



Utilization of Technology in MSME Marketing Strategy Through Digital Media

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Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) semakin banyak menggunakan *digital marketing* untuk meningkatkan visibilitas, daya saing, dan omset mereka. Metode yang digunakan dalam pengabdian pada masyarakat ini antara lain ceramah, tanya jawab, dan simulasi promosi melalui media sosial. Tujuan dari program ini adalah untuk melatih pelaku UMKM dalam menggunakan teknologi *digital* untuk pemasaran. Pembahasan dalam artikel ini yaitu penerapan strategi pemasaran *digital* dan diharapkan pelatihan ini berdampak pada keahlian pelaku UMKM agar mampu melakukan promosi secara efektif dan efisien.

Kata kunci: Digital Marketing, Media Sosial, Pemasaran, Teknologi, UMKM.

Abstract

Micro, Small, and Medium Enterprises (MSMEs) increasingly use digital marketing to increase visibility, competitiveness, and turnover. The methods used in this community service include lectures, question and answer, and promotional simulations with social media. This program aims to train MSMEs in using digital technology for marketing. The discussion in this article is the application of digital marketing strategies and it is hoped that this training will have an impact on the skills of MSMEs players so they can carry promotions effectively and efficiently.

Keywords : Digital Marketing, Social Media, Marketing, Technology, MSMEs

Introduction

In the digital era, technological advances have brought major changes in various fields, including the business world (Joshi & Sharma, 2022). Competition is increasingly competitive, Micro, Small, and Medium Enterprises (MSMEs) which previously depended on conventional marketing must adapt to various current digital innovations. This digital marketing offers opportunities for MSMEs to increase market reach, improve branding, and increase sales without requiring large costs. In the last few decades, rapid digital growth has transformed the business landscape around the world, including in Indonesia (Setyowati, N., Masyhuri, M., Mulyo, J., & Irham, 2024). Micro, Small, and Medium Enterprises (MSMEs) which are the pillars of the Indonesian economy, are facing difficulties in adapting to these changes. More than 64 million MSMEs in 2024 will contribute to the Indonesian economy around 60,3 percent of



the national GDP according to data from the Ministry of Cooperatives and Small and Medium Enterprises. Even though they make a big contribution to the economy, some MSEMs are still lagging in terms of the use of technology, especially in the field of digital marketing (Widodo, W., & Sari, 2023).

One strategic solution that can be used by MSMEs to compete in the current internet era digital marketing. MSMEs can expand their markets without being hindered by geographical boundaries by utilizing the internet and digital platforms such as social media, marketplaces, and websites. This is in line with the Government's efforts to encourage MSEMs to become digital through various programs and policies. However, the main problem faced by MSMEs is the lack of knowledge and skills needed to use digital technology in marketing their products (Purnomo, H., & Widyastuti, 2022). More than 70 percent of MSEMs in Indonesia have not utilized digital marketing properly due to limited resources and knowledge.

MSMEs can use social media to build a consistent brand identity through content and visuals. With the right strategy, they can showcase their brand values, the story behind the product, and their unique visual style. Small and Medium-sized businesses benefit from strong branding, which helps them differentiate themselves from competitors and form positive relationships with customers. Sales strategy with interesting content. There are many ways to attract the attention of potential consumers, including high-quality product photos, video tutorials, customer testimonials, and educational content about the product. Innovative and interesting content can influence customers' decisions to purchase goods and increase conversions (Ahmad, S. Z., & Abdul Rani, 2022).

Social Media can be used for customer services and marketing, MSMEs can use social media to respond to complaints, answer questions, and provide information quickly, so customers can get help without needing to contact customer services directly, improving the customer experience. Social media is platform that is always changing to adapt to trends and innovations. MSEMs who are active on social media have opportunity to follow the latest marketing trends, such as the use of short video content, hashtag-based campaigns, or live streaming for sale. By following this trend, MSMEs can stay relevant and attract customer attention (Handayani, P. W., & Putri, 2023).

