

Socialization and Digital Marketing Assistance for MSME Community in Jabodetabek Affected by Covid-19

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Abstract

This community service aims to provide socialization and assistance in helping the MSME during the Covid-19 pandemic, where sales and income have decreased. Then digital marketing training assistance was held for the MSME community in Jabodetabek through the Zoom Meeting application to make it easier for them to attend the event. The community was very enthusiastic when participating in the activities of the service implementation team, and when asked for input on mentoring training, there were 18 participants who already understood Digital Marketing; 16 participants understood the use of Digital Marketing; 18 participants were interested in creating Material Content; 20 participants understood the Presentation Material; as many as 20 participants received additional knowledge during the discussion; 20 participants wish to take part in Individual Training; and finally, 20 participants benefited from the socialization and mentoring program.

Keywords: *covid-19, digital marketing, MSME, promotion*

A. INTRODUCTION

Digital marketing trends are having a disproportionate impact on the traditional retail industry. This effect is really felt because the competitiveness of conventional marketing is increasingly being eroded, especially during the Covid-19 pandemic. This is often the result of a lack of knowledge and literacy about the marketing techniques used (Chang & Meierhoefer, 2021). Entrepreneurs must seize increasing business opportunities in the digital marketing 4.0 era (Petrú et al., 2020). Entrepreneurs now have to force themselves to adapt to change; any modification or shift in market desires will have an indirect effect on business strategy (Hjorth et al., 2020). Businesses or organizations that do not adapt to these changes run the risk of having their customers abandon them, as consumer preferences and behavior change over this period of time. Today, digital marketing is going viral; digital media is advantageous in terms of speed, reach, and cost (Appel et al., 2020).

Virtual communication media or internet media is a type of communication media that

can be used by business actors to promote their products or services amid the Covid-19 pandemic. MSMEs can especially use e-commerce and marketplaces to increase product sales through digital media. MSMEs must use various strategies to promote and increase product sales by taking advantage of existing opportunities (Tayibnapi, 2021). However, the Ministry of Cooperatives and Small and Medium Enterprises reports that only around 3.79 million MSMEs are marketing their products online. This figure represents around 8% of the 59.2 million MSMEs in Indonesia.

The success of a business can be measured by its market share. The larger the product marketing area, the greater the profit potential, and the product demand will continue to flow. If this is achieved, the business or businesses can survive in a competitive environment while also ensuring business continuity (Sudarsono, 2020). Some business owners, on the other hand, have been successful in expanding and capturing new market share. Facts on the ground show that many MSMEs face significant challenges in developing their businesses. De Massis et al. (2018) identified several fundamental problems faced by small and medium enterprises, including (1) weaknesses in identifying market opportunities and developing market shares, (2) weaknesses in capital structure, and (3) weaknesses in organization and human resource management., 4) limited small business cooperation network (marketing information system), and (5) business network (marketing information system), all of which are exacerbated by the Covid-19 outbreak.

This problem can be solved by utilizing existing online media platforms that are widely used by the public, such as social networking sites such as Facebook, Twitter, Instagram and Tiktok. Due to the ease of access to social networking media, business owners can use it as a new marketing medium. Many business owners today rely on the internet to market their products and increase public awareness. Indeed, there are many advantages of using the internet to market products. The benefits include the ease with which the public can find products, the ability of prospective buyers to compare products before making a purchase transaction, the ability to launch or promote new products as effectively as possible by minimizing promotional costs, and the ability to limit markets. reachable or shared because it can be accessed from anywhere. In collaboration with MSMEs, community service is carried out for MSMEs in the Jabodetabek area who are members of a community. These partners include representatives from various businesses involved in food and beverage, beauty products, apparel and accessories, handicrafts, souvenirs, and other service-related products.

Based on observations and interviews conducted by the Team at the pre-survey stage, the Team found several difficulties experienced by MSME actors, including making businesses continue to market their products through traditional marketing strategies such as participating in exhibitions, receiving orders from third parties/agencies, and storing them in galleries, resulting in underdeveloped businesses, business actors lacking knowledge and expertise in utilizing electronic media as a marketing tool, thus making them confused about how to market and run a business online. And due to a lack of knowledge about online transaction arrangements, some business actors still feel afraid to start an online business, especially fear of online scams.

