a gap that needs to be considered. In general, young people are usually more proficient in technology due to various factors, one of which is their interest in social media. Conversely, older people have a little difficulty understanding the maximum use of this technology. A study from Databoks shows that consumers aged 26-35 years (Millennials) are still the largest contributors to the proportion of the number of e-commerce transactions. However, the proportion of the number of transactions in the age groups 36-45 years and 46-55 years also tends to increase (Yunas et al., 2022).

In addition to age, there are factors of educational background and lack of knowledge related to the use of the internet and social media are the reasons for the suboptimal use of digital marketing in MSMEs in the Village. An example of a field is taken, namely the marketing field. Technology plays an important role in marketing a product or service, there are many advantages to be gained from a good understanding of technology in marketing. The gap that occurs is a problem that needs to be faced and resolved to help all groups understand technology, especially in the field of marketing or what is commonly called digital marketing (Yunas & Nailufar, 2021).

To encourage quality and increase the competitiveness of MSMEs, it is indeed appropriate to...Maximizing the marketing strategy is through the use of promotional media (Seta et al., 2023). MSMEs must dare to take bold steps to change their sales strategies by using sales media based on Information and Communication Technology (ICT) such as marketplaces. Marketplaces are a place for marketing products electronically that bring together many sellers and buyers to transact with each other.(Deni Apriadi, 2017). Digital technologies are transforming entrepreneurship by reducing barriers to new venture creation, and by creating new opportunities for entrepreneurs (Allen, 2019). The potential for developing new businesses increases due to the opportunity to digitalize business branches or change businesses from offline to online (Caniago & Hayati, 2019). Digital entrepreneurship activities are very interesting business activities, where participants find it very easy to carry out business practices in the marketplace (Gunawan & Hazwardy, 2020). Marketplace is an application that connects sellers and buyers in online transactions, as a third party (Ma'rifah et al., 2022), and can be used

as a very safe means of payment transactions for both sellers and buyers. Business people who want to be successful must understand and apply the convenience that can be obtained from the use of information technology.(Baraba et al., 2022).

Therefore, it is necessary to strengthen the business capacity of the MSME groups in Sumberejo Village, Madiun through Digital Branding and Digital Marketing strategies through workshop activities accompanied by direct practice, so that MSME groups can increase the added value of their products so that they can compete amidst the increasing capacity of the current digital economy market.

METHOD

Implementation of Community Service Activities with the theme of Students Building Villages (MMD) Universitas Brawijaya through the program Strengthening business capacity in MSME groups in Sumberejo Village, Madiun based on Digital Branding and Digital Marketing strategies has targets and objectives to increase knowledge and share experiences with MSME actors so that it can provide benefits for MSME actors for the progress of MSME in Sumberejo Village. This activity is carried out using the Workshop method, sharing sessions, and interactive Q&A/dialogues and most importantly is direct practice for MSME actors in Sumberejo Village, Madiun District, Madiun Regency related to the development of MSME in Sumberejo Village through Digital Marketing and Digital Branding.

The steps for implementing the activities of this program are as follows: First, the MMD Implementation Team conducted an initial survey of Sumberejo Village. This initial stage is important for the Program Implementation Team to carry out to find out the data of MSME actors in Sumberejo Village, Madiun along with the problems faced by MSME actors. Furthermore, the MMD Implementation Team discussed with village officials and village officials to consult regarding the MSME digital marketing and digital branding Workshop program. This consultation stage is carried out to align perceptions between the village government, MSME actors, and the Implementation Team so that the program can be achieved and implemented properly and in accordance with the needs of the MSME actor community.

In the third stage, the MMD implementation team also coordinates with collaborators who will assist with the digital marketing and digital branding workshop. This stage is very important to align perceptions regarding the time and materials that will be implemented during the workshop. After that, the MMD implementation team determines the right time to conduct a workshop for village MSMEs and the MMD implementation team carries out digital marketing

and digital branding workshop activities for MSME actors in Sumberejo Village, Madiun according to the specified time. The implementation of the Workshop emphasizes the delivery of materials accompanied by practicums so that it will make it easier for the MMD Implementation Team and Collaborators to find out to what extent MSME actors can accept the material provided and the readiness of MSME actors in applying digital marketing and digital branding strategies in their businesses. After that, the MMD implementation team will carry out an evaluation stage for 2 weeks after the activity by visiting MSME actors directly at their business locations in the Sumberejo Village area, Madiun.

