

## DIGITAL MARKETING TRAINING ON SOCIAL MEDIA AND E-COMMERCE IN MOJO SHOE BUSINESS

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### ABSTRACT

The current era of digitalization is able to provide an important role in running a business, one of the benefits of the development of digitalization is the change of promotion from traditional to digital promotion by utilizing social media, and sales made online by utilizing the e-commerce platform. In this activity, partners help in doing digital promotion by utilizing social media on Instagram and Facebook and, as well as helping partners sell online by utilizing e-commerce platforms at Tokopedia and Shopee MOJO shoe business located in Sidoarjo. The background of this activity is because partners still do traditional promotions with Word of Mouth Marketing, print with brochures, promotions by looking for resellers, and cooperate with companies with the help of brokerage services commonly referred to as third people in marketing and sales. So the solution offered is to help partners create social media to conduct promotions and create e-commerce accounts to make online sales. The purpose of this activity is to change the pattern of businesses from traditional to digital marketing models by utilizing digital technology. The hope of this change is that partner products are better known in the Sidoarjo area and not only in the Sidoarjo area but more widely and increase partner sales profit.

**Keywords:** Digital Marketing, Media Social, E-Commerce, Promotion

### 1. BACKGROUND

In today's digitalization era, the role of social media is very helpful in facilitating promotion with digital media and expanding the reach of promote obtained by companies or individuals if doing digital promotions such as more effective and efficient, minimizing costs, more flexible promotion time, and wider market reach that can be obtained by companies or individuals if doing digital promotions such as more effective and efficient, minimizing costs, more flexible promotion time, wider market reach so as to reach consumers more. In addition, with the development of technology in Indonesia that is increasing rapidly from day to day, it becomes an opportunity to take advantage of promotions with digital media because of the increasing number of various social media and e-commerce that can be utilized in conducting promotions (Lipsus, 2019).

In conducting promotions, social media provides a role as a medium of information and communication between sellers and buyers, in addition social media has the potential to find consumers in building an image about a brand on a product (Vernia, 2017). Khasanah & Rofiah (2019) added that the buying and selling process conducted on the internet media is known as e-commerce or electronic commerce. E-commerce is an activity to purchase, sell and transfer, or exchange products, services, and information using computers or gadgets with an internet network (Ikma & Widawati, 2018). It's just that not all businesses can still not all company businesses can utilize and optimize promotions by using digital media, one of which is a shoe business with MOJO trademark located in Sidoarjo Regency, East Java. MOJO shoes are one of the businesses producing special shoes with the type of PDL (Field Service Clothes) and PDH (Daily Service Clothes). So that consumers of mojo shoes are generally not only from the school of the ministry but also from special agencies. This makes MOJO shoes less widely known by consumers.

Based on the results of interviews with shoe business owners, they have not used digital media as one of the promotions because of the lack of understanding how to use digital media in conducting promotions other than that lack of resources that understand how to use social media to conduct promotions, so they only do promotions traditionally namely word of mouth commonly known as *Word of Mouth Marketing*, print with brochures, promotions by finding resellers, and cooperate with companies with the help of brokerage services commonly referred to as the third person in marketing mojo shoes.

At the time of marketing its products in this way consumers of MOJO shoes are companies that use a lot of PDH or PDL shoes so that the company will buy the shoes in large quantities, but because the company that buys mojo shoe products to brokers or resellers until the party of Mojo shoes can't *maintenance* or maintain a relationship between sellers and buyers to create loyalty to re-buy and use mojo shoe products. In addition, buyers of MOJO shoes generally come from the area around Sidoarjo, East Java.

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by using e-commerce so that sales can be reached more widely not only in Sidoarjo area.

