

DIGITAL MARKETING TRAINING AND MENTORING TO IMPROVE MSMEs PERFORMANCE IN JAKARTA

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ABSTRACT

One of the impacts of the COVID-19 pandemic is a change in the social order. The change in social order has increased consumer demand for digital purchase transactions. However, this increase has not been matched by the fulfillment of demand by MSMEs. This is shown by the fact that MSMEs have not adopted digital marketing optimally, namely, the percentage of digital marketing adoption carried out by MSMEs is still low at around 13% of the total number of MSMEs, besides the level of readiness of MSMEs in Jakarta in adopting digital marketing is also still low. Based on this, this community service activity aims to provide training on the adoption of digital marketing and sales, as well as provide mentoring on the adoption of digital marketing and sales so that the performance of MSMEs increases, so that they are able to maintain their business viability. The training resource persons, apart from Lecturers from Mercu Buana University, are also Lecturers from the Mara Technology University, Cawangan Melaka Training. The results of the training provide additional knowledge about digital adoption in marketing, which MSME participants are ready to apply to improve performance. The results of the mentoring show the problems faced by one of the MSMEs, including the lack of quantitative and qualitative content. The advice given is to encourage MSMEs to make content on social media better and more often. After receiving training and mentoring, the mentored MSMEs are able to improve their social media content, including being able to create reels for inclusion on social media, so that the performance increases.

Keywords: digital marketing, adoption, gig economy, training, mentoring

1. INTRODUCTION

In the conditions of Covid 19, consumers are making purchases online more. The results of a survey conducted by inMobi (CNN, 2021), show that especially in the culinary field, there is an online purchase sales growth of 60%, the average weekly session on the Food & Beverage Application. Likewise in other sectors, including health and beauty products, online transactions grew by 80%, the needs of mothers and children increased by 25%, and toys and pet food products increased by 50% in the fourth quarter of 2020 (Jet Commerce, 2021). In general, online sales transactions increased by 36% in the fourth quarter, and by 56% in the third quarter (Jet Commerce, 2021).

This increase in online buying and selling transactions is due to changes in the social order due to the Covid-19 pandemic, namely the need to maintain distance, and the need to implement health protocols that have been set by the Government. This change in social order makes online transactions the right choice for consumers. Supposedly, the increasing consumer demand for digital buying and selling transactions is an opportunity that needs to be captured by Micro, Small and Medium Enterprises (MSMEs) to penetrate the market, by adopting digital marketing. Digital marketing starts from promoting product brands to digital sales transactions. The reality shows the opposite that in the conditions of Covid 19, MSMEs are experiencing a slump. 56.8% of MSMEs are in bad condition, only 14.1% of MSMEs are still in good condition. Most MSMEs or as many as 82.9% experienced negative impacts. Only a small percentage, namely 5.9%, experienced a positive impact (katadata, 2021). The survey results (katadata.com, 2021) further explained that the Covid-19 pandemic caused 63.9% of the affected MSMEs to experience a decrease in turnover of more than 30%, and only 3.8% of MSMEs experienced an increase in turnover.

One of the factors that caused the slump was the unpreparedness of MSMEs to adopt digital buying and selling transactions, so the opportunities and increase in digital buying and selling transactions that have been presented above are from the results of the Jet-Commerce survey (2021), not online buying and selling transactions carried out by MSMEs, but rather online sales and marketing transactions for large companies, considering that the adoption of MSMEs in Indonesia for e-commerce is still 13% of the total MSMEs of 62,922,617 business actors (CNN, 2020). This is reinforced by the level of readiness of MSMEs, especially in Jabotabek, which is still low for e-Commerce. Thus, the slump of MSMEs needs to be overcome, in this case how to provide an understanding of efforts to improve their performance. The results of the study (Ibrahim et al., 2019; Lee et al., 2015; Aizstrauta, 2018) show that there is an influence between e-commerce adoption and business continuity, increased sales, and increased profitability. Thus,

on the one hand, the development of digital economic transactions is encouraging, on the other hand, strong encouragement is needed for MSMEs to quickly adapt to e-commerce, especially digital economic transactions.

