

DIGITAL MARKETING TRAINING FOR WOMENPRENEUR MSMES IN AN EFFORT TO IMPROVE WELFARE

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ABSTRACT

Womenpreneurs are generally small entrepreneurs and are more engaged in the trade and service sector than the manufacturing sector. Gender roles also keep women away from mastering technology. The digital era as well as the current pandemic situation can be an encouragement for female entrepreneurs to continue to be able to develop their businesses and businesses that can be marketed online. This training provides new skills and knowledge to Womenpreneurs at Keramat Pela to promote their business products digitally, so that the products they sell can be known by consumers widely. Meanwhile, training on sales on the Gofood, GrabFood or ShopeeFood platforms, aims to increase sales turnover. The existence of this community service activity, especially for PKK mothers in Kramat Pela, South Jakarta City, can help in carrying out promotions with social media carried out on Instagram and Whatsapp Bisnis and increase their sales turnover by using additional digital platforms, for example through Gofood, GrabFood or ShopeeFood partners.

Keywords: Digital Marketing, MSMEs, Entrepreneurs, Womenpreneurs.

1. INTRODUCTION

Womenpreneurs are generally small entrepreneurs and are engaged in the trade and service sector compared to the manufacturing sector. Gender roles also keep women away from mastering technology. The digital era as well as the current pandemic situation can be an encouragement for female entrepreneurs to continue to be able to develop their businesses and businesses that can be marketed online. Digital promotion can help MSMEs to market their products widely, effectively and efficiently.

In this training, it was conducted to Mothers of Family Welfare Development (PKK) located in Kramat Pela, South Jakarta City. These PKK mothers in Kramat Pela, whose address is on Jl. Rambai Bawah II, are quite active in doing entrepreneurship as an additional income in the family. The number of entrepreneurs on Jl. Rambai Bawah II amounts to 5 businesses managed by PKK mothers in filling their spare time to get their additional income.

The average business carried out by PKK mothers is selling food products ranging from fast food such as burgers, french fries, cream soup, snack box foods such as donuts, risol and pastels, homemade cakes such as brownis, and beverage products such as sour turmeric, date milk, palm coffee.

In this activity, the partners managed by the head of the PKK Mothers, namely Mrs. Dijah, who owns the food and beverage business that she manages, and invite other PKK mothers to become entrepreneurs to increase family income. But unfortunately, the efforts made by the PKK mothers are still lacking in their promotion, and the appearance of the products on the menu offered is still ordinary, as well as the lack of cooperation with digital platforms in marketing and selling their products.

Kertajaya (2013) argues that entrepreneurs who do not promote their products through the internet or other marketing platform media related to internet use will lose money and be displaced because marketing communications through the internet are very effective. Womenpreneurs are generally small entrepreneurs and are engaged in the trade and service sector compared to the manufacturing sector. Gender roles also keep women away from mastering technology (Sandri & Hardilawati, 2019). With minimal skills and funds and simple technology, women entrepreneurs are proven to be able to achieve success (Saputri & Himam, 2015).

With the development of technology today, it requires business actors to be able to use internet media as a tool in promoting sales and collaborating with partners or other digital platforms in promoting businesses. According to Kusumadewi (2020) The development of information technology in the business world is very helpful for entrepreneurs in running their businesses, information technology provides information accurately, quickly and precisely so as to provide convenience in transactions. The digital era as well as the current pandemic situation can be an encouragement for women entrepreneurs to continue to be able to develop their businesses and businesses that can be marketed online (Fourqoniah & Aransyah, 2021).

In addition to utilizing internet media as a tool in promoting products, product display is also one of the things that need to be considered in promoting sales, because with internet media buyers cannot see directly the products

offered so that the appearance of the product must be attractive. Pratomo (2012) revealed that the appearance of the product is made as attractive as possible in order to attract attention as a product display that tends to be more effective. In attracting the attention of the product can be seen from the clear color composition, a good degree of contrast with attention to beauty.

The number of MSMEs is increasing, especially in the culinary sector. However, MSME entrepreneurs who are dominated by women have not been able to maximize the marketing potential in the digital field. The understanding and ability of MSME entrepreneurs in optimizing digital marketing media is still lacking, so training and assistance are needed in the aspect of using social media for digital marketing. E-commerce marketing through online media such as Grab Food, Go Food, and Shopee Food is one of the efforts to increase sales through digital marketing.

