

Improving Digital Marketing Skills of MSMEs in Legok Village through a Community Service Program

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ABSTRACT

There are several problems in marketing the products of Micro, Small and Medium Enterprises (MSMEs) in this digital era. Problems such as limited access to technology and lack of knowledge and expertise in managing digital platforms or tools. To overcome these problems, Community Service activities are carried out. This Community Service aims to improve marketing skills for MSME players in Legok Village, Tangerang, Banten by Universitas Multimedia Nusantara (UMN). Specifically, this solution uses the method of material exposure and training with the theme of digital marketing management, market trend analysis, customer preferences, and strategies to increase customer interaction on e-commerce platforms and social media. The material in this Community Service activity is market trend analysis and the use of digital marketing tools where there are 19 participants from different MSME players. The results of this training showed that 100% of participants stated that the training delivered provided new insights or ideas to improve their business, especially in terms of marketing management. Thus, MSMEs in Legok Village are expected to be able to compete better in the digital market, which in turn can encourage local and national economic growth.

Keywords: *Micro, Small, and Medium Enterprises (MSMEs); Digital Platforms; Market Trend.*

ABSTRAK

Terdapat beberapa permasalahan dalam memasarkan produk pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) di era digital ini. Permasalahan seperti keterbatasan akses teknologi dan kurangnya pengetahuan serta keahlian dalam mengelola platform atau alat digital. Untuk mengatasi masalah tersebut, kegiatan Pengabdian kepada Masyarakat (PKM) dilakukan. PKM ini bertujuan untuk meningkatkan keterampilan pemasaran bagi pelaku UMKM di Desa Legok, Tangerang, Banten oleh Universitas Multimedia Nusantara (UMN). Secara spesifik solusi ini menggunakan metode pemaparan materi dan pelatihan dengan tema pengelolaan pemasaran digital, analisis tren pasar, preferensi pelanggan, serta strategi untuk meningkatkan interaksi pelanggan di platform e-commerce dan media sosial. Materi dalam kegiatan PKM ini adalah analisis tren pasar dan penggunaan alat digital marketing dimana terdapat 19 peserta dari pelaku UMKM yang berbeda-beda. Hasil dari pelatihan ini menunjukkan bahwa 100% peserta menyatakan bahwa pelatihan yang disampaikan memberikan wawasan atau ide-ide baru untuk meningkatkan bisnis mereka khususnya dalam hal pengelolaan pemasaran. Dengan demikian, UMKM di Desa Legok diharapkan mampu bersaing lebih baik di pasar digital, yang pada akhirnya dapat mendorong pertumbuhan ekonomi lokal dan nasional.

Kata kunci: Usaha Mikro, Kecil, dan Menengah (UMKM); Platform Digital; Tren Pasar.

INTRODUCTION

In this digital era, many Micro, Small and Medium Enterprises (MSMEs) face various challenges in marketing their products (Firdausya & Ompusunggu, 2023; Wati et al., 2020). This is due to limited access to technology, such as internet networks,

which constrains access to digital platforms for marketing their products. This limitation will be a serious obstacle in managing the marketing of the products of these MSME actors. In addition, MSME players often lack adequate knowledge and expertise in analyzing market trends and using digital marketing tools (Octiva et al., 2024; Sirodjudin & Sudarmiati, 2023). In fact, the presence of MSMEs in the Indonesian economy has an important role (Saputri et al., 2023). They offer various benefits, such as creating jobs, producing goods and services, and ensuring a more equitable distribution of national income. The role of microenterprises is becoming increasingly significant in driving national economic growth (Aliyah, 2022; Qadisyah et al., 2023), with MSMEs making an important contribution to revenue at both the regional and country levels (Laziva & Atieq, 2024).

