



ASSISTANCE OF MSMEs OF GENDONGAN VILLAGE, TINGKIR SUBDISTRICT, SALATIGA CITY, THROUGH DIGITAL MARKETING

¹ Adhi Widyakto, ² Edy Suryawardana, ³ Susanto

^{1,2,3} Faculty of Economics, Universitas Semarang

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ABSTRACT

The purpose of this community service activity is to help increase sales for MSMEs in Gendongan Village who are affected by the COVID 19 pandemic. With this pandemic condition, MSMEs are required to survive to avoid bankruptcy. The method used in this community service activity provides direct Training with tutorials in the field by teaching how to apply digital marketing or online marketing. The expected result is that the MSME product market in Gedongan Village gets a broader market reach, of course, with recognizable and easily accessible products by consumers.

Tujuan kegiatan pengabdian masyarakat ini yaitu untuk membantu meningkatkan penjualan bagi UMKM di Kelurahan Gendongan yang terdampak pandemi COVID 19. Dengan adanya kondisi pandemi ini maka UMKM di tuntut untuk bertahan agar terhindar dari kebangkrutan. Metode yang digunakan dalam kegiatan pengabdian kepada masyarakat ini yaitu dengan memberikan pelatihan secara langsung dengan tutorial di lapangan dengan mengajarkan cara menerapkan digital marketing atau pemasaran online. Hasil yang diharapkan yaitu pasar produk UMKM di Kelurahan Gedongan mendapatkan jangkauan pasar yang lebih luas tentunya dengan produk yang dikenali dan mudah di akses oleh konsumen.

Address: L Building, Campus Sekaran, Gunungpati, Semarang,
Indonesia, 50229

Correspondent Address:

Jl. Soekarno Hatta, RT.7/RW.7, Tlogosari Kulon, Kec. Pedurungan Universitas Semarang

Email: adhiwidyakto92@gmail.com, 2. edysurya6@usm.ac.id, 3. susanto_fe@usm.ac.id

INTRODUCTION

At the beginning of 2020, this could be a reasonably dark year for the Indonesian economy. The Covid-19 pandemic has had a very significant impact on almost all lines of our national economy. Reporting from voaindonesia.com The Minister of Finance of the Republic of Indonesia Sri Mulyani on April 1, 2020, said that maybe our economic development is sourced from BI assessment, OJK, LPS, and the Ministry of Finance of the Republic of Indonesia estimates that economic development will drop to 2.3 per cent, especially in the worst-case scenario the Financial Zone Stability Committee (KSSK) predicts economic development to fall to negative 0.4 per cent. Due to the considerable Covid-19 Pandemic for the National Economy is intertwined almost on all fronts, ranging from labour to industrial performance in the country, one of which is affected by micros, small and evocative business zones such as MSMEs, BUMDES, and Citizen Entrepreneurship. Reporting from the BBC Indonesia page, the Head of the Indonesian MSMEs Association (Akumindo), Ikhsan Inatubun, the physical distancing advice issued by the Indonesian government keeps people at home. It does not out to carry out their general activities. One of the activities that disappear from the routine is not shopping outside the house through MSMEs. Therefore, MSMEs have difficulty paying costs that arise both from fixed and non-payment.

MSMEs also feel the atmosphere in the Village Area Gendongan of Tingkir District of Salatiga City, a small business centre with 26 MSMEs. Types of milk businesses in Peterongan Village various kinds of craftsmen who sell packaged milk sold in liquid, instant, squeezed materials, sold in nearby people, schools, diamonds, and hospitals. The centre of this traditional milk business is a hereditary business raised for a long time in Peterongan Village.

Milk is a drink that is many nutrients and is needed by citizens. However, dairy products need efficient sales and sound processing to increase the durability energy of the dairy products to get optimal profit.

With the unfamiliarity of the product by many people until it is fitting that Marinos more promote the product persuasively so that the public master the product and compare the quality of the product compared to other products that have been in the market.