With training activities and making promotions with *social media* and sales with *e-commerce* to be more optimal in conducting promotions. Sales with e-commerce became one of the solutions for MOJO shoes in expanding the sales area that is not only in Sidoarjo area. Training and making promotions with social media that will be used, namely Instagram and Facebook, but more focused promotion with Instagram. According to Wenats (2012), marketing with social media as a form of advertising that uses social media community where advertisers (producers or brand owners) can directly interact and build communication with consumers. In addition, Taprial & Kanwar (2012) explained that social media has several advantages that make it stronger compared to traditional media such as: (1) *Accessibility* social media is easy to access because it requires little or no cost at all in its use, (2) *Speed*, content created in social media is available to everyone who is in the network, forums, communities once published, (3) *Interactivity*, social media can accommodate two or more channels of communication, (4) *Longevity / Volativity*, i.e. social media content can be accessed for a long time or even forever, (5) *Reach*, the internet offers an unlimited reach to all available content. While in e-commerce, training in making e-commerce with Shopee and Tokopedia, because the 2 platform e-commerce as the highest and most user platform.

The purpose of this activity is to change the pattern of business actors from partners (MOJO shoes) from the original promotion and selling traditionally to the digital marketing model by utilizing digital technology by utilizing social media and online sales with e-commerce platforms.

## 2. METHOD

The method used in community service activities in MOJO shoes starts from counseling activities, then provides training, mentoring and ends with monitoring activities in implementing the use of promotions on social media and sales by utilizing e-commerce platform. The stages are as follows

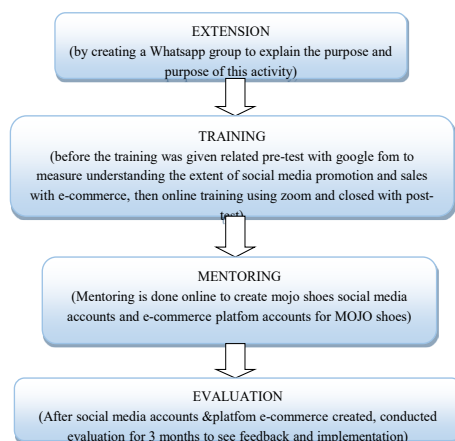


Figure 1. Flow of Community Service Activities

This training activity is conducted by packing and explaining the purpose of community service activities with partners, namely MOJO shoes. This community service activity aims to allow partners (MOJO shoes) to optimize their marketing by using social media and utilizing their sales with their e-commerce platform to further optimize their promotion and sales. The utilization of social media and e-commerce platform is expected to help spread promotions and increase profit margins, increase market share, increase sales areas to be wider and sales volume increases.

This training activity is conducted online considering that during community service activities took place during the Covid-19 protesters, which was conducted by utilizing zoom platform. In the implementation of training activities by conducting pre-tests aimed at measuring participants' understanding before the training in understanding promotion with social media and sales with e-commerce, then explaining the understanding of materials related to social media promotion, types of social media that can be utilized in promotions, e-commerce platform and e-commerce platform that can be used to sell online, and end with post-test by looking at participants' understanding after being given promotional related materials with social media and sales with e-commerce.

Mentoring activities are carried out to assist partners (MOJO shoes) in applying the materials that have been described during the training in the form of social media account output for MOJO shoes and MOJO shoe e-commerce platform account and how to use social media and transact with e-commerce platform.

As for the evaluation conducted for 3 months to see if social media used for promotions provide benefits and sales in platform e-commerce can be done. As well as being able to provide solutions if there are obstacles during the implementation of the implementation, and measure how *feedback* from consumers related to promotions and online purchases on the e-commerce platform.

## 3. RESULTS AND DISCUSSION

This training activity was conducted by explaining the purpose of the promotional training on social media and sales on e-commerce platform at mojo shoe business in Sidoarjo. This community service activity aims to help MOJO shoe business partners in optimizing promotion with social media in order to minimize the cost of promotion, consumers who can be wider not only around Sidoarjo area, and optimize sales with e-commerce platform, so that users of MOJO shoe products are not only in the vicinity of Sidoarjo.