The problem with MSMEs in Jakarta is that they do not understand how to adopt digital marketing, and there are obstacles to adopting digital marketing. Based on the problems described in the analysis of the situation above, the solution that will be carried out is to provide training to MSMEs on digital marketing adoption and provide assistance for one month. so that one of the selected MSMEs involved can switch to digital sales transactions and develop digital marketing, or if they have made sales and marketing transactions digitally, further optimize their business by directing them to various alternative platform choices and content innovations, so that the MSMEs concerned can improve their performance. So, this activity aims to provide training on the adoption of digital marketing and sales, as well as provide adoption of digital marketing and sales so that the performance of MSMEs increases so that they are able to maintain their business viability.

2. TIME FOR COMMUNITY SERVICE ACTIVITIES

The training was held on Thursday, February 17, 2022, online, considering that in February 2022, Jakarta was at level 3 of the Implementation of Community Activity Restrictions (PPKM). Mentoring is carried out online (zoom) with deep interviews, WhatsApp, and offline meetings that are conducted casually on campus, with one of the selected training participants.

3. METHOD AND IMPLEMENTATION

The method used to overcome the problem is to conduct training and mentoring based on research results (Wulandari & Uno, 2021) which show that training and mentoring affect the performance of MSMEs. The steps for implementing Community Service are presented in Figure 1.

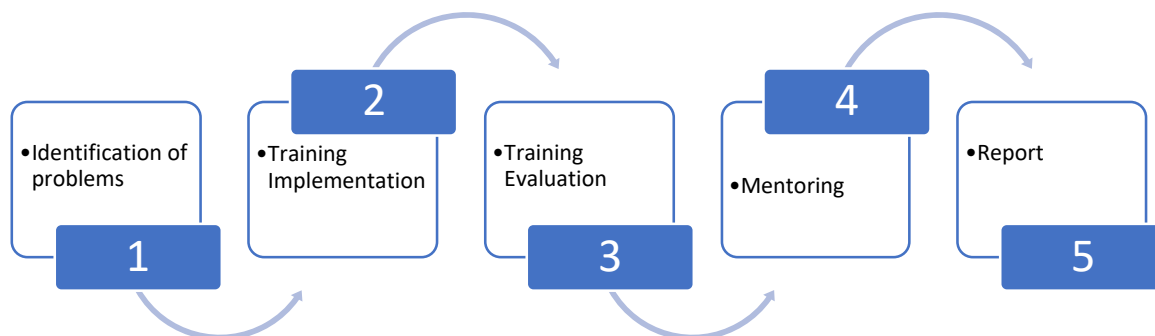


Figure 1. Implementation stages

Training

The training was carried out by involving partners from Universiti Teknologi MARA, Cawangan, Melaka, Malaysia. Insights from UiTM Partners are expected to motivate and increase MSME knowledge about the efforts made by MSMEs in Malaysia, both in terms of success, as well as obstacles faced.

The training materials provided are about the benefits of digital marketing, various things that need to be prepared to adopt digital marketing, the stages of digital marketing adoption, and the possibility of MSMEs entering the Gig Economy, which is preceded by the ability to adopt digital.

The first material is, In the Gig Economy era, MSMEs can develop a wider business with flexible time. The ability to adopt technology is needed in the era of the Gig Economy. The Gig Economy is an economic era based on flexible, part-time, temporary, and/or freelance work. Permanent or full-time work is no longer important in the Gig economy. The four characteristics of the Gig Economy are sharing & collaboration, on-demand, independent and project-based, freedom and flexibility, no permanent work, short-term or temporary or precarious work, and digital technology-based. The advantages of MSMEs if they are able to adapt to the Gig Economy are that they are more efficient and flexible in running their business because they include cooperation in similar industries, so they don't have to worry about limited capacity and time constraints. What is most needed is to seize opportunities for consumer needs and wants. By entering and participating in the Gig Economy business model, it is hoped that MSMEs can improve their performance.