Theoretical Studies

1. *Digital Marketing*

For Coviello, Milley and Marcolin, digital marketing consumes the Internet and other interactive technologies creating and connecting dialogue between industries and identified consumers. Digital marketing for Chaffey, 2015, is the implementation of digital technology that forms online channels to market (web,

email, information base, digital Television) and various other recent innovations listed in the web, feeds, podcasts, and social networks) that contribute to marketing activities. There are also some types of channels in the digital world for Chaffey (2015) is:

- 1) Search Engine Marketing,
They are placing a message that wants to be informed on search engines to urge "click" to the web website when the user writes or types a specific keyword. There are two main search marketing methods: paid placement or sponsored links using "pay per click" and natural search engine optimization, where there is no payment made from search engines.
- 2) Online PR
Optimize favourable assumptions about the industry, brand, product, or web website contained in third parties such as social networks, blogs, podcasts, or feeds visited by the target audience.
- 3) Online Partnerships
Create and manage long-term arrangements to promote online services found on the third-party web or email communications. Different forms of a partnership include link development, affiliate marketing, aggregators such as price comparison web, online sponsorship and co-branding.
- 4) Interactive Advertising
Using online advertising such as banners and multimedia ads to reach brand understanding and urgent "clicks" to the target web. Multimedia advertising is content by sharing something animated, sound, or interactive.
- 5) Opt-in email marketing
Rent email records or place advertisements in bulletins contained in third-party e-commerce or use in-house records for customer activation and retention.
- 6) Social media marketing
Social media marketing is especially in digital marketing that can urge customer communication on the industrial web or the arrival of social such as Facebook, Twitter, blogs, and special forums.

Social media is an online intermediary media that citizens use to carry out social interactions, various comments, experiences, and knowledge (Turban et navy (Navy), 2012). For Kotler and Keller, social media is a means for consumers to create text, image, video, and audio information and it's opposite with industry. Here are some types of social media widely used by citizens in Indonesia for Hootsuite (2020): YouTube, WhatsApp, Facebook, Instagram, and Twitter.

Social media means a lot to the industry in helping to market products. Compared to traditional marketing, social media marketing creates more benefits because it can reach a broader market. For Barnes, who was added by Jantsch in 2015, for the industry to succeed in

implementing its marketing strategy through social media, some things must be observed is:

- 1) Interaction: In carrying out communication on social media, the industry must connect with customers and produce 2-way communication.
- 2) Immediacy, including a two-way interaction, can help the familiarity between industry and customers.
- 3) Responsiveness: social media is a place where all users can deliver comments so that the industry must be able to listen to all opinions or assumptions given by customers.

2. Product Sales

Philip Kotler's sales concept believes that consumers and the business industry do not want to buy enough materials offered by specific organizations.

Partner Issues

Identification of cases adrift description of online marketing strategies in The Village of Gendongan is: MSMEs products in Gendongan Village do not transport unique themes and concepts on their products.

- 1) The packaging of less attractive Marinos Milk and Yogurt products is most important for digital marketing fashion and the utilization of new market opportunities that stick out in the New Normal period.
- 2) Lack of product alteration on MSMEs in Gendongan Village and product class.
- 3) The Lack of the most crucial promotion in online media can introduce the product to a broad audience.
- 4) Product marketing is less than optimal because most still use offline marketing schemes where milk and yoghurt artisans to buyers directly by travelling or selling directly to certain places.

From the identification of these problems to the formulation of the problems presented are:

- How to market group products using online marketing strategies to reach a broader market?

Purpose of activities

This dedication to the citizens aims to increase knowledge, and the description overrides the development of digital marketing on MSMEs in Gendongan Village (target audience). Instead, the purpose of the activity is specifically:

- 1) Providing digital marketing training to boost MSMEs sales turnover.
- 2) Provide digital marketing training to expand the reach of MSMEs products. Moreover, continue to be recognized by consumers.

Benefits of Activities

- 1) Increase sales turnover of MSMEs.
- 2) Expand the marketing reach of MSME products
- 3) MSME products in Gendongan Village continue to become known (target audience), this activity wants to share knowledge over the development of product marketing strategies, including market segmentation, branding, product themes and

concepts, packaging, product alterations and promotional methods and online marketing processes until after this activity, either through Training or application, is expected to maximize business productivity and product marketing...

METHOD

Preparation Stage

The dedication first begins with a field orientation by the dedicated team to carry out communication with partners, recognize partner cases and share the solution plan.