Training activities and the creation of social media accounts and e-commerce platform were conducted during the Covid-19 protesters, so that the activities were carried out virtually with Zoom media and discussions by creating *whatsapp* group. At the time of material exposure, the materials presented related to how to do promotions

with social media include: 1) How to do promotions digitally, 2) What digital media platform can be used, 3) Social media platform that is currently widely used for promotion, 4) How to use social media in conducting promotions, 5) Utilizing e-commerce in making sales, 6) E-commerce on Shopee and Tokopedia, 7) How to create accounts and use of social media and e-commerce, 8) Tips and Tricks on using social media as a promotional media and e-commerce as a sales medium.

Before the training, the community service team conducted socialization to MOJO shoe business partners to provide exposure related to the purpose of activities and agenda of activities. Socialization activities are conducted on Saturday, December 5, 2020 at 19.00 – 20.00 WIB virtually with Zoom. In addition to discussing the purpose and agenda of the activity, the socialization was also held sharing and discussion related to obstacles faced by mojo shoe partners, one of which is related to lack of understanding using social media and how to conduct digital promotions and sales with e-commerce. To remind partners, community service teams create flyers for socialization information. Digitally and sales with e-commerce. To remind partners, community service teams create flyers for socialization information.



**Figure 2. Activities Socialization Information Pamphlet**  
Source: Results of activities (2020)

After the socialization, the community service team planned activities for training. The training lasts for 2 hours starting from 19.00 – 21.00 WIB, on Sunday, January 10, 2021. The resource person gives material to each participant in the form of soft files.



**Figure 3. Digital Marketing Training via Zoom**  
Source : Results of activities (2020)

Figure 3. Digital Marketing training conducted via Zoom on Sunday, January 10, 2021 tuesday 2 hours. Before entering the material participants are asked to work on pre-test questions that aim to measure the understanding of participants before the training and then go to the material that discusses the definition of digital marketing, the importance of doing promotions using digital marketing, what digital marketing platforms can be used for promotion, how to use social media as a digital promotion, digital marketing by utilizing e-commerce and selling with e-commerce as well as tips and tricks in using social media and e-commerce.



**Figure 4. E-Commerce Materials Discussion**  
Source: Results of activities (2020)

At the time of providing training, the resource person gave an e-commerce presentation of what is currently widely used by consumers to shop online, one of which is Tokopedia and Shopee, so that the resource person gives directions to mojo shoe partners to create an online store in e-commerce on Tokopedia and Shopee, as well as provide an overview of sales made by Tokopedia and Shopee, in addition to providing examples of how to transact in e-commerce. After the material exposure ends in the close by giving a post-test question that aims to re-measure the understanding of participants after the training.

After the training, then held a mentoring activity, the goal mojo shoe partners can implement from the materials provided then create an account for social media and e-commerce platform that will be used by partners for promotion and selling online. Assistance is held for 1 month starting from January 17, 2021 – February 17, 2021. At the time of this mentoring partners developed an Instagram social account that had previously been created in November 2018, but has not been used optimally. At the time of this mentoring partners are given directions on how to make interesting posts, how to edit photos to post on social media, and not only that but partners are given explanations related not only products that are posted, but can provide information or tips on caring for PDH and PDL shoes, as well as make interesting captions. As for facebook partners already have but have not done promotion optimally.

After giving directions on how to manage social media accounts, partners are asked to create e-commerce accounts for online sales on Tokopedia and Shopee.

