



## ASSISTANCE AND DIGITALIZATION OF MSMEs BASED ON OPTIMIZATION OF DIGITAL PROMOTIONAL CONTENT CREATION

<sup>1</sup> Wulan Suci Rachmadani, <sup>2</sup> Margunani, <sup>3</sup> Moch Faizal Rachmadi

<sup>1,2,3</sup> Universitas Negeri Semarang

### ARTICLE INFO

#### Article History:

Received Jul, 26, 2023

Accepted Aug 14, 2023

Available Dec 30, 2023

#### Keywords:

Digitalization,  
 Digital Marketing,  
 Promotional Content,  
 Mentoring,  
 MSMEs

### ABSTRAK

*Usaha Mikro, Kecil dan Menengah (UMKM) sekarang ini terus mengalami pertumbuhan seiring dengan perkembangan zaman di era revolusi industri 4.0. Diera sekarang ini juga menuntut para pelaku usaha termasuk UMKM untuk terus bertransformasi digital dalam berbagai hal. Adapun permasalahan yang sekarang ini dihadapi oleh para pelaku UMKM diantaranya adalah kompetensi Sumber Daya Manusia (SDM) yang masih rendah dalam penguasaan kemampuan literasi digital terutama berkaitan dengan digital marketing dan optimalisasi konten promosi berbasis digital yang efektif, efisien dan tepat sasaran. Permasalahan tersebut harus segera diatasi dan ditangani secara tepat, cepat serta berkelanjutan. Adapun solusi yang ditawarkan adalah dengan melakukan pendampingan dan digitalisasi UMKM berbasis optimalisasi pembuatan konten promosi digital. Substansi dan makna dari suatu konten promosi yaitu mempunyai nilai tersendiri bagi upaya pemasaran atau marketing suatu produk dan/atau jasa dalam menarik keputusan pembelian dari konsumen. Rencana kegiatan yang disusun dalam pengabdian kepada masyarakat ini dilakukan secara komprehensif, terpadu dan terintegrasi berbasis digital. Pendekatan kegiatan pengabdian kepada masyarakat yang dipakai adalah Participatory Rural Appraisal (PRA) berbentuk metode penyuluhan, pendampingan, dan pelatihan. Sasarannya adalah para pelaku UMKM diberbagai bidang usaha di Talangsari, Kelurahan Bendan Duwur, Kecamatan Gajahmungkur, Kota Semarang.*

### ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) continue to experience growth in line with developments in the era of Industrial Revolution 4.0. The current era also requires business actors, including MSMEs, to continue digital transformation in various ways. The problems currently faced by MSME players include the still low competency of Human Resources (HR) in mastering digital literacy skills, especially those related to digital marketing and optimizing digital-based promotional content that is effective, efficient and right on target. These problems must be addressed immediately and handled appropriately, quickly and sustainably. The solution offered is to provide assistance and digitalization of MSMEs based on optimizing the creation of digital promotional content. The substance and meaning of promotional content are valuable for marketing efforts for a product and/or service in attracting consumer purchasing decisions. The activity plan prepared in Community Service for the community is carried out in a comprehensive, integrated, and digital-based manner. The approach used for community service activities is participatory rural appraisal (PRA) in counselling, mentoring, and training methods. The targets are MSME actors in various business fields in Talangsari, Bendan Duwur Village, Gajahmungkur District, Semarang City.

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

Correspondent Address:  
 Fakultas Ekonomi, Universitas Negeri Semarang  
 Email: faizal\_rachmadi@students.unnes.ac.id

## INTRODUCTION

Industrial Revolution 4.0 is a condition that caused the world to transform massively in the digital era (Pratyahara, 2020). The emergence of the internet marks one form of digital transformation. The internet is one thing that cannot be separated from this transformation. Around 70% of internet users worldwide are active social media users (Anwar, 2017). Social media is a collection of internet-based applications that allow users to exchange content (Kaplan & Haenlein, 2010). Based on survey results, active social media users alone reached 191 million (Mahdi, 2022).

This transformation also causes a shift in the way people search for and manage information. One of them is the use of social media as a means of searching and managing information (Yunita, 2022). Searching and managing information is considered more effective when using social media than one-way media such as television, radio, newspapers, and so on (Purworini, 2014). One of the business sectors affected by digitalization is Micro, Small and Medium Enterprises (MSMEs). MSMEs must be able to seize social media opportunities and opportunities to optimize digital marketing based on digital promotional content.

