

INTRODUCNG ANDROID-BASED DIGITAL MARKETING TO MICRO, SMALL AND MEDIUM ENTERPRISES, DESA BABATAN, KADU GEDE, KUNINGAN, JAWA BARAT

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ABSTRACT

The purpose of the Android-based digital marketing introduction activity to MSMEs in Babakan Village, Kadu Gede, Kuningan, West Java is to help introduce Kuningan Village as a tourist village that has several business sectors with the support of surrounding MSMEs. The introduction method applied is face-to-face, and direct practice using each participant's cellphone. The results of the service are expected that all MSMEs in Babakan Village who take part in the training are able to continue updating the digital marketing system so that Babakan Village is famous for being an attractive tourist village to visit.

Keyword: android base, digital marketing, tourisme village

INTRODUCTION

The development of digital technology has had a significant impact on various aspects of life, including in the field of marketing. In today's digital era, conventional marketing is starting to be replaced by digital marketing which is more effective, efficient, and reaches a wider audience. One form of digital marketing implementation that continues to grow rapidly is through a mobile application-based platform, especially Android (Saifuddin, 2020).

Android, as one of the most widely used mobile operating systems in the world, offers great opportunities for business actors to expand their market reach through digital marketing strategies. The use of Android applications allows companies to interact directly with consumers, provide product information, and facilitate transactions in real time, which ultimately increases customer satisfaction and sales (Musa et al., 2023) However, to be able to utilize the potential of Android-based digital marketing, a deep understanding of the concepts, strategies, and tools used in society is required.

Babatan Village is located in Kuningan Regency, West Java Province, Indonesia. Kuningan is known as one of the areas that has natural beauty and unique cultural richness. Babatan Village, as part of the Kuningan area, has its own uniqueness in terms of social, cultural, and economic aspects. Geographically, Babatan Village is located in an area surrounded by mountains and rice fields, providing a beautiful atmosphere and cool air. The fertile natural conditions make the majority of the village's population depend on the agricultural sector for their livelihood. Various food crops, such as rice, vegetables, and fruits, are widely produced from agricultural land in this village.

Babatan Village is administratively one of the villages in the Kadugede sub-district, Kuningan Regency, with the following boundaries:

- To the north it borders Cipondok Village
- To the south it borders Kadugede Village
- To the west it borders Bayuning Village
- To the east it borders Kadugede Village

The total area is 35,397 Ha, and is located at an altitude of 500 mm above sea level, with a tropical climate and administratively consists of 2 RW and 8 RT which are divided into 2 hamlets.

[\(https://desa-babatan.kuningankab.go.id/.\)](https://desa-babatan.kuningankab.go.id/)



Babatan
Kec. Kadugede, Kabupaten Kuningan, Jawa Barat

Figure 1. Map of Babatan Village

In addition to the agricultural sector, Babatan Village also has tourism potential, especially for tourists who are interested in nature and cultural tourism. The natural environment, friendly people, and the existence of several cultural sites and local traditions are a special attraction for visitors. Culturally, Babatan Village still holds tightly to the traditions and customs of the Sundanese people. Various traditional activities, such as agricultural ceremonies, mutual cooperation, and traditional arts, are still often carried out by the local community. This reflects the harmonious life of the village community and upholds the values of togetherness. However, in developing and managing tourist villages, there are various challenges that are often faced, including (Hadi et al., 2022)

- a. Lack of Infrastructure and Accessibility
- b. Limited Human Resources
- c. Lack of Promotion and Marketing
- d. Funding and Investment
- e. Limited Tourist Attractions.
- f. Competition with Other Tourist Destinations.
- g. Suboptimal Management and Institutions

In an effort to overcome these challenges, our PKM Team in collaboration with AFEBSI and Kuningan University facilitated the introduction of an Android-based digital marketing system that is very familiar to today's village communities with the target of overcoming several challenges, namely with Android-based digital marketing being able to market the potential of tourist villages and their MSMEs more widely, not only locally but also internationally.