So that with this community service activity, especially for PKK mothers in Kramat Pela, South Jakarta City, they can help them increase their sales turnover by promoting on social media and utilizing digital platforms in making sales with Gofood, GrabFood or ShopeeFood. This service activity in the form of training and assistance in optimizing the role of social media for marketing has several objectives, including (1) improve the understanding and ability of MSME owners in creating digital marketing content through social media; and (2) increase sales turnover of MSME owners.

2. METHOD

Based on the problems that exist in this activity, the methods used for this activity are as follows:

- a. Lectures
 - 1) Pre test & Post test
 - 2) Provide basic materials on promotion with social media
 - 3) Providing basic materials for making sales with Gofood, GrabFood or ShopeeFood.
- b. Workshop

Workshop on promotion with social media Instagram and Whatsapp Business. The provision of material during the workshop was carried out by the team with the following division of tasks (Table 1):

Tabel 1. Division of Team Duties

Name	Assignment
Annisa Retno	Providing material on how to promote with social media.
Euis Widiati	Providing materials for making sales with Gofood, GrabFood or ShopeeFood
Fahririn	Providing assistance during the workshop

To support community service activities for partners, the following are the work procedures that will be implemented:

- a. Mapping the type of business owned by partners

At this stage, the profile mapping process for MSME entrepreneurs is carried out based on the type of business and marketing materials they have.

Tabel 2. Business Profile and Promotion Media

No	Owner Name	Type of Business	Promotion Media			Online Shop		
			Product Sticker	List of Menu	Shop Banner	Whatsapp	Instagram	Online Food Delivery
1	D****	Bottled drinks	✓	X	✓	✓	X	X
2	A**	Milkshake, snack	✓	X	X	✓	✓	ShopeeFood
3	R****	Traditional cakes, pastries, brownies	✓	✓	X	✓	X	X
4	F*****	Toast, Lontong Sayur, Sticky Rice	✓	X	X	✓	X	X
5	N**	Soy Milk, Fruit Juice, Mixed Ice	X	✓	X	✓	X	X

b. Providing training on promotions on social media marketing (Instagram)

To manage a business Instagram account, there are several important things that need to be done in optimizing a business profile, including:

- 1) A simple and easy to remember username
- 2) Use product brand profile photo
- 3) Write an interesting and informative “bio”
- 4) Using a Call to Action (CTA) at the end of the “bio”
- 5) Enter the link below the CTA

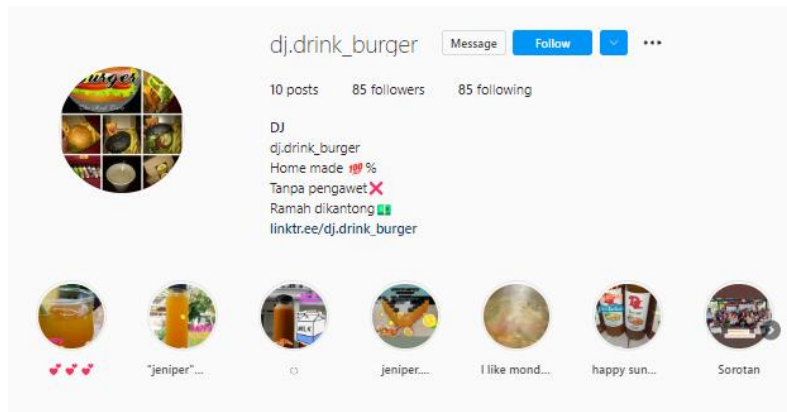


Figure 1. Example of a Business Instagram Home Page for MSME Participants

After creating an Instagram account that is used to promote, trainees are given the task of posting photos of their products to the Instagram account and providing captions related to the products being sold. Here is one of the posts from participants about the products sold and the captions made.



Figure 2. Product Promotion on Instagram

Promotion on Instagram can be done not just photos, but can be made with videos. Promotion on Instagram is not just a product photo, but can post about the efficacy of the food and drink, how to make it or other tips so that consumers who see it can feel the benefits of the post.

c. Provide product photo technique training

During the training to make product photo techniques, participants were given ways to make the product photos attractive, besides that angels in taking product photos became one of the successes to get good and attractive product photos. The following is a sample product photo at the time of training.



Figure 3. Example of Result Photo Technique Training

d. Carry out evaluations before and after the activity

This evaluation is carried out to determine the extent of participants' knowledge before and after the training.

