



## **A MARKETING BREAKTHROUGH FOR MSME PRODUCTS THROUGH DIGITAL MARKETING OPTIMALISASI DIGITAL MARKETING SEBAGAI TROBOSAN PEMASARAN PRODUK UMKM**

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### **ABSTRACT**

The goal of this study is to better understand micro, small, and medium-sized enterprises (MSMEs) so that technology can be used as a marketing innovation for the goods they manufacture. Socialization about the value of utilizing digital marketing in the promotion of an MSME product is the strategy adopted in this study. According to the study's findings, despite the fact that MSME players are crucial to the nation's economy, they have not fully embraced technology, in this case digitization. MSMEs that are advanced can compete with the private sector to boost the economy. Dodol, a product made by UMKM, is wrapped in modern packaging, but the marketing is ineffective, making it difficult to reach customers maximized. Therefore, it is desired that MSME actors can develop their abilities to use the sophisticated technology accessible so that they are able to advertise their goods more widely.

**Keywords:** Digital Marketing, Marketing, MSMEs

### **ABSTRAK**

Tujuan dari penelitian ini adalah untuk lebih memahami usaha mikro, kecil, dan menengah (UMKM) sehingga teknologi dapat digunakan sebagai inovasi pemasaran untuk barang yang mereka produksi. Sosialisasi tentang nilai pemanfaatan digital marketing dalam promosi produk UMKM menjadi strategi yang ditempuh dalam penelitian ini. Berdasarkan temuan kajian tersebut, meskipun pelaku UMKM berperan penting bagi perekonomian bangsa, namun mereka belum sepenuhnya merangkul teknologi, dalam hal ini digitalisasi. UMKM yang maju dapat bersaing dengan sektor swasta untuk mendongkrak perekonomian. Dodol produk buatan UMKM yang dikemas dengan kemasan modern, namun pemasarannya kurang efektif sehingga sulit menjangkau konsumen secara maksimal. Oleh karena itu, diharapkan para pelaku UMKM dapat mengembangkan kemampuannya dalam menggunakan teknologi canggih yang mudah diakses sehingga mampu mengiklankan barangnya secara lebih luas.

**Kata kunci:** Pemasaran Digital, Pemasaran, UMKM

### **INTRODUCTION**

For Perum Indonesia, Micro, Small, and Medium-Sized Enterprises (MSMEs) are significant in terms of the number of business units, employment, and contribution to the GDP. Majority MSMEs do not yet have branding materials like business cards, brochures/catalogs, or product designs. If the circumstances permit, MSME marketing really modifies the usage of branding even though their efforts have resulted in significant financial gain. Even though branding is a unique marketing tactic for identifying the target audience and satisfying customers.

According to Putri et al. (2022), not all MSMEs in Indonesia were able to switch to a digital marketing strategy. MSMEs must be cautious when selecting and using social media, which must, of course, be in line with the target market of their business, so that the methods implemented may successfully achieve the objectives that have been set. The issue that still needs to be addressed is how few people or business owners are aware of how to use digital media to advance their endeavors. Because of the aforesaid issues, it is vital to conduct digital marketing in the current environment because there are still business actors that do not grasp its role in business development.

Swissia & Halimah's (2023) assertion that extensive socialization is It has been demonstrated that improving branding for business actors is successful in giving them a comprehension of strategy branding difficulties including developing a logo design, choosing the appropriate target market, collaborations, and consistency. Therefore, MSMEs' branding and revenue can both increase when digital marketing on social media is optimized. One of them is the dodol pineapple, which UMKM chose to advertise on Facebook and WhatsApp for business. The significance of innovation in the growth of MSMEs in Dodol Pina to solve product marketing issues brought on by a small market.

Social media product promotion is required to assist the understanding of the significance of digital marketing for the sustainability of these products and to increase sales. The issues faced by MSMEs of dodol pineapple in the village of Labuhan Ratu IX, Lampung, including business actors' ignorance of social media marketing. By using marketing communication, businesses can directly or indirectly educate, persuade, and remind customers about the goods and brands they are selling. The term "marketing communication" has two primary components: communication, which is the process of conveying ideas and comprehension between people or between companies and people.