METHOD

The method used in this community service activity is by meeting face to face with the Babatan village community whose participants consist of tourism village administrators and MSMEs around the tourism village, especially MSMEs around the Babatan village agrotourism swimming pool "Bale Camperenik" totaling 20 people and each participant has brought an Android-based cellphone

The training materials provided are related to the introduction of the Android-based marketing system, namely

- 1) Introduction to Android-Based Digital Marketing.
- 2) Getting to know Android Applications for Marketing
 - a. Android-Based Social Media. Use of Facebook, Instagram, TikTok, and Twitter for product promotion. Create a business account and how to use superior features, such as Instagram Shopping, Facebook Marketplace, and TikTok Ads.
 - b. Marketplace and E-Commerce Apps. Utilizing marketplace applications such as Tokopedia, Shopee, Bukalapak to sell products. How to create and manage an online store on an Android-based marketplace platform.
 - c. Messaging Applications, Using WhatsApp Business for marketing and customer service. WhatsApp Business features: product catalogs, automatic messages, and contact labels.
- 3) Creating Digital Marketing Content on Android

- a. Product Photography Using an Android Smartphone, Basic tips and techniques for product photography with a smartphone., How to edit photos using Android photo editing applications, such as Canva and Snapseed.
- b. Making Promotional Videos, How to make product videos using Android video editing applications, such as KineMaster and InShot., Techniques for making short videos for social media (Instagram Reels, TikTok).
- c. Graphic Design for Promotional Content; Creating posters, brochures, and digital promotional materials using Canva and other design applications on Android
- 4) Marketing Strategy Through Android Applications
 - a. Social Media Optimization, Effective posting strategies: best time to post, interesting content types, and audience interaction. Use of paid features such as Facebook Ads and Instagram Ads directly from the application.
 - b. Marketing through the Marketplace, How to create attractive product descriptions and product photos that sell., Strategy to increase product visibility in the marketplace through promotional features (ads, discounts, cashback).
 - c. Using WhatsApp Business for Marketing, Compiling product catalogs and automatic messages. Building a customer database through WhatsApp contacts.
- 5) Use of Android-Based Google Tools
 - a. Google My Business, Create and manage business profiles on Google My Business using the Android application. Benefits of Google My Business to increase business visibility in local searches.
 - b. Google Ads and Google Analytics, Introduction to Google Ads and how to create ads through the application. Tracking ad performance and marketing activities using Google Analytics (via Android browser).
 - c. Measuring and Analyzing Marketing Performance
 - d. Using Social Media Insight, Analyze content performance through the insight feature on Instagram and Facebook.
 - e. Use insight data to develop a more effective marketing strategy.
 - f. Marketplace Sales Evaluation, Analyze sales data and store performance through the marketplace application. Use sales reports to determine superior products and subsequent promotional strategies.
- 6) Building and Maintaining Customer Relationships
 - a. Sustainable Marketing Strategy, Build customer loyalty through good communication and customer service via the Android application.
 - b. How to manage customer testimonials and reviews on social media, marketplaces, and Google My Business.
 - c. Follow-Up and Remarketing, Use WhatsApp Business to follow up on customers and inform them of new products. Remarketing strategies on social media and marketplaces.
- 7) Practical Exercises and Case Studies
 - a. Practice creating and managing business accounts on social media and marketplaces.
 - b. Create marketing content: product photos, videos, and graphic designs using the Android application.
 - c. Simulate creating ads on social media and Google Ads via Android devices.
 - d. Discussion of successful case studies of digital marketing by MSMEs that have used Android applications.
- 8) Closing and Evaluation
 - a. Q&A and Discussion: Discussing the obstacles faced by participants in Android-based digital marketing.
 - b. Training Evaluation: Developing a follow-up plan for the implementation of Android-based digital marketing by participants. This training can help participants, especially MSMEs, to understand and utilize Android applications as an effective digital marketing tool, improve digital skills, and expand market reach.