Micro, small, and medium enterprises, often MSMEs, are productive businesses today. In Indonesia, the development and contribution of the MSME sector are relatively high, increasing people's income, maintaining economic stability, and providing other benefits (Waliuddin, 2023). These MSMEs play a significant role in absorbing Indonesian workers. The number of MSME business units is vast and contributes specifically to the formation of optimal Gross Domestic Product (GDP). The number of MSMEs in Indonesia as of 2021 will reach 65.4 million units consisting of various business sectors such as agriculture, livestock, processing, trade, services and also communications (Kominform, 2022).

MSMEs contribute to the gross domestic product (GDP), 61.97% of the total national GDP (BKPM, 2020). MSMEs also have the most significant labour absorption rate, with 97% of the business world's absorption capacity in 2020. It positively impacts reducing the unemployment rate, coupled with the increasingly high population growth rate. It was also stated that MSMEs could

absorb the most significant credit in 2018, approximately Rp. 1 trillion. Therefore, MSMEs must continue to develop and digitally transform to be better and have a high level of competitiveness and a global and contemporary outlook.

Several things that MSMEs must have are competitive advantages. The competitive advantage in question is a company that can understand consumer tastes and needs and provide better satisfaction than its competitors. The reason is that if the consumer's condition is satisfied, he will buy the product continuously (compulsive buying) (Angela et al., 2020; Harahap & Amanah, 2022; Daulay et al., 2021). It is also not far from the role of competitive advantage that a company has.

One of the efforts in "digital adaptation" for business/industry players, including MSMEs, is improving the quality of Human Resources (HR) and optimizing digital marketing (Yunita, 2022). Digital marketing is considered more effective and efficient and can be done anywhere or anytime, depending on the MSMEs themselves. However, not all Indonesian MSMEs understand good, correct, effective, efficient and targeted digital marketing techniques (Prihadini et al., 2022; Sagita et al., 2022; Siagian & Cahyono, 2021).

MSME players' low knowledge, ability, and skills in optimizing digital marketing make it difficult for them to use these digital features (Mavilinda et al., 2021). It is what causes the weak competitiveness of MSMEs in the context of digital marketing. Including this, it was also found at partner locations, namely the Talangsari Business Actors Group in Bendan Duwur Village, Gajahmungkur District, Semarang City.

In detail, the problems faced by partners are as follows:

1. The skills of MSME actors regarding digital literacy still need to be improved.
2. Low competency, knowledge and skills of MSME players in optimizing digital marketing
3. There are no efforts to assist and digitalize MSMEs with a humanist, integrated, sustainable and dynamic approach
4. The ability of MSME players to use digital promotional content such as Canva,

CapCut, or other digital applications is still minimal

Business groups still use simple and conventional digital promotional means, face to face directly. They still use direct promotions, offering them to relatives, co-workers and family without optimizing digital technology.

**METHOD**

Community Service to the community was carried out by the Talangsari Business Actors Group in Bendan Duwur Subdistrict, Gajahmungkur District, Semarang City, starting in July 2023. The participants comprised various business group sectors ranging from snacks, catering, fashion, handicrafts, distributors etc. Community Service is located at the Talangsari Batik Production Center.

The approach used for Community Service activities to the community is Participatory Rural Appraisal (PRA) in counselling, mentoring and training methods (Galani-Moutafi, 2013; Susilowati et al., 2020). Meanwhile, the problem-solving methods offered to resolve partner problems in Community Service activities are as follows:

1. Lecture method, namely assistance regarding the importance of digital marketing, creating digital-based promotional content that is effective, efficient and right on target.
2. Benchmarking method, by learning from the experience of similar social/non-profit organizations
3. Discussion and Focus Group Discussion (FGD) methods, especially when service members want to understand the problems, conditions, problems and potential of the Talangsari Business Actors Group, Bendan Duwur Subdistrict
4. Follow-up activities are aimed at assisting in assisting and digitizing MSMEs.

Community Service Activities for the community are carried out in various stages, as explained below:

1. Activity preparation stage

The activity preparation stages are carried out to suit partner needs, the time for carrying out Community Service activities, and the place for carrying out Community Service activities. It

includes direct observations regarding existing internal and external conditions at the Talangsari Business Actors Group, Bendan Duwur Subdistrict..