3. RESULTS AND DISCUSSION

Based on the results of the activities that have been carried out in this training by taking a formal approach, namely by providing materials and training workshops to participants of PKK Mothers. Patton and Marlow (2002) said that formal training as an activity that is carried out in a structured manner with the aim of providing an introduction or briefing of processes and activities in the work environment.

The participants of this activity are PKK mothers who have MSME businesses which are generally carried out selling at home to get additional income. This training was conducted on 5 MSME business actors located on Jl, Rambai Bawah II, Keramat Pela, South Jakarta who are home business actors such as drinks, frozen food, cakes and fast food.

The implementation of the activity begins with a pre-test, then the provision of material for the provision of knowledge information to participants regarding social media promotion and ends with a post-test. In this activity, the assessment indicators for the pre-test are participants' understanding of digital promotions and participants' understanding of sales with Gofood, GrabFood or ShopeeFood. Based on the results of the activities that have been carried out, the results of the pre-test on participants as shown at Table 3.

Table 3. Pre-Test questionnaire results

<i>No</i>	<i>Indicators</i>	<i>Correct Answer (%)</i>
1.	Digital Marketing Knowledge	55%
2.	Social Media Knowledge	60%
3.	Knowledge of Social Media Use	50%
4.	Sales Knowledge with Gofood, GrabFood or ShopeeFood	60%
5.	Knowledge of Gofood, GrabFood or ShopeeFood Usage	50%

Furthermore, the following post-test results from the activities that have been carried out are shown in Table 4. Post-Test Questionnaire Results.

Table 4. Post-Test questionnaire results

<i>No</i>	<i>Indicators</i>	<i>Correct Answer (%)</i>
1.	Digital Marketing Knowledge	75%
2.	Social Media Knowledge	80%
3.	Knowledge of Social Media Use	80%
4.	Sales Knowledge with Gofood, GrabFood or ShopeeFood	80%
5.	Knowledge of Gofood, GrabFood or ShopeeFood Usage	85%

Based on the activities that have been carried out according to the results of the pre-test and post-test, there is a change in knowledge and knowledge gained from the participants, namely the increase in post-test results after the activity is carried out. Based on the results of interviews with participants, they gained new knowledge and new knowledge in conducting digital promotions, especially on social media and sales with Gofood, GrabFood or ShopeeFood partners.

In this activity, the material provided is focused on digital marketing with social media and sales with Gofood, GrabFood or ShopeeFood which can be seen in Figure 4. of the Training Material.

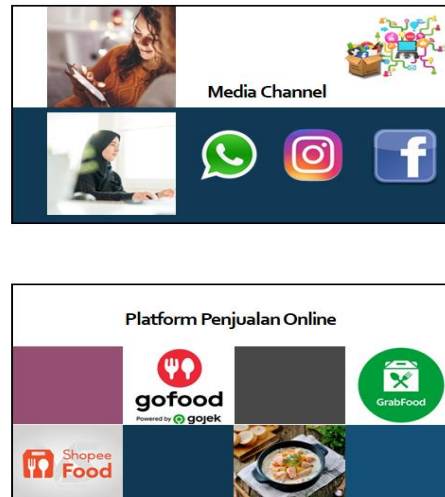


Figure 4. Training materials

After this training is carried out, participants are expected to do promotions on social media such as Instagram by using an Instagram account specifically for sales promotion accounts, while on Whatsapp accounts, they are encouraged to create a business Whatsapp account.

In this activity, training was also carried out in making photos of attractive food products and editing social media promotional content.



Figure 5. Photo of Community Service Activities

4. CONCLUSION

Digital marketing training for PKK Mothers who are located at Jl. Rambai Bawah II, Keramat Pela, South Jakarta which was attended by five MSME business actors who sell food products ranging from fast food such as burgers, french fries, cream soup, snack box foods such as donuts, risol and pastel, homemade cakes such as brownis, and beverage products such as sour turmeric, date milk, palm coffee. This activity is able to increase his knowledge, promotion and sales abilities. The result of the activities obtained is that on average PKK mothers choose social media Instagram and Whatsapp businesses in promoting their products and increasing sales by registering with Gofood, GrabFood or ShopeeFood partners.

The training on digital marketing for culinary MSME actors was attended by five participants, with various types of different culinary businesses. Based on the results of the training evaluation carried out, it is known that 90% of MSME actors currently have knowledge and understanding related to digital marketing through social media and sales through online food delivery.

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