RESULT AND DISCUSSION

Community service activities carried out in 3 days, namely 27 to 29 August 2024. The stages carried out are described as follows:

- a. Identification of problems with digital marketing in tourist villages that often occur
Tourist villages in Indonesia face a number of challenges that need to be overcome so that their development runs smoothly. One of the main challenges is the lack of adequate infrastructure and accessibility. Many tourist villages are still difficult to reach by public transportation and lack basic facilities such as good roads, electricity, clean water, and adequate sanitation. This can hinder the development of tourist villages and reduce tourists' interest in visiting them. In addition, uncoordinated management and lack of understanding of sustainable tourism practices are also serious challenges. Several tourist villages face problems such as environmental damage, loss of cultural identity, and exploitation of local communities. It is important for the government, local communities, and other related parties to work together in developing tourist villages by paying attention to environmental sustainability,

resource management, and community participation. (www.kompasiana.com) Our Babatan village focuses on how the sustainability of the Babatan village MSME business around the "camperenik" hall by maintaining how the number of visitors continues to increase every year, by continuing to promote together

b. PKM Team Coordination

From the problem identification stage, get some information about the problems that exist in the community related to digital based on Android (Shankar et al., 2022) (Some of the problems that are accommodated are very diverse, related to digital marketing and problems with tourism products and services that are marketed and other problems (Kim et al., 2021) What the PKM implementation team discusses are problems related to Android-based digital marketing and the steps that will be taken (Teguh et al., 2023) Problems and discussion of activities carried out.

The Team Coordination also discusses how the technical implementation is, and which parties should be involved, materials and tools needed in the implementation, the budget needed and what materials should be delivered. The problems and determination of activities in coordination are described in table 1 below.

Table 1. Problems and discussion of activities

Problem formulation	Activities to be implemented
Not yet familiar with Android-based mobile phones Do not have a social media account Do not have a brand and packaging	Mentoring and training are provided involving children from MSMEs or the community, so one family can have more than 1 person participating in the training Because it involves children and siblings of the target participants who are mostly school-age children, generation Z who are very tech-savvy, those who do not have a social media account are given an account, in addition to being introduced to an e-commerce account Coordinated with other teams discussing packaging issues

Coordination of the Implementation Team is carried out in the middle of AFEBSI activities with the Collaboration Team of Lecturers



Figure 2. PKMTEAM Coordination

c. Implementation of activities

The implementation of activities will be carried out on August 28, 2024 in the Bale Camperenik public space, Babatan Village, Kuningan Regency, West Java with the following activity schedule:

Table 2: PKM Activity Schedule

time	Activity	Description
08-00-09.00	Opening and registration	AFEBSI Team Participants who opened the Event
09.00-10.00	Field Survey by looking at the potential around Bale Camperenik	Carried out by the entire PKM Collaboration team
10.00-11.00	Identification of tourist attractions in tourist villages starting from reservoirs, swimming pools, Green houses and data collection of MSMEs around Bale Camperenik	PKM Collaboration Team
11.00 -13.00	Presentation of material related to the Importance of Android-based Digital Marketing to expand the market	PKM Collaboration Team
13.00- 14.00	Closing Prayer	MC

The implementation activities are illustrated in the photos below.



Figure 3 Activity banner

d. Program Evaluation

At the evaluation stage, the team asked village officials and participants to assess the activities that had been carried out and evaluate the results of the activities as input for the team in the next activity. At this evaluation stage, the participants were very satisfied with the activities carried out by the service team. From the results of the evaluation carried out, it can be seen that the activities carried out have had a positive impact on the participants. These positive impacts include participants having accounts on social media and e-commerce platforms as a means of selling (Attar et al., 2022); (Kim et al., 2021) having a group for consultation if there are obstacles. (Jundu et al., 2023).

CONCLUSION

The conclusion of the community service activities that have been carried out in the Babatan Kuningan Village Community, West Java is as follows:

- a. Babatan Village has Agro tourism, a swimming pool called "Bale camperenik" which was inaugurated in August 2024
- b. The following are some types of MSMEs that are usually found in the area around Bale Camperenik:
 - Handicrafts and Creative Products, Bamboo and Wood Crafts
 - Typical Culinary Products of Babatan Village. Traditional Food:
 - Clothing and Batik Products
 - Agriculture and Processed Products Souvenirs and Home Decorations,

- c. It is necessary to conduct digital marketing training based on Android which is needed by the local community to be the right target
- d. The purpose of the training Participants understand the importance of online marketing (digital marketing) with the Android system to expand the market.
- e. The training went smoothly and could be understood by the participants

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