2. Stages of socialization

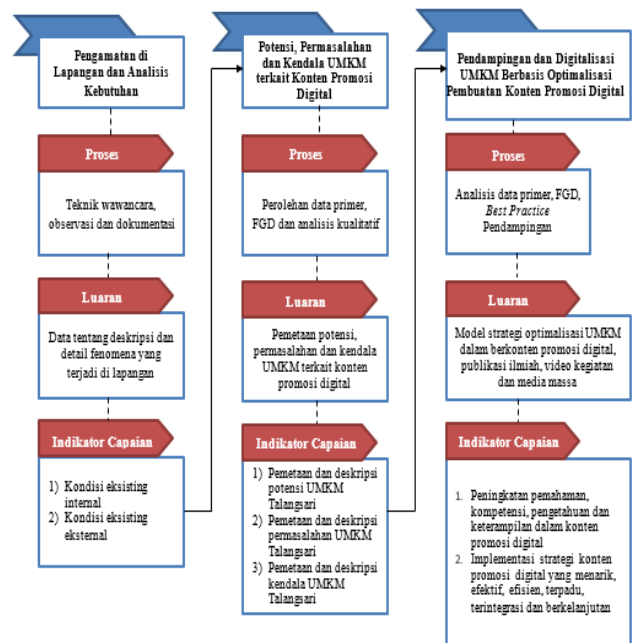
This stage is preceded by the service team preparing materials and materials needed during the activity process, including PowerPoint material and mentoring module handouts to expose the material to the general public and Community Service objects.

3. Assistance stages

At this stage, intensive assistance is provided regarding the digitalization of MSMEs, especially in the use of digital promotional content that is targeted, practical, efficient, attractive and implementable.

4. Activity evaluation stages

At the evaluation stage of this activity, a minimum of 75% of MSME actors who are the object of Community Service understand and can practice and implement digital promotional content as presented. Apart from that, it is hoped that MSME players can develop this according to their potential..



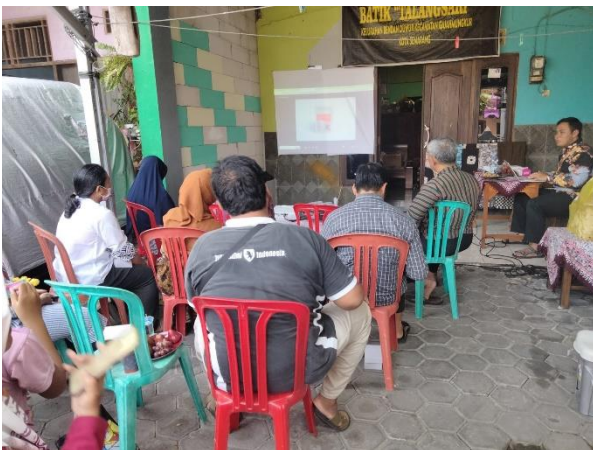
**Figure 1.** Community Service Flow Diagram.

**RESULTS AND DISCUSSIONS**

The theme raised in Community Service activities to the community is related to "Assistance and Digitalization of MSMEs Based on Optimizing the Creation of Digital Promotional Content". The activity, which was chaired by

Wulan Suci Rachmadani, S.E., M.Si and the entire team from the Faculty of Economics and Business, Semarang State University, targeted potential partners, namely business actors in the Bendan Duwur area, Semarang City with a total of 20 people consisting of various business fields.

This activity is carried out in a comprehensive, integrated manner, integrated with digital technology and sustainability. This assistance and digitization of MSMEs is carried out directly (offline) so that the material presented can be well received, on target and optimal. Some digital promotional content used in mentoring and community service to the community is Canva and several other supporting media. It aims to ensure that MSME players know digital promotion and marketing techniques that can attract consumer interest in making purchasing decisions and visualize content that is attractive, interesting, exciting, eye-catching and easy to implement.



**Figure 2.** Participant Enthusiasm in Participating in Activities

The participants were enthusiastic about participating in this activity because it was relevant to the problems, constraints and obstacles they faced regarding how to sell, promote, and distribute products and business services that were good, correct, right on target, attractive, effective and efficient.