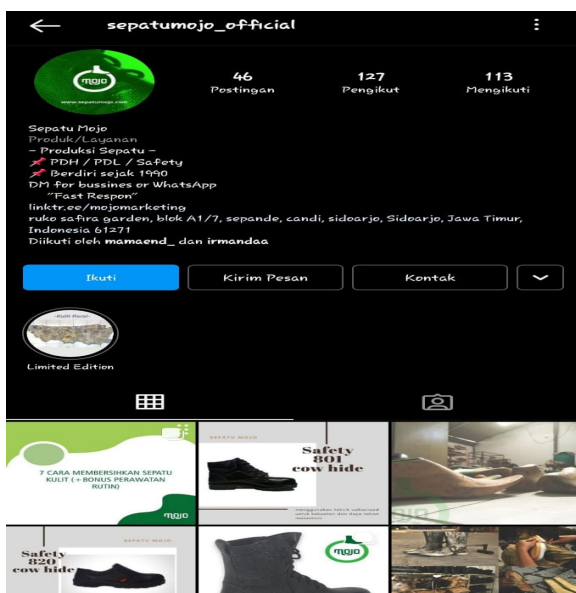


And provided assistance how to confirm orders from the e-commerce platform until the product is delivered to the hands of consumers. After social media accounts and e-commerce platform are owned and used by partners, the community service team provides implementation time to review the obstacles faced during the 1 month.

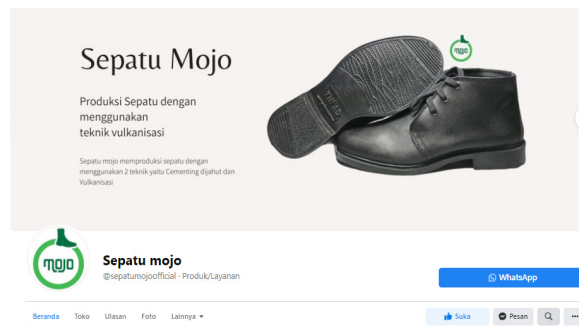
Based on the results of discussion of obstacles faced related to ideas for promotion on social media and ideas to create interesting captions. In addition to platform e-commerce constraints on the photos they have, because MOJO shoe partners do not have a dedicated staff for the product photo section. In addition, after promotion and online sales, there is already feedback from consumers, there are already some consumers who buy and interact online either comments on Instagram, Facebook or other e-commerce platform to ask about products from MOJO shoes.

After the mentoring, then the community service team conducted an evaluation of what has been made by partners related to social media and e-commerce platform. Based on the results of the following mentoring results of social media and e-commerce platform that has been made:

Figure 5. Promotional media on Instagram owned by MOJO shoe partners are named @sepatumojofficial with a profile picture of mojo's own shoe logo with the reason that consumers know the brand logo of mojo shoes. Currently posting photos of MOJO shoes there are 48 photos with an average post in the form of photos of MOJO shoe products. In the instagram account profile description already provide information related to the products sold, the year mojo shoes stand, information on ordering *whatsapp* number and purchase address if you want to go to mojo shoe store. As for the followers are still a little 127. Meanwhile, promotional media on Facebook already use marketplace accounts with the name of @sepatumojofficial account.

