

DIGITAL MARKETING IN BUSINESS DEVELOPMENT OF MICRO, SMALL, MEDIUM ENTERPRISES (MSMES) DAPURMAMIMA

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ABSTRACT

In the digital era, every activity should be carried out in a practical and integrated way through the use of technology. Mastery of theory and science must be balanced with mastery of technology and information. Therefore, efforts are made to fulfill and improve the quality of Human Resources (HR). Therefore, it is necessary to hold an activity to provide a solution that can improve the quality of human resources in MSMEs, especially in the culinary sector. This activity aims to improve the quality of Dapurmamima MSMEs with business and technology support, increasing sales which can be used by partners in the culinary sector such as Tumpeng. The method used in this activity is mentoring and training by BINUS University PKM members for Dapurmamima MSME partners. This research goal is that partners will have a new marketing strategy through digital marketing by utilizing social media and business training to increase the competitiveness of Dapurmamima MSMEs. There are four parts to the results of this research, including increasing knowledge about digital marketing for MSMEs, being able to manage a team well, then being able to create a social media platform, and creating a website domain for the needs of increasing MSME business.

Keywords: technology, business, MSME, digital marketing, social media

1. INTRODUCTION

In the last 10 years, Indonesia has had positive economic growth (Krisnawati, 2018). Micro, Small, and Medium Enterprises (MSMEs) play a very important role in driving the Indonesian economy in the era of Industrial Revolution 4.0 which is also gradually moving toward society 5.0 (Kamil, Ady Bakri, Salingkat, & Pabisangan Tahirs, 2022). This is in line with research conducted by (Krisnawati, 2018) where Krisnawati stated that in the last 8 years, the number of MSME entrepreneurs in Indonesia was recorded to have increased from 52.9 million to 59 million. The growth of MSMEs in Indonesia is projected to continue to increase and will become one of the biggest drivers of economic growth in Indonesia. The thing that has the most influence on the continued growth of MSMEs in Indonesia is the size of the consumption base. This large consumption base will be the backbone, not only for MSME growth, but overall economic growth. In other words, one of the supporting pillars of the national economy is MSMEs. MSMEs have enormous power in the national economy. Besides that, it can also reduce unemployment and poverty levels. The development of MSMEs is attracting more serious attention from various groups, both the government and the general public (Arif Pratama Marpaung, 2021).

The existence of MSMEs is very strong because they have proven to be able to survive and become economic drivers in Indonesia, especially after the economic crisis (Harto, Pratiwi, Utomo, & Rahmawati, 2019). The large economic power supported by Indonesia's economic potential has the opportunity to become one of the largest countries in the world (Sony Hendra Permana, 2017). However, MSMEs in Indonesia still face various obstacles, such as limited working capital, low human resources (HR), lack of access to markets, and lack of skills in utilizing digital technology to expand markets and increase income. MSMEs are still not utilizing digital technology well and effectively. MSME development must be carried out immediately (Faizal, Nanda, Ariestiandy, & Ernawati, 2021) because MSMEs have an important role in the economic and industrial growth of a region. This can be seen from concrete evidence during the global crisis in 2008, that the majority of MSMEs in Indonesia did not face a crisis, apart from that the number of MSMEs has increased from year to year. Although in 2020-2021 it coincides with the Covid-19 pandemic almost all sectors experiencing an economic crisis, including MSMEs, the existence of the PPKM policy causes MSME players in Indonesia experience decrease in income or sales turnover, as many as 80% of MSMEs are in the business sector grocery stalls, supermarkets, restaurants, transportation services, photocopying services, furniture services, photography services, beauty salon services, boarding house services, computer rental services and agribusiness services which are experiencing a decline in turnover sales and business profits of 85-90% during the Covid-19 pandemic (Irfan, Suharto, & Hanif, 2023).

In today's digital era, developments in information technology have changed the scope of the marketing world. And marketing activities that utilize sophisticated digital technology are often called digital marketing (Robby Aditya & R Yuniardi Rusdianto, 2023). MSME players should be able to utilize digital media as one of their product marketing efforts so that consumers become more familiar with the products produced by these MSMEs. MSMEs that have

