



Digital Marketing Training for Fishball MSMEs Group in Malingping District, Lebak Regency, Banten

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Abstrak

Kegiatan ini bertujuan untuk membantu menyelesaikan permasalahan yang dihadapi oleh kelompok UMKM Bakso Ikan Malingping. Dalam masa pandemi kemarin, jumlah penjualan berkurang, hal ini menjadi permasalahan yang harus dicarikan solusinya. Penelusuran masalah dilakukan melalui metode wawancara kepada kelompok UMKM bakso ikan. Selanjutnya, tim menentukan solusi dan hal-hal yang dibutuhkan oleh kelompok UMKM bakso ikan. Metode pelaksanaan kegiatan dilakukan dengan pendekatan *model community development* yang diberikan dalam bentuk pelatihan dan pendampingan terkait teknik pemasaran yaitu berupa pemasaran digital sesuai kebutuhan kelompok UMKM bakso ikan. Kegiatan ini diharapkan dapat membantu para pelaku UMKM bakso ikan dalam memperluas jaringan pemasaran. Hasil menunjukkan bahwa kegiatan pemberdayaan ini dapat diterima secara baik dan para peserta dinilai siap untuk beradaptasi menghadapi digitalisasi. Meski pun demikian, terdapat evaluasi bahwa pengembangan program ini harus dilakukan secara berkelanjutan, dikarenakan masih terdapat sebagian peserta yang memerlukan arahan dan bimbingan lebih lanjut.

Kata kunci: *Bakso Ikan Malingping, Pemasaran digital, Kelompok UMKM*

Abstract

This activity aims to help solve the problems faced by the Malingping Fishball MSME group. During pandemics, the number of sales decreased. This is a problem that must be solved. Troubleshooting is done through the interview method for the fishball MSME group. Next, the team determined the solutions and things needed by the fish ball MSME group. The method of implementing the activities is carried out using a community development model approach, which is provided in the form of training and assistance related to marketing techniques, namely in the form of digital marketing according to the needs of the fish ball MSME group. This activity is expected to help fishball SMEs expand their marketing network. The results show that this empowerment activity can be well received and the participants are considered ready to adapt to digitalization. Even so, there is an evaluation that the development of this program must be carried out on an ongoing basis because there are still some participants who need further direction and guidance.

Keywords : *Fishball Malingping, Digital marketing, SMEs Group*



Introduction

In the midst of economic uncertainty due to the COVID-19 pandemic, all sectors of business actors have been affected, including the MSME sector. The limited activities of business actors, either because of government policies in an effort to suppress the spread of COVID-19 or because of their own wishes as a careful effort to maintain health, have resulted in various kinds of changes that have led to new habits that occur in society. The present COVID-19 outbreak will definitely affect a variety of industries. The COVID-19 pandemic has had a substantial impact on nation-state economies and the existence of MSMEs at the global economic level. According to the Organization for Economic Cooperation and Development (OECD), the pandemic has implications for the threat of a major economic crisis marked by the cessation of production activities in many countries, falling levels of public consumption, loss of consumer confidence, and falling stock markets, all of which lead to uncertainty (Utami,2021).

Wren and Lewis (2020) discovered a pattern suggesting the COVID-19 pandemic was spreading. Not only is it harmful to one's health, but it has also had an economic impact on countries all over the world, including Indonesia. Micro, Small, and Medium Enterprises (MSMEs), which play a unique role in the Indonesian economy, are also negatively impacted. The impact of this change is very large, both from changes in consumer behavior and in the behavior of business actors in dealing with the current situation.

During the COVID-19 epidemic, one of the government's national economic recovery measures was to boost the MSME sector, which plays an essential role in the national economy due to the high number of people directly involved. In a case like this, the government should pay special attention to the MSME sector because it is the largest contributor to GDP and can be a mainstay in absorbing labor by substituting consumer goods or semi-finished products manufacture. Furthermore, with optimism that the economy would improve this year, the MSME sector must be able to capitalize on the current economic growth momentum in order to recover (Bahtiar, 2021).

In the current pandemic situation, more people choose to order food or drinks through online food delivery services such as Gojek and Grab, as well as the facilities offered by the business actors themselves. Current technological developments open up many opportunities to conduct business activities online. With these activities, it is certainly hoped that MSME actors will be more prepared to face the challenges of future business changes. This lesson from the impact of COVID-19 is not only used as an epidemic, but it can also be used as a motivation to move MSMEs to be ready to face changes in new habits. The use of online marketing activities is considered to be a solution to address and face current challenges.