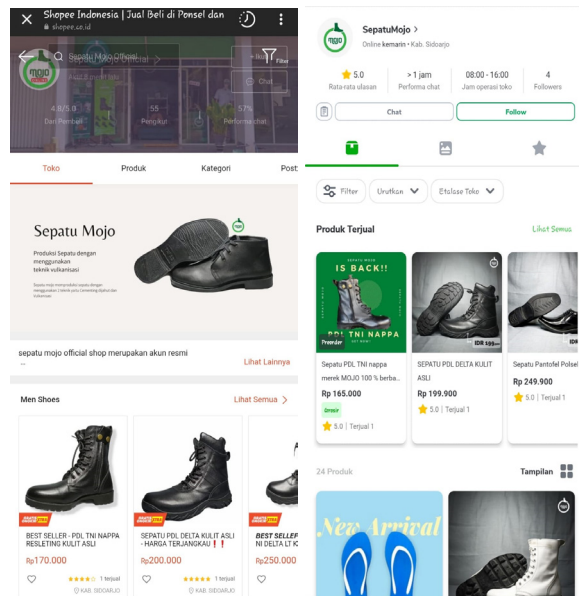


**Figure 5. Promotional Media on Instagram**  
Source : Results of activities (2020)



**Figure 6. Promotional Media on Facebook**  
Source: Results of activities (2020)

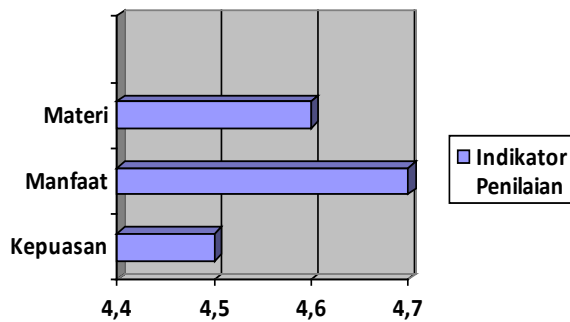
Figure 6. Promotional Media on Facebook used by MOJO shoe partners to conduct promotions on Facebook. On this facebook account partners already provide information related to store address, mojo shoe website, whatsapp contact for ordering or need product information and product photos of MOJO shoes. As for platform e-commerce made by MOJO shoes are Tokopedia and Shopee. Here's figure 7. Online Sales Media on E-Commerce Shopee and Tokopedia.



**Figure 7. Online Sales Media on Shopee and Tokopedia E-Commerce**

Source : Results of activities (2020)

Figure 7. Online Sales Media on E-Commerce Shopee and Tokopedia created by MOJO shoe partners for online sales transaction activities. During the trial period there are already some consumers who buy online that are outside the Sidoarjo area and sent with expeditions either at Shopee or Tokopedia. Online sales with platform e-commerce are expected to increase sales of MOJO shoes. In addition to the evaluation of activities conducted by MOJO shoe partners, the community service team also asked partners (MOJO shoes) to provide evaluation assessments related to the satisfaction of training activities, the benefits of activities and training materials. The results of evasion assessment can be seen in the following figure:



**Figure 8. Results of Activity Evaluation Assessment**

Source : Results of activities (2020)

Based on Figure 8. The results of the Activity Evaluation Assessment of 4.5 partners are satisfied with digital marketing training activities on social media and sales with e-commerce because it helps partners in conducting promotions and sales digitally, while for the benefit of this activity is 4.7 because the results of this training provide benefits to partners to conduct digital promotions aimed at introducing partner products not only in Sidoarjo area but can gain market share more widely and able to sell online to get more consumers and not just in Sidoarjo area only. As for the material given get 4,6 and this material can be read back and understood again by partners.

#### 4. CONCLUSION

Digital marketing training activities on social media and e-commerce in mojo shoe business is conducted to help mojo shoe business partners in optimizing promotion with social media and conduct online sales with e-commerce platform to increase sales and expand market share not only in Sidoarjo area. In this community service activity is conducted online starting from socialization activities, training, mentoring and evaluation of activities with platform zoom.

With the digital marketing training and online sales training by utilizing the partner's e-commerce platform feel helped, because after this training partners can directly apply the knowledge provided during training by creating a social media account and manage the account with a variety of posts such as product information, product catalogs and tips and tricks related to other information, while in the e-commerce platform partners can directly sell online.

Mitra explained that after there is this training there is a difference in sales in the past partners sell in large quantities but purchases are rare, whereas nowadays by selling online

buyers only buy in small quantities but demand more often and after selling online have sent their products to various regions outside Sidoarjo.

Based on the results of activities that have been conducted as a large number of participants feel to get additional knowledge related to digital promotion and selling online, with the results of the assessment of participants satisfaction from mojo shoe partners to activities carried out in the amount of (4.5), for the benefits provided from this activity amounted to (4.7), the material provided (4.6) so that the average value for community service activities to mojo shoe partners amounted to (4.6) with the highest score (5).

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