Some relevant training activities that have been carried out are Community Service Program activities by Ghina et al. The mentoring activity successfully enhanced the understanding of OPI Mall's Wafel Kuning Telur MSME entrepreneurs regarding the importance of the Cost of Goods Sold in determining product profitability and competitiveness. Additionally, the entrepreneurs gained better skills in accurately calculating Cost of Goods Sold (COGS). Although some still had doubts, the mentoring increased their awareness of the importance of applying COGS in setting selling prices to achieve better profitability (Ghina et al., 2024). In addition to the Community Service, some activities have carried out marketing training by utilizing media such as Tik Tok (Dewi et al., 2023; Setiawati et al., 2023), Instagram, Facebook, and Google My Business (Pratama, 2023).

Besides using the training mentioned above, there are several alternatives to overcome problems related to marketing, especially in MSME players, especially in Legok village, Tangerang. the Universitas Multimedia Nusantara (UMN) held a Community Service Program focusing on training with the theme of digital marketing management, market trend analysis, customer preferences, and strategies to increase customer interaction on e-commerce and social media platforms. This program involves classroom training by a team of UMN lecturers and students and resource persons who are experts in the field of marketing. The participants of this activity are MSME players, especially in Legok village, Tangerang, Banten. After this activity, the participants will fill out a survey regarding the impact of the training on them. The survey is conducted so that it can be seen to what extent this training provides benefits for MSME actors.

The main objective of this activity is to increase the marketing capacity of MSME players in Legok Village through the use of digital technology. With good knowledge of market trends and customer preferences, it is expected that MSME players can develop more effective marketing strategies, increase customer interaction, and optimize the use of e-commerce platforms and social media. Ultimately, this activity is expected to support local and national economic growth.

METHODS

In this activity, observation, lecture, and training methods were provided (Hidayatullah et al., 2022). The activity was carried out by a team of lecturers and students from UMN, consisting of various departments such as Information Systems, Engineering Physics, and Electrical Engineering. The location of the activity was a classroom equipped with PCs at Universitas Multimedia Nusantara. The participants of this training were culinary MSME entrepreneurs from Legok Village, Tangerang, Banten. Several methods were employed during this training such as figured in flowchart Figure 1.

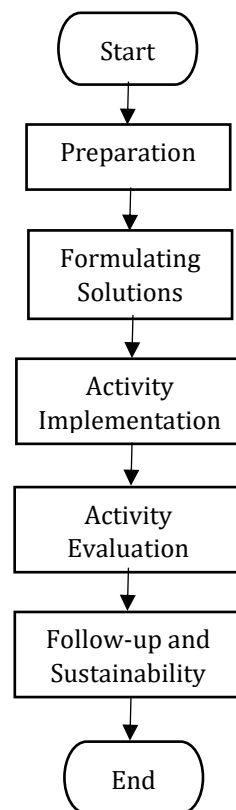


Figure 1. Community Services Activity Flowchart

Based on the Figure 1, the process of this community services are conducted in below:

1. Preparation: The preparation phase began with a visit to Legok Village for a situational analysis and observation. After identifying the issues that needed to be addressed, the team brainstormed the best solutions for these problems.
2. Formulating Solutions: Solution formulation was carried out on campus where the team held meetings. The outcome of these meetings was an outline of activities to be conducted to resolve the partners' problems. The results were then communicated to the partners to inform them of the training schedule that had been formulated.

3. Activity Implementation: The implementation of activities took place in a campus classroom. The resource persons were experts in marketing analysis, providing solutions related to the marketing of culinary MSME products.
4. Activity Evaluation: The evaluation of the activity was conducted at the end of the training, where participants filled out a survey form. The survey results were then analyzed by the team, and conclusions were drawn.
5. Follow-up and Sustainability: To ensure the sustainability of the training outcomes, the team planned follow-up sessions to monitor the progress of the participants. This involved periodic check-ins and additional support as needed to help the entrepreneurs implement the strategies learned during the training.

By the end of this comprehensive training and mentoring program, the culinary MSME entrepreneurs from Legok Village were expected to have a better grasp of marketing analysis, enabling them to enhance their business strategies and compete more effectively in the market.