Source: Association Business Development Services Indonesia, 2020 (<https://katadata.co.id/>)

Figure 1. Decrease in Sales of the MSME Sector Due to COVID-19

Figure 1 shows a significant inequality where MSMEs that experienced an increase in sales were only 3.6% in contrast to MSMEs that experienced a decline in sales. Even MSMEs that had no sales at all reached 36.7% as a result of the impact of COVID-19. The impact of COVID-19 is felt very well by MSMEs. Almost all MSMEs in Indonesia feel the same as a result of the COVID-19 pandemic marked by decreased sales. This is no exception for MSMEs in one of the districts in Indonesia. Of course, how to restore this condition is our common concern.

Malingping District is one of the sub-districts in Lebak Regency, Banten Province, with some areas located on the seafloor. The wealth of marine resources in the form of fish owned by the Malingping sub-district makes the community develop processed foods from these fish, one of which is processed fish balls. In general, almost all Malingping people are able to process these processed foods. This shows the potential of the Malingping people to be better able to introduce these processed foods and make them a characteristic. When people hear Malingping, they will immediately remember Malingping fish balls. At the same time, in this era of new habits, this can be used as a momentum to introduce processed fish balls to a wider market and at the same time, a revival of sales.

The challenges faced are to realize MSMEs' ability to take advantage of digital marketing, where most MSME actors consider the product marketing system through digital to be difficult and complicated, and some think they cannot do it. This is a thought that must be changed, and of course, it is necessary to carry out ongoing assistance from all parties to encourage MSMEs to start recognizing and implementing digital marketing systems. Continuous assistance can be realized in addition to providing training as well as continuous monitoring of MSME actors in digitizing with the intention that MSME actors can be helped if they face technical obstacles in implementing digitalization in their business.

The problem that is often faced by fish ball business actors in Malingping is that they do not understand the knowledge of using digital marketing, one of which is the use of social media and e-marketplaces as media that can be used to market their products. Therefore, we are present in Malingping District to then provide training related to digital marketing training on fish meatball business products with the aim of

equipping the abilities and skills of fish meatball business actors in Malingping District, Lebak Banten, in order to further improve their business performance.

Based on some of the scope of understanding above, in principle, the basis of digital marketing training that will be carried out is so that MSME actors are able to utilize digital devices in carrying out their business activities. The implementation of these goals and objectives is realized in the form of training, which is divided into several training materials, namely first, providing an understanding of the importance of the dynamics of market changes, with the intention that every time a change occurs, MSME actors have mental readiness. Second, the introduction of media that can be used for online marketing systems (activating social media, e-marketplaces). Third, training on how to photograph products for promotional content. Fourth, training in making effective promotional sentences.

Implementation Method

The implementation method carried out in this program is to provide digital marketing training that emphasizes the functioning of social media and e-marketplaces as marketing media for online stores.

The target of this activity is fish ball MSME players in Malingping District, Lebak Regency, Banten so that they know and have marketing competencies, especially competencies in the digital marketing field, especially the functioning of social media and e-marketplaces. The training activities were carried out at the STAI Nurul Hidayah Campus, Malingping District, Lebak Banten, which was attended by the Chairperson of the Foundation, fish ball business actors, and students. implementation of activities involving STAI Nurul Hidayah Campus students with the hope that students will be able to help provide assistance to fish ball business actors in a sustainable manner. The implementation methodology in question is summarized in Table 2.

Table 2. Implementation Methods

No.	Target	Implementation Methodology
1.	The training provides material on understanding the importance of changing market and consumer behavior dynamics (the COVID-19 pandemic is used as an example of changing consumer behavior).	<p>a) Lectures differ. This method was chosen to convey important concepts that occur in today's business changes. The material provided includes: a comparison of business/business with traditional marketing patterns vs. business/business in the current era; the phenomenon of COVID-19 being used as an example of changes in market dynamics and consumer behavior;</p> <p>b) Discussion This method was chosen so that the training participants are facilitated by space to give each other their opinions.</p>

To be continued

Continued Table 2. Implementation Methods

No.	Target	Implementation Methodology
2.	Digital marketing training (using social media and e-commerce as marketing channels)	<p>a) Various lectures This method was chosen to convey important concepts for the trainees to understand and master. The use of this method is based on the consideration that the lecture method is combined with illustrations and can provide relatively large amounts of material in a dense, fast, and easy manner. The materials provided include knowledge of digital marketing (functioning social media, e-marketplaces as marketing media) and the mechanics of using technology.</p> <p>b) Tutorials This method was chosen to show a work process. The tutorials are carried out by the presenters in front of participants, who each take notes so that participants can observe directly the methods and techniques.</p> <p>c) Exercise This method is used to assign tasks to trainees to practice.</p> <p>d) Stage of Monitoring and Evaluation Training and socialization activities as well as post-implementation evaluation activities. At this stage, it is intended to measure the success or changes felt by the fish ball business actors after using the online marketing system.</p>

Source: data processed

The type of output expected by using this implementation method is in the form of mastery of online marketing competencies, including being able to utilize social media and e-marketplace as a marketing medium or tool to run a business so as to improve business performance more effectively and efficiently.