As a result, solutions are needed to solve problems faced by partners. The solution to this problem is to provide socialization and assistance for MSME business actors who are interested in marketing their products and services effectively through electronic media. Because online-based digital media can reach a wide audience and even individuals, it is aimed at business actors, especially SMEs (Chan & Raharja, 2018). By utilizing these media, market reach is automatically expanded, thereby increasing business development opportunities. In addition, because online transactions are not dependent on time, transactions can be carried out 24 hours a day and without the need for a physical location, because all transactions are carried out online. As long as transactions are carried out online, rules must still be followed to avoid fraud and other cyber crimes; Therefore, socialization is also necessary. On April 21, 2008, Law Number 11 of 2008 concerning Information and Electronic Transactions was enacted as amended by Law Number 19 of 2016 (UU ITE).

B. IMPLEMENTATION AND METHODS

The methodology used is the action method, where this method is often called PAR or Participatory Action Research. This technique is also often used in empowering environmental communities (Akom et al., 2016). In PAR, MSME members conduct scientific research on their problems to identify the obstacles each MSME faces in marketing their business products. The next stage is to identify solutions to overcome the obstacles encountered during the design, processing and production stages of products from the partner community that will be marketed according to market standards, as well as evaluating the steps and policies taken to support the efforts made. The final stage is to continue training for the MSME partner community on how to develop products that

comply with predetermined standards.

This community service uses the PAR method, which involves all relevant stakeholders to review ongoing actions (where their own experience shows problem solving) to make improvements and changes in a better direction. As a result, they must critically reflect the historical, political, cultural, economic, and geographic contexts in which they operate. The goal of PAR is to bring about the desired change. Internal stakeholders (Regional Officials, UMKM Managers, as inspiration for empowerment) who have the same vision and commitment to regional development are the focus of this community service. Meanwhile, the informants were selected from the outermost circle of digital marketers and related professionals, namely lecturers from the Department of Communication Studies, Bina Nusantara University, Jakarta.

The primary data collection techniques used are appreciative interviews, observations, and focus group discussions, which are carried out in real time with the active and participatory participation of local stakeholders. Simultaneously, secondary research data is accompanied by a literature review, previous research, and other relevant information. An interactive analytical model is used to analyze the data in this service, which produces precise and accountable findings (Nowell et al., 2017; McCarthy & Muthuri, 2018).

C. RESULT AND DISCUSSION

The mentoring activities as a whole went well. The participants seemed enthusiastic about exploring social media and e-commerce websites on their computers/gadgets. According to our observations, participants were most enthusiastic when exchanging names of their respective online stores and sending product discussion messages while practicing uploading product content to e-commerce websites.

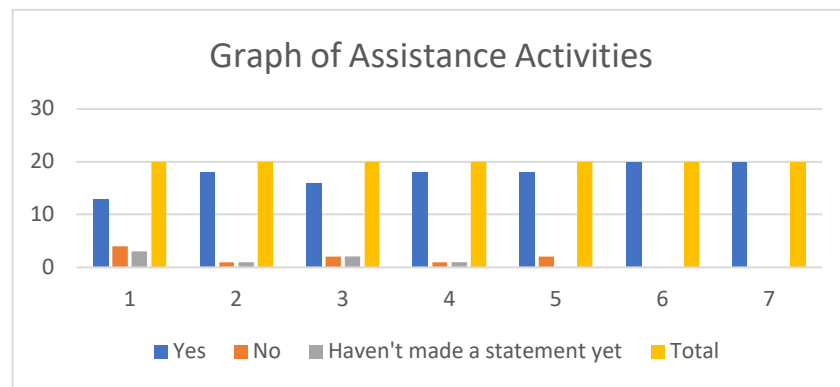
Table 1. Assistance Questionnaire Recap

Statement	Statement Points						
	1	2	3	4	5	6	7
Yes	13	18	16	18	18	20	20
No	4	1	2	1	2	0	0
Haven't made a statement yet	3	1	2	1	0	0	0
Total	20	20	20	20	20	20	20

Source: data processed by the author (2022)

Based on the data obtained, graphically shown in Figure 1 below:

Figure 1. Graph of Assistance Activities



Source: data processed by the author (2022)

The graph above shows that most of the mentoring participants are able to receive and understand Digital Marketing material. 1) The number of participants who already understand digital marketing is 18 people; 2) The number of participants who already understand the use of digital marketing is 16 people; 3) The number of participants who understand the use of digital marketing as a means of marketing MSME products is 20 people; 3) The number of participants who understand the contents of the material is 20 people; 4) The number of participants who understand the material presented is 20; and 5) The number of participants who understand the discussion is 20 people.