online access, are involved in social media, and develop their e-commerce capabilities, will usually enjoy significant business benefits both in terms of income, job opportunities, innovations, and competitiveness. However, there are still many MSMEs that have not implemented information technology, especially using digital media. This is in line with research from (Susanti, 2020) which states that there are new challenges faced in the business world because they are related to the development of information and communication technology. Marketing patterns in business have changed rapidly. Technology emerged and made everything change, including the way a product is marketed. MSME teams who are hampered by a lack of knowledge about marketing digitalization and a lack of understanding of creating attractive product posts and branding require the public to be aware of the technology that is currently popular. thus requiring MSME players to take part in socialization and training in utilizing internet technology and social networks as a medium for running their business (Chusniyah & Fauza, 2022). Carrying out marketing digitalization by MSME players must develop the courage to try new things, act professionally and patiently wait for the results. According to (Chusniyah & Fauza, 2022), digital marketing training can build participants' information about digital marketing work systems. Facebook is one of the media used for promotion and communicating with potential customers. Communicating persuasively can lead potential consumers towards purchasing activities. Facebook is seen as the most effective media to help marketing for MSMEs.

The problems above are the same as the problems of Dapurmamima MSMEs. Dapurmamima is an MSME in the culinary sector. Dapurmamima was founded in 2017 and focuses on tumpeng. Apart from Dapurmamima's success, there are also various obstacles and problems for MSMEs, namely unhealthy competition which can reduce selling prices and orders that are too large for MSMEs. The various limitations faced by Dapurmamima MSMEs include a lack of development and running on-site, a lack of more knowledge on how to do bigger business, still being conventional so there is a lack of use of social media and technology. Consumer behavior which is now changing with the increasing use of digital technology must be utilized by MSME players. The emergence of various internet-based online shopping platforms is a golden opportunity to introduce and market products, services and services provided by MSME players (Bangun & Purnama, 2022).

Platforms that are often used for digital marketing activities are social media such as Facebook, Instagram, WhatsApp, Twitter and so on which have certain characteristics that provide opportunities for business people to be able to market or offer goods or services (Harahap, Dewi, & Ningrum, 2021). This in line with (Frans Sudirjo, Arief Yanto Rukmana, Hilarius Wandan, & Muhammad Lukman Hakim, 2023), digital marketing strategies that can be used by MSMEs include search engine marketing, content marketing, influence marketing, social media marketing, and email marketing. Digital marketing makes sales promotions easier. Digital marketing is able to influence purchasing decisions through various social media (Riyanto, Azis, & Putera, 2022).

Therefore, this research aims to improve the quality of Dapurmamima MSMEs with business and technology support, increasing sales which can be used by partners in the culinary sector such as Tumpeng, or perhaps others. The method used in this activity is mentoring and training by BINUS University PKM members for Dapurmamima MSME partners. This activity will help MSMEs by means of seminars and training in the fields of business and technology. The researcher's hope is that partners will have a new marketing strategy through digital marketing by utilizing existing social media and business training to increase the competitiveness of Dapurmamima MSMEs.

2. METHOD

There are several stages with different methods in efforts to develop the Dapurmamima MSME technology-based business through Digital Marketing training. An illustration of the method used in this research can be seen in Figure 1. Then, the detail of proposed methods can be seen in Figure 2.