A product or service can achieve higher consumer recognition and a bigger market opportunity through the use of marketing strategies, which can also increase revenues. The spread of knowledge and the benefits of a product through word-of-mouth, social media, advertising, and other channels are examples of marketing forms. Therefore, MSME actors in this situation truly need to comprehend the significance of adopting digital marketing for market expansion, which will have an effect on the sustainability of the product (Diana et al, 2022).

## **METHOD**

The approach taken in this activity consists of both training and help with putting digital marketing tactics into practice. During the training phase, partners will receive instruction on digital marketing tactics before receiving support until they are ready to put those tactics into practice themselves. The next step is to train MSME actors. The Basamaan event included up to 25 participants. PKM activities were conducted in the Lampung village of Labuhan Ratu IX. The technique for carrying out this service activity involves

1. Providing information to MSMEs in the Pemakuan Village region through a basic introduction to digital marketing.
2. Making the internet available as a new form of communication
3. Instruction in setting up Facebook and WhatsApp profiles for MSME actors.
4. Ongoing education stages are carried out in an effort to improve the efficacy of digital promotional media and afterwards give an assessment of the promotional actions taken by SMEs using digital media.
5. If there is an increase in revenue from before using the media and social media as a marketing tool, the technique of measuring the achievement of program aims can be known.

## **RESULTS AND DISCUSSION**

Community service projects have been carried out for MSMEs in the Labuhan Ratu IX Lampung region that work in the dodol kacang industry. Therefore, we as lecturers who have been given permission by LPPM Bakti Nusantara Institute Lampung shall employ a number of strategies to address the issue with our partner. The following are the work processes for resolving partner issues.

1. Promote digital marketing socialization in the fourth industrial revolution; 2. Educate employees on the value of social media marketing in product promotion; 3. Educate employees on how to make social media appealing and entice users to order produced goods; 4. Promote awareness of marketing digitalization and encourage wise use of social media marketing as a promotional tool to boost sales.

In more detail, the following steps can be taken to solve the issue:

- a. The stage of businesspeople's socialization in Labuhan Ratu IX Village, specifically MSMEs.
- b. Giving advice on the value of digital marketing while using social media marketing to boost sales.
- c. Instruction and support in the proper use of social media for product promotion, which can generate a lot of interest in the manufactured goods.
- d. Instruction and support for generating social media posts and product uploads
- e. Tracking and assessing the effectiveness of the program. The goal is to assess how well the trainees' implementation of the program has gone.

After a training program, the approach used is direct observation of MSME social media. The UMKM chairman closed the meeting at Ki Ageng Gribik once the community service implementation was finished. The purpose of this activity is to improve the community's ability, particularly that of MSMEs, to promote their products online or through social media and to teach them how to create good and appealing packaging. The following is a list of the socializing and community service implementation steps taken:



Figure 1. Giving material by IBN Lampung lecturers

Material on the value of digital marketing for MSMEs is made available, with members empowered as the principal actors. observing the various ways in which social media can be utilized to promote MSME products It also explains how various social media platforms can be used for product marketing.



Figure 2. Discussion on selling pineapple dodol

Discussions that explain how many sales were made before and after using digital marketing to advertise things. MSME performers describe how many sales they have made overall from the start to the present.





Figure 3. Group photo of MSME actors and Kade Labuhan Ratu IX

The Labuhan Ratu IX village government also enthusiastically backs all MSMEs' projects. because it is a buffer village supported by cooperative and MSME services in the area. The UMKM members' excitement for volunteering in the community is excellent, and they also show a lot of interest for learning the information being delivered. Therefore, it is envisaged that this mentoring and training will benefit MSMEs in the future.

## CONCLUSION

Business players must be able to make the most of the rapidly evolving technology, from sharing information with internet users in a couple of seconds to advertising and selling items. Therefore, in order for MSMEs to grow and thrive, they must play a part in company management as well as the use of technology in the 4.0 era, such as the usage of Facebook social media, Whatsapp Business, and Google application services. So that ultimately it can support his efforts in attaining the vision and mission.

It may be deduced from a series of community service projects completed at UMKM lunkhead pineapple in Labuhan Ratu IX Village, Lampung, that these UMKM are capable of growing their business, but lack education. We can offer our items with the help of digital marketing to run promotions and also reach more clients through social media, which will improve sales. With the activity program that has been put in place, it is hoped that Dodol Nanas UMKM will be warmly received and that they will grow even faster.

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