The second material is about the adoption of digital marketing to improve the performance of MSMEs. Based on several studies, digital adoption can improve the performance of MSMEs. Therefore, like it or not, MSMEs must

adopt digital marketing. In line with the first material, by adopting digital, MSMEs can enter the Gig Economy so that they can increase business flexibility and efficiency. There are several levels of digital adoption, namely digital marketing, finance technology, digital supply chain, and digital operations. MSMEs are still at the level of need to adopt digital marketing. Digital marketing can be done through Social Media, Online Marketplace, and Company Websites. The steps to optimize digital marketing are, firstly evaluation and selection of digital media, secondly efforts to attract buyers with a variety of interesting content, and thirdly providing satisfactory services to achieve repeat purchases. Figure 2 below explains the Digital Adoption Material.



Figure 2. Digital Adoption Material

The profile of PKM training participants or the profile of MSMEs is as follows, female participants reached 62% of the total 37 participants. The male participants were 38%. Types of culinary business by 36%, Fashion by 30%, Others include contractors, resellers, hospitals, consultants, etc. by 34%. Most of the participants were micro-enterprises, namely 89%, small enterprises 7%, and medium enterprises 4%. Figure 3 shows the Training activities.

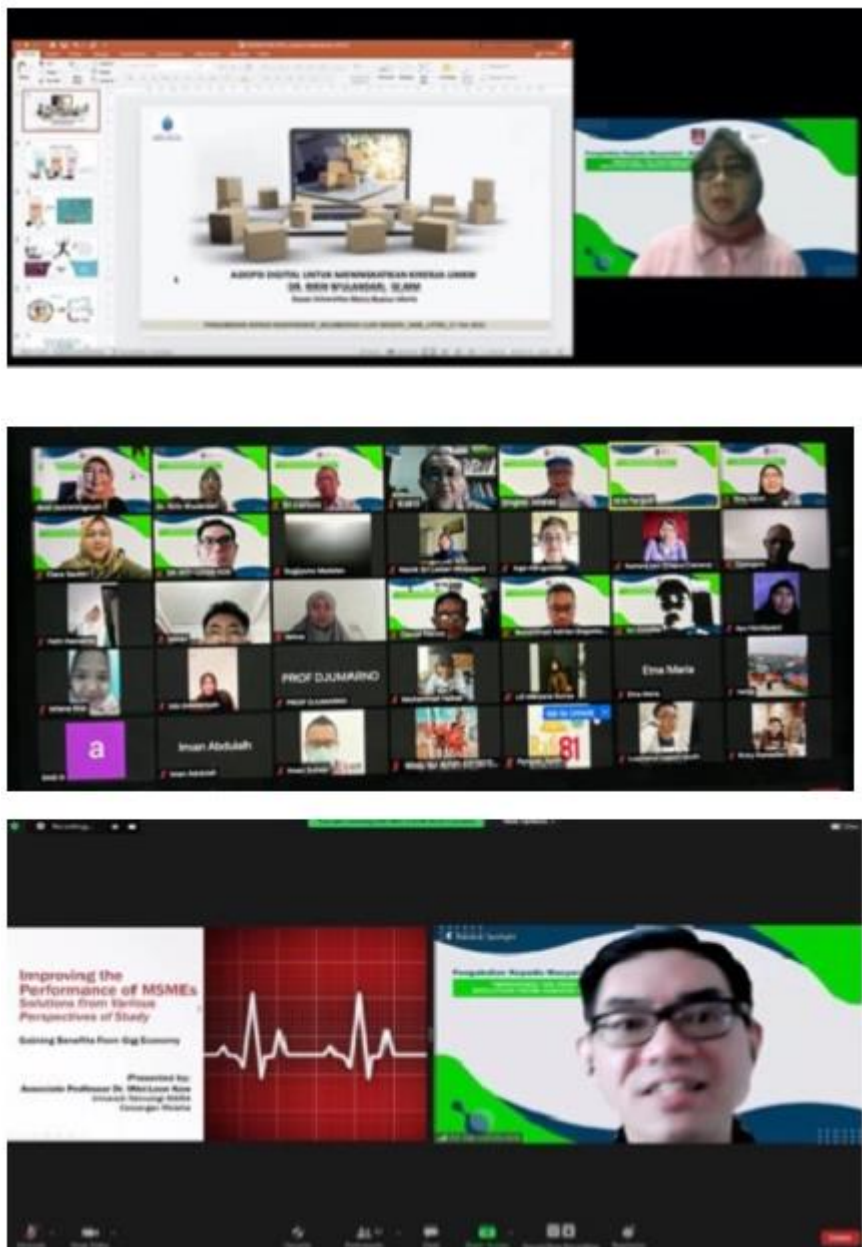


Figure 3. Photos of Training Activities

Mentoring

Mentoring is carried out to selected Participants, by asking for their willingness to accept mentoring. Mentoring steps include identifying problems and providing solutions to these problems. The technique used to explore the problem is the deep interview. Deep interviews were carried out online, via