MSME products found in Mekarsari village, Careng sub-district, and Serang Regency include emping, coffee, tempe, and crackers. MSMEs still use traditional marketing and want market expansions but do not yet understand how to utilize digital marketing in marketing their products. Taking this condition into account, the community service program carried out by the D3 Marketing Management Study Program lectures aims to provide training on implementing digital marketing strategies as an effective and efficient marketing medium. Thus, MSME players are expected to have the ability to the digital era, increase competitiveness, and optimize wider market potential (Kusuma, R., & Nugroho, 2021)

Implementation Method

The stage in community service program is divided into three stages in table 1 including:

Table 1. Implementation Method to be used

No.	Target	Implementation Methodology
1.	Survey and problem analysis	In this stage, a needs survey and problem analysis are carried out to determine the knowledge of MSME players about digital marketing and the difficulties they face in implementing it. Observations and interviews were carried out to collect data.
2	Training and Mentoring	This stage is carried out in the form of a workshop with the main topic, namely the use of technology in MSME marketing strategies through digital media. At this stage, D3 Marketing Lectures provide training and assistance about digital and its role in the business world.

Source: Community Service Data, 2024

The process of delivering the material is carried out using lecture, question and answer, and simulation methods using digital marketing media.

Result and Discussion

Community service carried out at the Mekarsari Village Office, Careng District, Serang regency in July 2024. The presenters prepared material in the presentation program about digital marketing, which was divided into two materials which can be seen in table 2 below:

Table 2. Topic Discussions

No.	Topic	Sub Topic
1.	Digital Marketing	Content Marketing, Search Engine Marketing, Email Marketing, Social Media Marketing, Benefit use Social Media Marketing
2	Social Media Applications	Utilizations of using Facebook, Instagram, and WhatsApp groups for MSEM

Source: Community Service Data, 2024

The first speaker provided material about marketing in general, which was followed by a presentation about marketing content to attract the interest of buyers who see products from MSMEs with the help of digital marketing. After that, the next material is social media marketing by getting to know social media which is usually used to market MSMEs' products so that they can be known to a wider audience compared to conventional marketing. in Figure 1 below, when the first speaker gives his material.



Figure 1. Exposure to digital marketing

After the presentation from the first participant, a question and answer session was held, at this stage the MSME players as training participants asked enthusiastically about the benefits of digital marketing and the stages in using it so that products can be marketed using the internet. Apart from that, some participants asked about the advantages and disadvantages of digital marketing.

Workshop participants understood the importance of digital marketing which was explained by the first participant enthusiastically about the material provided. So, the participants want to quickly practice the material that has been given so that the material is immediately continued by the second presenter.

The second speaker presented material on the topic of social media along with practice on social media Facebook, Instagram, and creating a WhatsApp group for MSMEs. In Figure 2 below, the second presenter explains the material to the training participants.



Figure 2. Exposure to Social Media

The material presented by the second speaker, namely social media, allows MSMEs to reach potential customers from various regions. With the right strategy, MSME players can introduce their products to a wider audience, including customers outside the city and abroad. At this stage, it is introduced about Facebook, Instagram,

and WhatsApp groups as one of the biggest platforms to concentrate on communities and groups that allow high participation.

The second presenter explained the process of creating a Facebook account for selling MSME products, apart from that the presenter also accompanied MSME participants to create an Instagram account and how to create a WhatsApp for MSMEs in Mekarsari Village.

At this stage, the participants were very enthusiastic and took part in the training accompanied by practice so that the activity ran smoothly and participants were able to apply it to the cellphones they had. After this stage, it was opened for a question and answer session regarding the material that had been presented by the second presenter. Figure 3 below during the question and answer session.



Figure 3. Question and Answer Session

The community service event closed with a photo of the participant present, which can be seen in Figure 4 below.



Figure 4. Photo Session

Conclusion

Digital marketing is an effective and efficient marketing medium for MSMEs. Social media is a very useful tool for promoting MSME goods because it offers various benefits, from affordable prices to access to a wide global market.

Social media that can be used include Facebook, Instagram, and WhatsApp with the right strategy, social media can be the key to success for MSMEs in expanding their market reach and increasing their sales.

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