Activity Stage

Community service is planned by introducing MSME business actors in The Village of Gendongan District Tingkir Semarang Regency. MSME business actors are given an introduction and direct Training over only implementing the marketing mix and digital marketing or digital/online marketing. Operational steps needed to tackle cases include:

- 1) Simple introduction overrides the marketing mix.
- 2) Training in the implementation of digital/online marketing or digital marketing on MSMEs.

Evaluation Stage

- a. Participants' reactions to the application of activities in question and answer and interview participants after exploring this activity.
- b. Participants have knowledge of product innovation and expertise in implementing digital marketing strategies.
- c. The application of activities, both counselling and Training, is in suit to the expectations and needs of users.

Early Conditions	Pre-Service	Post-Service
a. MSME Group in Gendongan Village still needs product innovation in preparation for market opportunities in the New Normal Era. b. Product marketing is still limited in both offline and online media.	a. Basic marketing training and mentoring for MSMEs. b. Training and mentoring of digital marketing-based products	a. MSMEs in Gendongan Village can Increase Product Sales Productivity b. MSME Actors in Gendongan Village Understand about Digital Distribution

Post Service from this Training with Training and mentoring will be owned by MSMEs who understand the meaning of digital marketing development. Make the Training to be carried out raised from training modules raised in LPPM USM with the following module details:

- a. Training and Bottom Marketing Assistance for MSMEs

- b. Training and mentoring of digital marketing-based product marketing

In its application, this Training will be equipped with MSME assistance through LPPM USM as a monitoring facility and MSME assistance in Gendongan Village in training applications and sales strategy development.

RESULTS AND DISCUSSIONS

Implementation of dedication in this activity faces the change of concept because a global problem is the Covid 19 pandemic, which from the government of the Republic of Indonesia, unique from Permendikbud prohibits the existence of joint association in learning activities or tri dharma of prominent academics. Therefore the application is planned face-to-face, Using a stringent Health Protocol. For its application and how the implementation of its activities in more detail It is as follows.

Community Service Survey and Identification.

Coordination and Identification of Service Coordination Activity Process were tried in the room of the Head of Gendongan village on Friday, August 15, 2021. The PKM team tried coordination. The topic of coordination dialogue is related to the current situation of real problems experienced by MSMEs in The Village of Gendongan has not been resolved obstacles, Marketing strategies.

The application of dedication in this activity faces a change of concept because a global problem is a Covid-19 pandemic. The government of the Republic of Indonesia, especially from Permendikbud, prohibits the inclusion of joint association in learning activities or tri dharma Akademi Besar. Therefore the application is planned face-to-face by practising a rigorous health protocol. Make its application and how the form of its activities in more detail is as follows.



Community Service Survey

Coordination And Identification Of Service Processes

Coordination activities were tried at the Ministry of Economic Learning on Thursday, May 25, 2020. The dedicated team tries coordination. The topic of coordination dialogue is adrift with the latest state of

real cases experienced by teachers in the education process, unresolved obstacles, classroom research preparation strategies and research publications. Faculty of Economics, Universitas Semarang. After that, the speakers are Adhi Widyakto, SE, Millimeter, Edy Suryawardana, SE, Millimeter and Susanto, SE, Millimeter.

The workshop starts at 10 o'clock. 00– 12. 00 p.m. The module exposure starts from strategies in Online Marketing Strategy Extension, ranging from mastering online marketing strategies and to make development and improve the online marketing process, after which it is continued with methods to ensure real problems in MSMEs in The Village of Gendongan, to strategies on how MSME actors in Gendongan Village can increase sales development on an MSME product.

Rundown Table

Time	Agenda	Person In Charge
09.30-10.00	Participant Registration	college student
10.00-10.15	1. opening 2. Pray	Edy Suryawardana, SE, MM
10.15-10.45	Introductory Counseling of Digital Marketing for MSMEs in Gendongan Village, Tingkir Subdistrict, Salatiga City	Adhi Widyakto, SE, MM
10.45-11.45	Digital Marketing Introduction Training for Msmes in Gendongan Village, Tingkir Subdistrict, Salatiga City	Susanto, SE, MM
11.45-12.00	Closing	

CONCLUSION

The advice given related to the implementation of community service in UMKM Gendongan Village is necessary to evaluate how to promote MSME Products online, including Instagram, Facebook, Gojek, Shopee, etc. It is also necessary to pay attention to product packaging can already be liked by consumers or not and attractive in market share.

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