Result and Discussion

This community service activity in the form of digital marketing training for fish meatball business actors in the Malingping District of Lebak Banten will be held in October 2021 at the STAI Nurul Hidayah Campus. The implementation of this training activity was carried out by observing health protocols. This was in accordance with a previous agreement between the organizers and the owner of the STAI Nurul Hidayah foundation, considering that this training was carried out during the COVID-19 period.



Figure 2. Photo with the Committee of Community Service Activities

The training process and practice took place effectively and enthusiastically, and the active participation of participants was marked by questions and answers. Afterwards, several representatives of the fish ball business tried to practice the functioning of social media and e-marketplaces as marketing media to support their business activities. In this practical training process, it can be seen that there are still business actors who are not used to using social media and e-marketplaces, meaning that the use of online marketing among SME business actors in Malingping needs ongoing assistance. Seeing this, our assumption is that involving students from the surrounding area will be very helpful in the mentoring process after this training activity.

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Figure 3. Digital Marketing Training Material Presentation Session



Figure 4. Discussion Sessions and Submission of Opinions from Trainees

The success of the implementation of this community service program is seen from the following two benchmarks:

- 1) Positive trainee reaction. Positive responses were given through participant responses and feedback during the training by direct observation. By facilitating participants to discuss and ask questions, share opinions with each other with fellow fish meatball business actors, enthusiasm is also seen when giving participants the opportunity to try to practice using online-based marketing media both through social media and e-marketplaces.
- 2) Increasing the courage of business actors who have not used the online marketing system to start business activities by implementing an online marketing system and increasing the skills of participants after receiving training in practicing online marketing.

Conclusion

Independent community service in the form of digital marketing training for fish ball business actors in Malingping District, Lebak Banten, has been able to run well and without significant obstacles. Through good service team collaboration and the active participation of the training participants in this service activity, everything has gone as expected, and it is hoped that it can provide benefits for community service partners in the business sustainability of the Malingping fish ball business.

Seeing the positive, enthusiastic response from the fish ball business actors and the support from student participants and the owner of the STAI Nurul Hidayah foundation, we see the potential that the Malingping fish ball business actors will be able to implement and further improve in utilizing the online marketing system as a marketing tool for To support business activities and improve business performance, the wider Malingping fish ball will be increasingly recognized and become one of the areas capable of building economic independence from processed foods.

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Appendix (if needed)

Appendix 1. Malingping Fishball MSMEs' Map Location



Appendix 2. Training Participants, October 16, 2021

DAFTAR HADIR PESERTA

"Pelatihan Fintech dan Digital Marketing Pada Pelaku Usaha Bakso Ikan Di Kecamatan Malingping Lebak Banten"
Sabtu, 16 Oktober 2021

No	Nama	Unit Usaha	No Handphone	Tanda Tangan
1.	ELIANTA	Maknasura	081210507114	
2.	SAEPI-M.	"	081314476612	
3.	EYRENE M.	Bakso Ikan Cau Mill	08528323700	
4.	HERNI-N	BASO IKAN INJEL BASO	08316106857	
5.	ASRI SUTIASIH	Bakso Ikan Bang Kunis	0858.91386564	
6.	WILIASARI	BASO IKAN Teh Lia	087871810749	
7.	KLIMSAH	BASO IKAN Si Ikan	083879981920	
8.	Bu WIRWIN	BASO IKAN Bu WIRWIN	085889831332	
9.	CEN POS MAYA	BASO IKAN	082112148589	
10.	Yeti Novita	Bakso Ikan yeti	083805481725	

DAFTAR HADIR PESERTA

"Pelatihan Fintech dan Digital Marketing Pada Pelaku Usaha Bakso Ikan Di Kecamatan Malingping Lebak Banten"
Sabtu, 16 Oktober 2021

No	Nama	Unit Usaha	No Handphone	Tanda Tangan
11.	Rep. Ritawati	Calapan Nurul Kidalpa	08777231981	Rt
12.	DENI HENRIANI	"	082157232301	Deni
13.	ERHOMO ITA S	BAKSO IKAN	0856 9109956	Erhomo
14.	Rini Widyanti	HES SIKAM	08128299305	Rini
15.	Dini Darmasari	HES STAINH	08571558867	Dini
16.	Jaya Oktaviani	Bakso Ikan D.A.L. Plus Tambora	081297242708	Jaya
17.	M. Irfan Maulana	HES STAINH	089580222090	M. Irfan
18.	Lenih	HES STAINH	08389365727	Lenih
19.	HARIVUDIN	HES STAINH	08521175752	Harivudin
20.				