RESULTS AND DISCUSSION

Business Empowerment with Digital Branding and Digital Marketing in Village MSMEs carried out through the Workshop program is indeed designed to teach about the importance of the use of Digital Branding and Digital Marketing to run MSMEs today. In today's digital era, e-commerce and social media have become very important tools for promoting and even selling products. The existence of digital marketing can make it easier for MSMEs to monitor and produce market needs and desires. The use of digital branding to disseminate information on MSME products without limits.

Not only that, it can even be used to communicate, interact, and develop social relationships with customers. Given the importance of e-commerce and social media for running MSMEs, an understanding and skills in using e-commerce and social media are needed to conduct buying and selling, and promotions. E-commerce such as TokoPedia and Shopee were chosen to be taught to participants because both e-commerce are the largest in Indonesia and have made it easier to conduct buying and selling and promotions. Then for social media Instagram and TikTok were chosen to be taught because both have advantages over other social media in terms of insight and number of users. TikTok is a social media that already provides e-commerce called TikTok Shop which can directly conduct buying and selling and promotions at the same time.

With the rapid advancement of technology, and everything has shifted to digitalization, we brought in a resource person who is already an expert in this field, namely Irdan Kadnezart Prayuda, who has been involved in the world of entrepreneurship and has several businesses that are already running and can be said to be large and Irdan himself is already well-known among entrepreneurs in Madiun.



Figure 1

Socialization of Business Empowerment with Digital Branding and Digital Marketing in Village MSMEs

After preparing the materials and communicating with the resource persons, the socialization was conducted on Wednesday, July 26th, 2023, at the Sumberejo Village Hall. The aspects discussed include the Benefits of Digital Marketing, How to start Digital Marketing, Examples of Digital Marketing, Use of social media platforms as Digital Marketing, Benefits of social media marketing, Tips and Tricks for Business with Social Media, Benefits of E-Commerce for MSMEs, and also the Challenges of Using E-Commerce.

The resource person also shared experiences about the business that has been run with the participants who attended. The resource person also showed photos and videos while carrying out the business activities that he owned, to be used as examples of Digital Marketing and Digital Branding for MSMEs. After that, a consultation session was conducted by the resource person with the participants. This shows that bringing in a resource person, can attract enthusiasm from the participants because the resource person has skills and has been directly involved in the field. Many of the participants brought their products. Some brought traditional herbal medicine, soy milk, tempeh chips, and others. This indicates the high enthusiasm of the participants to attend the event. The resource person also provided personal contacts for participants who wanted to consult further with the resource person.



Figure 2

Group Photo of Resource Persons and Participants in the Socialization of Business Empowerment with Digital Branding and Digital Marketing in Village MSMEs

After conducting the workshop, the MMD Implementation Team for 2 weeks before the end of the series of Student Village Development activities in Sumberejo Village, Madiun, carried out a routine mentoring and evaluation process for the MSME groups in the village. In the early phases, it was found that there were still MSME groups that were not able to operate simple practices such as opening online stores through existing e-commerce and the majority of them were still running manually as before. This is certainly a challenge for the MMD Implementation Team to see the sustainability of the expected program. Finally, the MMD Implementation Team created an FGD session between representatives of MSME actors and the Village Government who were ready to become a pilot project for all existing MSME actors. There were around 10 MSME actors who then had a fairly high commitment to learning and were committed to transferring knowledge to other MSME actors. So, for the next week, after the FGD and intensive guidance by the 10 MSME actors who were the triggers, finally 20 MSME actors were interested in opening stores online. And they also get a little benefit when their products are known even though they are still within the Regency scope.

This is indeed a good start, in accordance with the long-term target that has been determined by the MMD Implementation Team, so it is indeed necessary to intensively provide assistance and empowerment to the community, especially to community groups that have been comfortable with their old patterns. This is a challenge as well as an opportunity that must also be carried out by related parties to continue to provide assistance and empowerment in the future.

CONCLUSION

During the current digitalization era, the use of technology and social media is very important to support the sustainability and success of MSMEs, with the Business Empowerment program with Digital Branding and Digital Marketing in Village MSMEs that was carried out, the MMD implementation team chose to focus on Digital Branding and Digital Marketing so that MSME actors in Sumberejo Village understand well about the usefulness of this, especially considering that in the current digital era, e-commerce and social media are very helpful and facilitate the running of businesses. This program overall went well, as seen by the enthusiasm of the participants during the program. Such as the workshop session that ran communicatively and the presentation of material that was easy to understand to participants who brought their products without being directed to bring them. Not only that, in the intensive

mentoring session, many MSME actors finally committed to transforming from manual patterns to patterns that prioritize the use of technology and media.

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