WhatsApp, and face-to-face with the owner of the Dapur Camera business. Kitchen Owner, namely Bu Kamera. During the mentoring session, Bu Kamera was very enthusiastic and hoped that by participating in the mentoring, she could overcome her problems, especially regarding the adoption of digital marketing.

Mrs. Camera Lani started her business at the end of early 2017. After getting motivation from an Entrepreneurship Training Coach. This Entrepreneurship Motivation Training is entitled My Business is My Soul. Camera Lani's mother was directed to find her talent, from the joint talent discovery it was found that Camera Lani's mother was able to start a culinary business because Ibu Camera Lani's cooking became the family's favorite dish. Bu Camera Lani started her business by selling soup in the yard of a friend's house which is located in front of the elementary school. Sales are

selling well, but not according to his wishes and habits that can't stay still, but every day he likes to walk on his motorbike. From Soto's business to a catering business, until now his business is quite advanced. Before the Pandemic era, until now Mother Camera had adopted digital marketing. Already have an account on IG (@dapurcamera) and a business account on Facebook (Dapur Camera). Some orders came from IG and FB, as well as WA. However, orders from IG and FB are not as many as orders from WA, whose information is word of mouth. Thus, the advice given is the need to create interesting content, and the need to create videos that can be reached by consumers more broadly, including Tik Tok or Reels. In addition to suggestions, examples of interesting content are also provided to improve their ability to conduct online marketing transactions. Furthermore, the person concerned is guided to make Tik Tok and Reels. The following are photos of mentoring activities, in Figure 4.

