



## **Digital Marketing Training for MSMEs to Increase Marketing Channel of Local Banten Product**

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### **Abstrak**

Kegiatan pengabdian masyarakat ini yaitu pelatihan pemasaran digital yang dilakukan oleh dosen Program Studi Teknologi Pangan, Universitas Sultan Ageng Tirtayasa kepada masyarakat Kampung Ciborang, Desa Kadubeureum, Kecamatan Pabuaran, Kabupaten Serang. Tujuan dari kegiatan pengabdian ini adalah memberikan pelatihan dan pengetahuan secara praktis ilmu manajemen dalam membantu masyarakat Kampung Ciborang yang diwakili oleh UMKM Karisma Creativa, untuk meningkatkan pemasaran produk lokal Banten dengan strategi pemasaran digital. Metode yang digunakan adalah metode survey dan penyampaian materi secara langsung, serta simulasi dan diskusi mengenai strategi pemasaran digital. Hasil yang diperoleh yaitu masyarakat Kampung Ciborang khususnya anggota UMKM Karisma Creativa sangat antusias dalam pelatihan dan diskusi. Hasil pelatihan ini diharapkan masyarakat Kampung Ciborang khususnya UMKM Karisma Creativa dapat mengoptimalkan pemanfaatan marketplace sebagai sarana pemasaran dalam upaya meningkatkan saluran Pemasaran Produk Lokal Banten.

**Kata kunci:** *Kampung Ciborang, pemasaran digital, UMKM Karisma Creativa*

### **Abstract**

*This community service activity is a digital marketing training conducted by a lecturer of Food Technology Study Program, Sultan Ageng Tirtayasa University to the people of Ciborang Village, Kadubeureum Village, Pabuaran District, Serang Regency. The purpose of this service activity is to provide training and practical knowledge of management knowledge in helping the people of Ciborang Villages represented by MSMEs Karisma Creativa, to improve the marketing of Banten local products with digital marketing strategies. The methods used are survey and direct material delivery, as well as simulations and discussions on digital marketing strategies. The results obtained were that the people of Ciborang Village, especially MSMEs Karisma Creativa member, were very enthusiastic in training and discussions. The results of this training are expected that the people of Ciborang Village, especially MSMEs Karisma Creativa, can optimize the use of the marketplace as a marketing tool to Increase Marketing Channel of Local Banten Product.*

**Keywords :** *Ciborang Village, digital marketing, MSMEs Charisma Creativa*

### **Introduction**



The contribution of the MSME sector to economic growth is very large and can improve the welfare of the people in Banten Province. The influence of the use of information and communication technology helps MSMEs to survive in facing new normal conditions after the Covid-19 pandemic. MSMEs that do not adapt to the requirements of technological evolution become uncompetitive. Changes in the way of sales that can initially be done directly now MSME players are required to combine the ability and skills to create online and offline marketing (Darmawan dan Aqino, 2023).

In this sophisticated era of globalization, marketing is not only done face to face with consumers, but in the Industrial 4.0 era, digital marketing plays an important role in developing and marketing the goods and services we offer (Wicaksono *et al.*, 2022). Digital Marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal, and relevant manner. As we know, the acceptance of technology and the internet in society is very wide so it is not surprising that nowadays digital marketing activities are made the main choice by business people (Verma, 2018)

Through internet facilities, the development of digital marketing can be through the web or marketplaces. This medium offers new access to advertising that is not heralded, but is very influential. The impact of Digital Marketing on the economy in the village must be the center of attention. As we know, the village is one of the places that produce natural resources and human resources. Even in the village, there are already many small and large businesses that are useful and influential for the economy of the city. Although the village has adequate resources, the lack of knowledge among the people in rural areas about how to market goods and services is one of the obstacles to the economy of the village community (Triana *et al.*, 2022)

One of the villages around the Untirta Sindang Sari campus is Ciborang Village. Ciborang Village is located in Kadubeureum Village, Pabuaran District, Serang Regency, Banten Province. The knowledge of the people of Kampung Ciborang about digital marketing is still low because the majority of people there rarely use computers directly or various electronic devices such as smartphones. Another obstacle that cannot be avoided is the influence of culture and the lack of education so they find it difficult to accept new things. This will cause people who do not take advantage and are unable to keep up with the development of the marketing world, will experience economic backwardness and even the businesses they run are unable to develop.

UMKM Karisma Creativa is one of the MSMEs in Ciborang Village which is engaged in food processing with local food raw materials. Some examples of manufactured products are cassava chips and wet cakes. Based on the results of an interview with the chairman of MSMEs, several problems were obtained, including that there were some MSMEs that were constrained by signals, and there were also some MSME actors who were elderly and did not know about current technology. To solve some of the problems above, lecturers of the Untirta Food Technology study program provide training and coaching on digital marketing. It is hoped that Karisma Creativa MSMEs can be a way to prosper the residents of other Ciborang Villages.