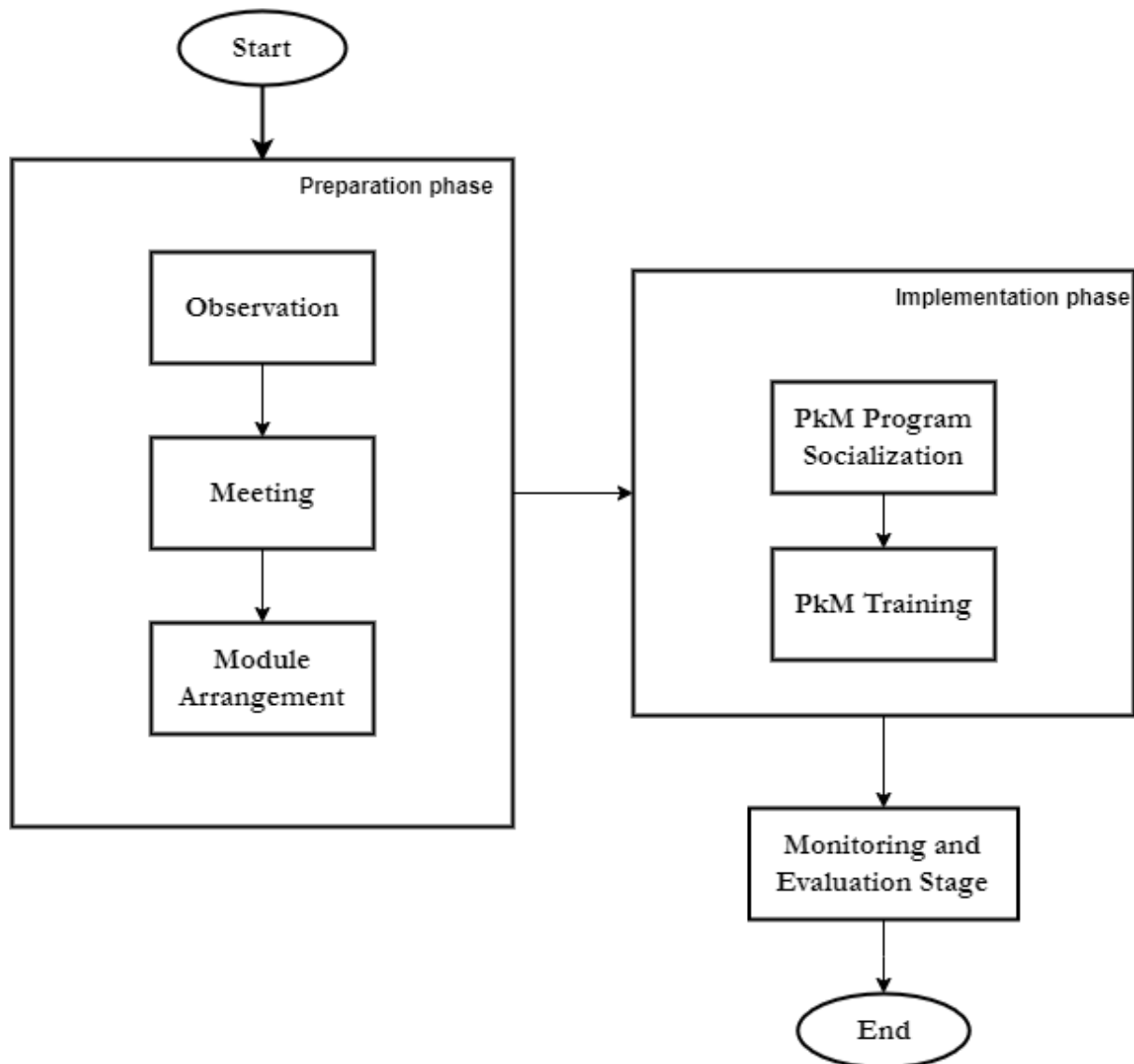


Figure 1. Research Method

The main phase is Preparation which is divided into three parts, namely observation, meetings and module preparation. Observations are carried out to determine the implementation stages and targets of MSMEs. The meeting here is a coordination meeting with partners regarding the schedule, implementation time, and content to be delivered. The preparation of this training is carried out so that the activities carried out are more focused and run well. Then the preparation of the module is aimed at preparing material that will be presented by the resource person in the form of theory or practice which aims to organize the event well. Apart from that, at this stage preparation of training and seminar facilities and infrastructure is also carried out.

The second stage is implementation which is divided into two parts, namely socialization of the PkM program and training where both stages aim to socialize the program to partners as managers of facilities and infrastructure. This is done to explain in more detail the objectives and benefits or contributions as well as provide a brief explanation of the training material that will be delivered, and the training is carried out through direct practice methods in the field. Training is expected to be carried out regularly to ensure that Dapurmamima will gain new insights and be interested in mastering business and technology independently.

And the last is the monitoring and evaluation stage. Activity monitoring is carried out during training activities, and evaluation activities are carried out after the training is completed. This monitoring and evaluation was carried out on members at Dapurmamima by looking at the participant's responses to each stage of the PkM activities carried out by the resource persons.