The material presented by the resource person, Moch Faizal Rachmadi, S.Pd, was related to optimizing the preparation and promotion of products and/or services using digital platforms such as Canva and other supporting media. It is an effort to accelerate digital marketing for MSME players in the current digital era.



**Figure 3.** Display of material related to digital marketing and optimization of digital promotional content

The participants were enthusiastic about participating in this activity because it was relevant to the problems, constraints and obstacles they faced regarding selling, promoting, and distributing products and business services that were good, correct, and right on target. Digital marketing is a brand promotion activity that uses various web-based media such as blogs, websites, email, AdWords, or social media (Sanjaya & Tarigan, 2009). Digital marketing can also be done by utilizing graphic design to optimize promotional content that will be created using applications such as Canva or others [(Khomariah & Primandari, 2021).

Canva is an online application, so users do not need to install or install it on a computer. The Canva application also provides a trial version, which makes it easier for users (Hernando et al., 2022). Canva is an application that can create graphic designs and videos for various purposes, such as infographics, flyers, posters, banners, greeting cards, certificates, presentations, and others. This application can also change photos and product icons with attractive templates and images. Apart from Canva, several media can still be used, such as video editing using CapCut as a medium for digital promotional content, which is effective and efficient.

The material presented by the resource person, Moch Faizal Rachmadi, S.Pd, was related to optimizing the preparation and promotion of products and/or services using digital platforms such as Canva and other supporting media. It is an effort to accelerate digital marketing for MSME players in the current digital era.



**Figure 4.** Campaign for MSMEs to Upgrade and Go Digital

Apart from graphic design to support digital marketing promotions, mentoring and training related to video graphics are also very important to optimize the competitive advantage strategy of MSME players. Therefore, this Community Service activity for lecturers aims to provide assistance and training and demonstrate the digitalization of MSMEs based on optimizing digital promotional content.

## CONCLUSION

Digital transformation, like today, must be faced and adapted as soon as possible. This transformation also occurs in various areas of life, such as banking, education, health and other sectors. Also included in the MSME sector, digital transformation has begun to be massively implemented in the context of effectiveness, efficiency, increasing productivity, profitability and sustainability.

Therefore, in response to this, the team from FEB UNNES held Community Service to the community while assisting how to become strong MSMEs in the digital era, including providing provisions related to digital marketing, especially to the Talangsari Business Group, Brendan Duwur, Gajahmungkur, Semarang City.

With this activity, MSME players can find out how to optimize digital promotional content, especially using Canva and other supporting platforms to maintain business continuity in the digital era. However, similar activities still need to be carried out sustainably and continuously to benefit the MSME group more broadly.

## REFERENCES

- Angela, V., Paramita, E. L., Kristen, U., & Wacana, S. (2020). Pengaruh Lifestyle Dan Kualitas Produk Terhadap Keputusan Impulse Buying Konsumen Shopee Generasi Z. *Jurnal Ekobis: Ekonomi Bisnis & Manajemen*, 10(2), 248-262.
- Anwar, F. (2017). Perubahan dan Permasalahan Media Sosial. *Jurnal Muara Ilmu Sosial, Humaniora, dan Seni*, 1(1), 137-144.
- Badan Koordinasi Penanaman Modal Republik Indonesia. (2020). *Upaya Pemerintah untuk Memajukan UMKM Indonesia*. <https://www.bkpm.go.id/id/publikasi/detail/berita/upaya-pemerintah-untuk-memajukan-umkm-indonesia#:~:text=Pentingnya%20Peran%20UMKM%20Terhadap%20Perekonomian%20Indonesia&text=UMKM%20memiliki%20kontribusi%20besar%20terhadap,dunia%20usaha%20pada%20tahun%202020>. Diakses pada 23 Maret 2023 pukul 05.00 WIB.
- Daulay, R., Handayani, S., & Ningsih, I. P. (2021). Pengaruh Kualitas Produk, Harga, Store Atmosphere dan Sales Promotion Terhadap Impulse Buying Konsumen Department Store di Kota Medan. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, 1(1).
- Galani-Moutafi, V. (2013). Rural Space (Re) Produced—Practices, Performances And Visions: A Case Study From An Aegean Island. *Journal of Rural Studies*, 32, 103-113.
- Harahap, D. A., & Amanah, D. (2022). Memahami Impulsif Buying Dalam Proses Keputusan Pembelian Konsumen. *Jurnal Manajemen Dan Bisnis (Performa)*, 19(1), 31-55.
- Hernando, R., Rafiqi, R., Hendriyaldi, H., Hastuti, D., & Sukmawati, N. (2022).