RESULTS

The Community Service activity aimed at enhancing digital marketing skills for Micro, Small, and Medium Enterprises (MSMEs) was held on July 29, 2024, at Universitas Multimedia Nusantara. The activity took place in a classroom equipped with PCs, allowing participants to learn how to use digital platforms for market trend analysis. This effort is crucial considering the importance of understanding market trends in modern digital marketing strategies.

The event was attended by 19 participants who are MSME entrepreneurs from Legok Village, Tangerang, Banten. Each participant represented a unique MSME, including Lagio Snack, Yoenak Culinary, Ceria Muslim Store, UMKM Lebah Madu Legok, Lebah Madu, By lienda, Berkah Hanco Mulia, Legok, UMKM Legok, Putri Home Cooking, Lebah Madu, Rendang Tanamo, Pempek 23 Bicek Dinda, Keripik Pisang, Jamu Maknyus, Waka, Toko Kue Oma Angel, UMKM Legok, and Putri Home Cooking. The diversity of MSME names reflects the variety of products they produce, which also means they require different approaches in analyzing market trends.

During the training, each participant conducted a market trend analysis relevant to their specific products. They learned how to use various digital platforms to identify current trends and adapt them to market needs. This approach is expected to help MSME entrepreneurs better understand market dynamics and apply more effective marketing strategies. The participants' active participation and enthusiasm were evident throughout the training, especially during the interactive Question and Answer sessions. Questions and answers focused on the material that had been presented (Muwafiqus Shobri & Qois Rifqi, 2023). This is useful for assessing participants' understanding of the training material and determining whether the desired target output indicators are being met (Prasetianto et al., 2024).

Additionally, students from Universitas Multimedia Nusantara played a crucial role in assisting with the activity. They not only guided participants in using digital platforms but also provided technical support and additional explanations when needed. The involvement of students added value to the activity, as they could share the knowledge they learned in class and help participants apply it practically.

Overall, the activity proceeded smoothly and met expectations. The enthusiasm and active engagement of the participants is shown in Figure 1. Support from the students and adequate facilities also contributed to the success of the training. The results of this activity are expected to have a positive impact on the MSME entrepreneurs in Legok Village, helping them improve their understanding of market trends and their digital marketing capabilities, ultimately enhancing their competitiveness and business sustainability.



Figure 2. The activity in the class

The evaluation was conducted at the end of the activity to assess the effectiveness and impact of the training. Based on the survey results such as in Figure 2, 100% of the participants stated that the training provided new insights and ideas to enhance their businesses, particularly in terms of marketing management. This positive feedback indicates that the participants found the training valuable and relevant, equipping them with the necessary knowledge and skills to better manage their marketing strategies and improve their overall business performance. The last, the activities are closed by photo in front of Universitas Multimedia Nusantara building, such as shown in Figure 3.

19 responses

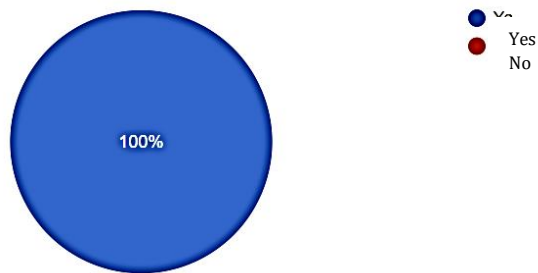


Figure 3. Result of participant survey related to marketing training



Figure 4. Photo session at the end of the activity

CONCLUSION

The Community Service activity conducted by Universitas Multimedia Nusantara significantly improved the digital marketing skills of MSME entrepreneurs from Legok Village, Tangerang. By focusing on market trend analysis, customer preferences, and effective digital marketing strategies, the training provided participants with valuable insights and practical knowledge crucial for enhancing their business operations. The 100% positive feedback from participants highlighted the training's success in delivering new ideas and approaches to marketing management. Additionally, the active participation and support from university students ensured the smooth execution of the program and enriched the learning experience. Overall, the activity empowered MSME entrepreneurs with essential skills to compete more effectively in the digital marketplace, thereby supporting their business sustainability and contributing to local and national economic growth.

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