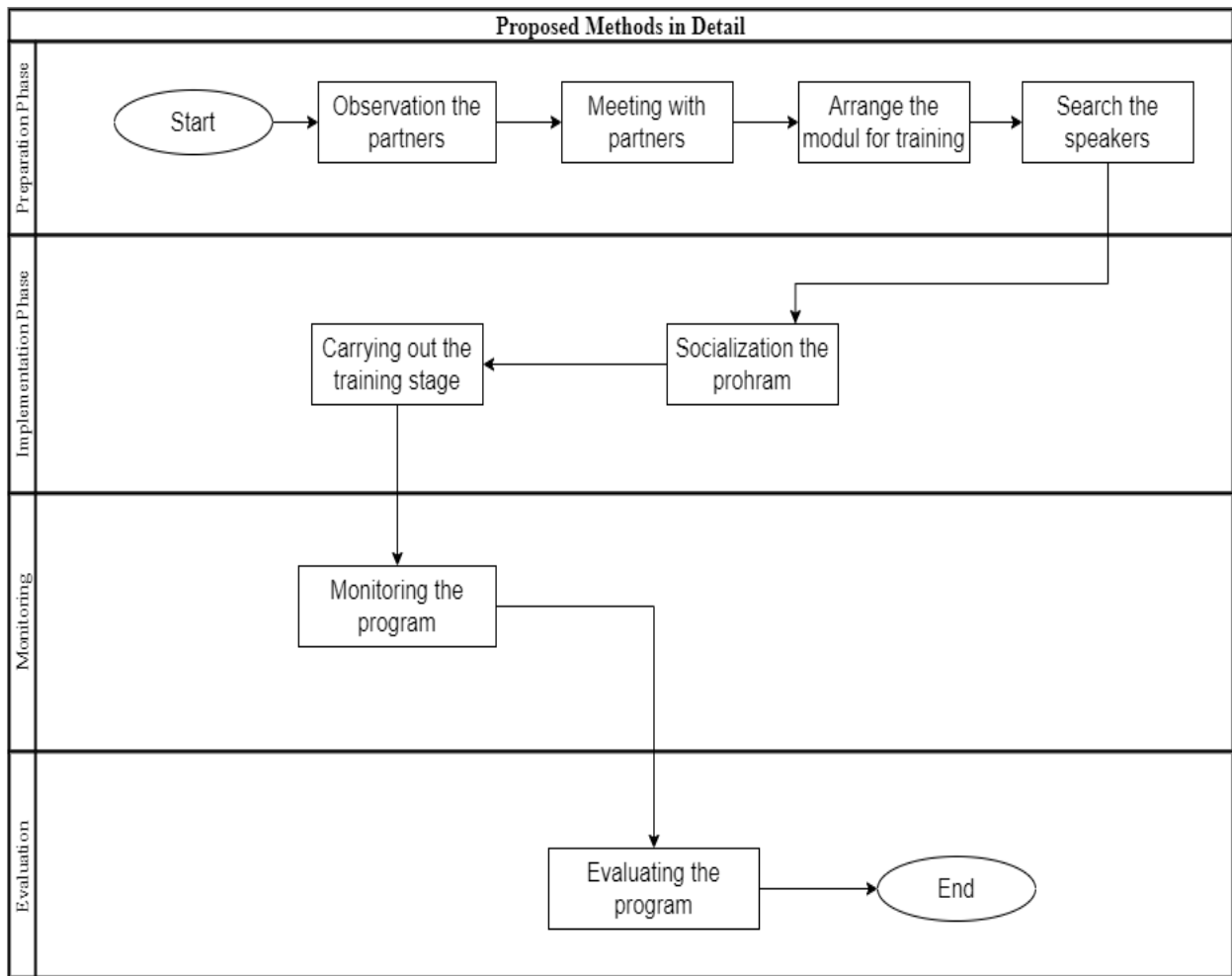


Figure 2. Proposed Methods in Detail

3. RESULTS AND DISCUSSION

Based on the problems and observations made by researchers, the research results obtained were in the form of digital marketing training for Dapurmamima MSMEs. Training provided by resource persons regarding content creation, what forms should be tried, selecting captions, and other things related to digital marketing via social media. The lecture and discussion material is as follows. The following are details of the research results obtained:

Table 1. Research Results

<i>Sector</i>	<i>Detail</i>
Technology, Business	Increase knowledge about Digital Marketing for MSMEs
Human Resources	Can manage the team better
Technology, Business	Starting to create social media accounts (Instagram, TikTok Shop, Shopee, and others)
Technology, Business	Create a website domain

Because there are problems including a lack of business development and so far it has only been running locally, a lack of more knowledge on how to do bigger business, and still being conventional so there is a lack of use of social media and technology, the results of the research found several important things including Increase knowledge about

Digital Marketing for MSMEs, Can manage the team better, Starting to create social media accounts (Instagram, TikTok Shop, Shopee, and others), Create a website domain that has entered the technology and business sector.

4. CONCLUSION

In conclusion, assisting MSMEs through the use of digital marketing on the platform e-commerce can be an effective strategy in helping MSMEs expand their markets and increase their income in the increasingly developing digital era. This research uses several methods, including preparation phase, implementation phase, monitoring, and evaluation phase. Preparation phase divided into three parts, namely observation, meeting and module preparation. Then the implementation phase divided into two parts, including socializing the program and carrying out digital marketing training. Then the final stage is monitoring and evaluation. The results of the research found several important things including Increased knowledge about Digital Marketing for MSMEs, can manage the team better, Starting to create social media accounts (Instagram, TikTok Shop, Shopee, and others), Create a website domain that has entered the technology and business sector.

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