- Home Industry Development Through Digital Marketing With Canva Application Optimization. *Jurnal Paradigma Ekonomika*, 17(3), 557-570.
- Kaplan, A. M., & Haenlein, M. (2010). Users Of The World, Unite! The Challenges And Opportunities Of Social Media. *Business Horizons*, 53(1), 59-68.
- Kementerian Komunikasi dan Informatika RI. (2022). *Kontribusi UMKM bagi Perekonomian Besar, Presiden Tekankan Pentingnya Izin bagi UMKM*. <https://m.kominfo.go.id/content/detail/43084/kontribusi-umkm-bagi-perekonomian-besar-presiden-tekanan-pentingnya-izin-bagi-umkm/0/berita..> Diakses pada 22 Maret 2023 pukul 04.09 WIB.
- Khomariah, N. E., & Primandari, P. N. (2021). Pelatihan Desain Grafis Menggunakan Aplikasi Canva Untuk Pelaku Usaha Toko Ikan" Sub Aquatic" Sebagai Strategi Digital Marketing. *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, 2(3), 795-801.
- Mahdi. (2022). *Pengguna Media Sosial di Indonesia capai 191 Juta*. <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>. Diakses pada 25 Maret 2023 pukul 10.22 WIB.
- Mavilinda, H. F., Nazaruddin, A., Daud, I., & Siregar, M. I. (2021). Peningkatan Daya Saing UMKM Di Era New Normal Melalui Strategi Pembuatan Konten Promosi Digital. *Jurnal Abdimas Musi Charitas*, 5(2), 62-70.
- Pratyahara, D. (2020). *Revolusi Industri 4.0*. Yogyakarta: Pustaka Baru Press.
- Prihadini, D., Alam, C. A., Sudinta, H., Rachmadi, H., Kumala, R., Santoso, T., & Maulina, A. (2022). Pendampingan Teknik Pembuatan Konten Promosi Digital Bagi UMKM Kota Bekasi. *Dedication: Journal of Community Service*, 1(1), 44-54.
- Purworini, D. (2014). Model Informasi Publik di Era Media Sosial: Kajian Grounded Teori di Pemda Sukoharjo. *Jurnal Komuniti*, 6(1), 3-15.
- Sagita, N. G., Kartikasari, M., Asyrofi, M. H., & Hayati, K. R. (2022). Optimalisasi Digital Marketing untuk Pengembangan UMKM Kelurahan Kebonsari Kecamatan Jambangan Kota Surabaya. *Jurnal Abdi Masyarakat Indonesia*, 2(4), 1325-1332.
- Sanjaya, R., dan Tarigan, J. (2009). *Creative Digital Marketing: Teknologi Berbiaya Murah, Inovatif, dan Berdaya Hasil Gemilang*. Jakarta: Elex Media Komputindo.
- Siagian, A. O., & Cahyono, Y. (2021). Strategi Pemulihan Pemasaran UMKM di Masa Pandemi Covid-19 Pada Sektor Ekonomi Kreatif. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 206-217.
- Susilowati, N., Anisykurlillah, I., & Lianingsih, S. (2020). Peningkatan Kapabilitas Pengurus Unit Usaha E-Warung BUMDes Sumber Arto Melalui Pemahaman Pembukuan Sederhana. *In Seminar Nasional Pengabdian Kepada Masyarakat UNDIP 2020*, 1 (1).
- Waliuddin, A. Nauval. (2023). Analysis of Business Strategy Implementation and Consumer Behavior In Purchase and Its Relationship To Company Value At CV. Homie Indonesia. *Asian Journal of Social and Humanities*, 1 (6).
- Yunita, S. (2022). Pelatihan Desain dan Video Grafis Untuk Meningkatkan Promosi Digital OPD di Kotawaringin Timur. *JPMB: Jurnal Pemberdayaan Masyarakat Berkarakter*, 5(1), 33-42.
- Yunita, S. (2022). Pelatihan Desain dan Video Grafis Untuk Meningkatkan Promosi

Digital OPD di Kotawaringin  
Timur. *JPMB: Jurnal Pemberdayaan  
Masyarakat Berkarakter*, 5(1), 33-42