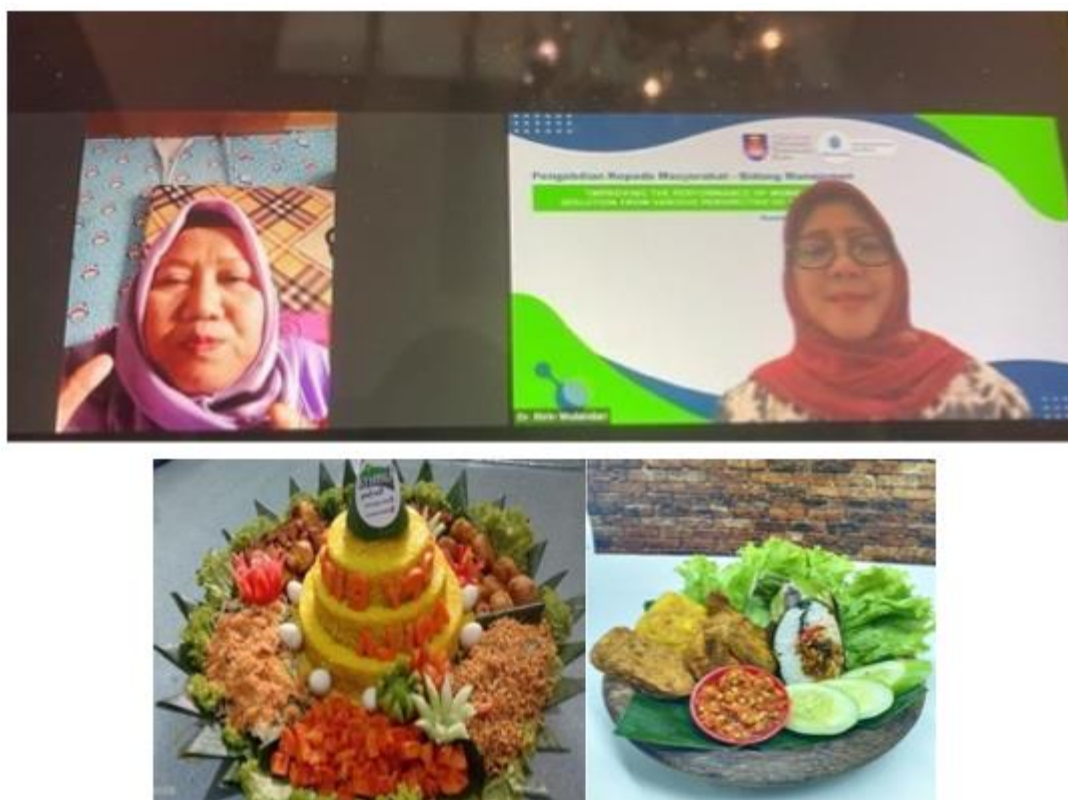


Figure 4. Photos of Mentoring Activities

4. THE OUTPUT OF THE COMMUNITY SERVICE

This Community Service (PKM) output includes a book chapter compiled from a collection of several PKM Reports (in progress), Online Media coverage, namely Hukumbisnis.net ([https:// Hukumbisnis.net/read/8167/Tingkatkan-Kinerja-UMKM-Universitas-Mercu-Buana-Degree-Pelaksanaan-Menggandeng-Mitra-dari-UiTM-Malaysia](https://Hukumbisnis.net/read/8167/Tingkatkan-Kinerja-UMKM-Universitas-Mercu-Buana-Degree-Pelaksanaan-Menggandeng-Mitra-dari-UiTM-Malaysia)), as well as broadcast on Youtube (<https://youtu.be/50fu4k3IMwQ> and <https://youtu.be/LUfcUbnhSm8>). From the results of the questionnaire, participants intend to apply the training material (38% very intend, 54% intend, and 8% quite intend). After receiving training and mentoring the mentored MSMEs are able to improve their social media content, including being able to create reels for inclusion on social media, so that the performance increases.

5. CONCLUSION

Participants consisting of MSME owners felt that they had benefited from Community Service activities, especially gaining additional knowledge about the adoption of digital marketing and the gig economy. This additional knowledge can motivate and provide a wider thinking space for business decision-making and directing actions for business development. Mentoring given to one of the participants can increase the effectiveness of digital adoption by improving the content and form presented in digital marketing so that sales increase which is followed by increased performance. In that era, MSMEs like it or not, need to adopt digital marketing, because consumer needs have led to online/digital purchase transactions. These consumer needs need to be met by MSMEs so that their performance increases.

The benefits of activities are MSMEs can increase knowledge of the need to adopt digital marketing and sales, as well as trigger digital sales promotions and transactions using platforms that are already available and through social media. Mentoring is carried out so that the obstacles faced in conducting digital promotions and sales transactions can be solved together between the mentor and the mentored.

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