The following types of MSME products can be seen in table 2 below:

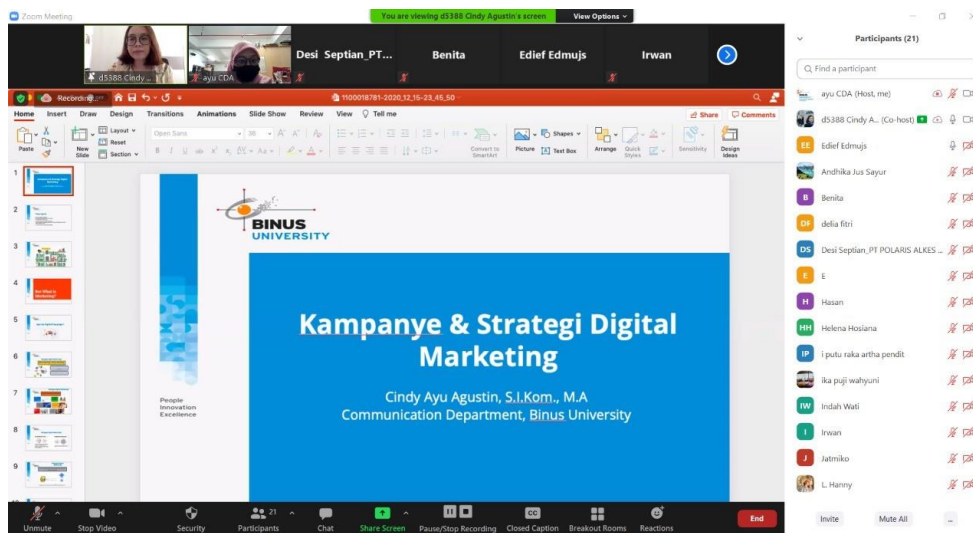
Table 2. Types of MSME Products

Types of MSME Products	Total
Food and beverages	7
Beauty products	3
Apparel & accessories	6
Handicrafts & souvenirs	1
Service-related products	3
Total	20

Source: data processed by the author (2022)

It can be seen that the most participants in this training were those engaged in the food and beverages sector of 7 people, then those engaged in the apparel and accessories sector, there are 6 people. Meanwhile, the number of participants engaged in beauty products and service-related products was the same, namely 3 people, and 1 person engaged in handicrafts and souvenirs.

Figure 2. Implementation of assistance with MSMEs through the Zoom Meeting application.



Source: Author Document (2021)

This community service activity for the UMKM Community in Jabodetabek went smoothly until the mentoring period ended. The presenters and committee did not encounter significant obstacles when preparing digital marketing modules, distributing invitation letters, and preparing media for the assistance. Modules cover a wide range of topics, including introduction to digital marketing, socialization of the 2008 Electronic Information and Transaction Law, reasons for choosing digital marketing, preparation for using media in digital marketing, and creating accounts on various social media and e-commerce sites.

Figure 3. Material of Digital Marketing



Source: Author Document (2021)

Material regarding Digital Marketing is prepared by looking at and adjusting the needs and problems experienced by prospective training participants, so the material can be accepted, useful and applied by participants in product promotion activities and their business services.

This socialization activity and digital marketing assistance to the MSME Community in Jabodetabek will take place starting May 31, 2021 which will take place via the Zoom Meeting application. One day before the day of implementation, the implementation team prepared the media and all the needs for mentoring training. The activity begins with registration. Registration is carried out by the Binus

University Commdev Team. After registration, the acting chief executive officer will start the activity. The organizers of the activities conveyed various messages, including sources of funds for training activities, introduction to the Institute for Research and Community Service (LPPM) Bina Nusantara University Jakarta, and the critical nature of mentoring activities. The Chair of the MSME Community then greeted the audience with remarks expressing his gratitude to Bina Nusantara University for the mentoring program. In addition, the Community Leader requested that this mentoring activity be continued in the future with additional participants.

D. Conclusions

The success of this community service program benefits both partners and the service team in the long term. The benefit to the service staff is that they are aware of the operations and problems in the business being carried out by partners. In the case of partners, increasing the desire to move forward, positive mental attitude and critical perspective, all of which contribute to the development of the individual and the environment. The importance of material and intangible partners is critical to the success of community service initiatives. From the discussion it can also be concluded that the community service program in the MSME community in Jabodetabek is very enthusiastic about participating in the community service activities. The use of digital marketing as a marketing medium has succeeded in increasing people's participation in socializing and increasing their understanding of the importance of technology in today's world.

Suggestions

The suggestions given regarding the implementation of community service this time are:

1. Refine training materials with case examples, knowledge is organized into shorter material.
2. Due to limited time, it is better to split it into several sessions for consultation with the training participants.
3. There is a follow-up evaluation to ensure participants understand and practice the knowledge they have acquired.

Acknowledge

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