## **Implementation Method**

This activity was held on September 15, 2021 at 08.30-16.00 WIB at the home of Mrs. Iis as a member of the MSME Karisma Creativa, Ciborang Village. The implementation methods used are:

- a. Identification of problems as an initial effort to capture training needs for MSMEs Charisma Creativa and used in the preparation of material that will be delivered during the activity.
- b. Field surveys are also carried out to ascertain the real conditions that occur in the field.
- c. Initial identification of citizens regarding knowledge about digital marketing through questionnaires.
- d. Counseling by the resource persons in the form of explanations about the application of digital marketing strategies.
- e. Participants conduct training on the application of digital marketing strategies in increasing the competitiveness of their business.

### Result and Discussion

In this community service activity, lecturers of the Food Technology Study Program conduct digital marketing training for MSMEs as an effort to improve local food marketing. The components involved in this activity include 9 study program lecturers, 9 students, and 9 MSME representatives Karisma Creativa. In the implementation of Community Service activities in Ciborang Village, participants followed the presentation from the speaker carefully and looked enthusiastic during the question and answer session with many participants who took advantage of the moment to ask questions. Then the form of the evaluation carried out is stated in the questionnaire form provided.



Figure 1. Digital marketing counseling activities

This training activity was attended by 9 MSMEs who are part of the UMKM Karisma Creativa Kampung Ciborang. This MSME was chosen because of its consistent sales and already has a NIB (Business Identification Number), but for PIRT the statutory is still self-declared. This MSME product data includes:

1. Coconut Root Cake

2. Emping Umpet Beans
3. Assorted Chips (Taro Chips, Tempeh Chips)
4. Cassava Chips and Banana Chips
5. Dapros Cake
6. Miscellaneous Chips (Purple Sweet Potato Chips, Yellow Yam Chips)
7. Various Wet Cakes, Sponges, Donuts
8. Mustofa
9. Beneng Taro Crackers, Beneng Taro Chips



Figure 2. MSME products  
(Coconut Root Cake)



Figure 3. MSME products  
(Assorted Chips)



Figure 4. MSME products  
(Tempeh Chips)



Figure 5. MSME products  
(Mustofa)

According to Melati *et al.* (2020) research conducted by We Are Social in collaboration with Hootsuite, states that there are 130 million Indonesians who are said to be active on social media. In addition, the average Indonesian spends time surfing the internet with various devices for up to 8 hours and 51 minutes. Social media platforms that are widely used by Indonesians include Facebook, Whatsapp, Instagram, Line, Twitter, Youtube, WeChat, and several others. Therefore, the use of digital marketing on various media such as social media and marketplaces (e-commerce) is needed to expand the marketing network of products produced by MSMEs.

All MSMEs that took part in this training have not been optimal in their digital marketing, and none of the MSMEs have joined the marketplace such as Tokopedia, shopee, grab, and gojek. The monthly turnover varies around Rp. 250,000-3,000,000. This digital marketing training for MSMEs is divided into 2 groups, including:

1. Beginner Group, namely training on marketing MSME products through social media such as Whatsapp and Facebook. There are 5 MSMEs that fall into this group.
2. Advanced Group, namely training on marketing MSME products through the marketplace. This is adjusted to the situation of MSMEs, the basic capabilities of business actors to the internet and technology, as well as the readiness of MSME products. There are 4 MSMEs that fall into this group.

Some of the obstacles faced during digital marketing training include; there are MSMEs that have difficulty accessing the internet because of signal constraints; There are also some MSME players who are elderly and do not know about current technology. One of the training participants who is already tech-savvy and internet is a coconut root cake MSME, and has tried to market its products through the Whatsapp application. However, there are some consumers who are disappointed because the product received is already in a crushed state, because the packaging used is only cylindrical plastic covered with bubble wrap. The solution that has been tried is that in addition to coating with 2-layer bubble wrap, both the sheath and lid, the packaging is coated with a box shaped like the shape of the packaging (tube), so as to minimize the slam effect during the shipping process.



Figure 6. Documentation Session

Based on the data that has been collected through the questionnaire form as mentioned above, the evaluation results show that there is a significant difference / improvement in the ability of respondents after counseling, so that counseling is considered successful with a 95% confidence level. The results of the evaluation through the questionnaire also showed that counseling and learning materials related to digital marketing were useful for respondents who were representatives of MSMEs Karisma Creativa. In the presentation of the counseling and learning material, the participants were active and interactive, shown by the number of participants who asked questions.

## Conclusion

In this community service activity, counseling, discussion, and digital marketing training have been carried out at MSMEs Karisma Creativa as representatives of the community of Ciborang Village, Kadubeureum Village, Pabuaran District, Serang Regency. This counseling and training is expected to change the mindset of home business actors to develop or advance their business using digital form plates, so as to expand the marketing reach of their products. Counseling and training activities run smoothly and effectively so that the transfer of knowledge and knowledge to the community is achieved.

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