

## Training in Marketing Digital for UMKM Silverforr Int Community

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### Abstract

The development of technology has had a tremendous impact on the national economy, especially in the MSME sector. The main problem that must be faced by MSME players is that many of them do not keep up to date and are familiar with technological developments. Therefore, the government actively encourages MSME players in Indonesia to utilize it and expand market penetration into the digital realm. Online-based digital media is currently being used by MSME players because it can reach a wider market which requires relatively low capital. Digital marketing can be the alternative way in conducting marketing communications with customers for building transactions between MSMEs and consumers. This community service is being carried out by socialization, training in digital marketing operations, creating accounts and how to start selling them. The results of this community service are expected to contribute in improving the economy of MSME players, encourage them to be more open to technological developments and utilize them for adding value to these MSMEs.

**Keywords:** *MSMEs, Digital Marketing, Online Media*

### A. INTRODUCTION

The development of the marketing world today has changed significantly from marketing that is generally carried out directly only in the market directly, has led to indirect marketing or what is now said to be marketing by using digital media to do so. Digital marketing is a marketing method that is widely practiced by companies in promoting their products using digital media with the aim of expanding the reach of the consumers they are targeting. And most of the digital media used is the internet, or what we generally know by trading and marketing their products online.

Digital marketing includes all marketing efforts using electronic devices or the Internet. In today's business practice, business itself uses digital channels such as search engines, social media, email, and their websites to connect with potential customers. This is what can be called "online marketing", "internet marketing" or "web marketing". Digital marketing is defined as the use of various digital tactics and channels to connect with customers wherever they spend most of their

time online (Ramadhania et al, 2022). The advantages that will be obtained by conducting online marketing promotions are enormous, one of which is helping to introduce products or services owned by Small Micro and Medium Enterprises (MSMEs) to the public, along with offering and marketing products or services, with the aim that consumers become interested in these products or services.

According to Merdeka.com (2021), the Minister of Cooperatives and Small and Medium Enterprises (SMEs), Teten Masduki, targets that 30 million MSME players will be connected to the digital ecosystem by 2024. Although until now there are only 13.7 million MSME players who are digitally aware. The ministry targets that the number of MSMEs entering the digital economy can increase by 5 million every year, therefore, his ministry invites all parties together with the government to participate in the Indonesian Akselearsi Karya Rakyat (AKAR) movement.

Dewa and Hadisantono (2022), stated that the government's efforts to support MSME operations are supported by a commitment to expanding the business ecosystem so that MSMEs can develop more. The Ministry of Cooperatives and SMEs of the Republic of Indonesia said that MSMEs constitute 99.99% of the total business in Indonesia. Based on the size of the workforce, MSMEs consume 97% of the national workforce. All parties must acknowledge the large contribution of the role of MSMEs to the state of the Indonesian economy.

Therefore, the partners in this service are partners who are members of a Silverforr Int MSME community. A community that contains a variety of MSME players with their respective products and services. However, in terms of marketing carried out, it was found that they had not maximized their marketing activities in the digital ecosystem. They also lack digital skills so they cannot utilize them properly. This is an obstacle for them to sell their products or services more widely. Based on the description above, the service team chose to conduct training and assistance to this MSME community about marketing their products or services using online media.

## **B. IMPLEMENTATION METHOD**

The activities of this community service to the MSME community use the following methods:

- Pre-activity preparation by conducting field surveys, in this case looking at the membership of MSMEs and the type of business with the aim of knowing important things in analyzing partner problems and needs.
- Initial socialization related to the problems faced by partners related to marketing their products or services,
- Training for MSME players related to digital marketing.
- Mentoring, where in the form of sustainability of the training program, the team carries out the mentoring process to partners from the MSME community.

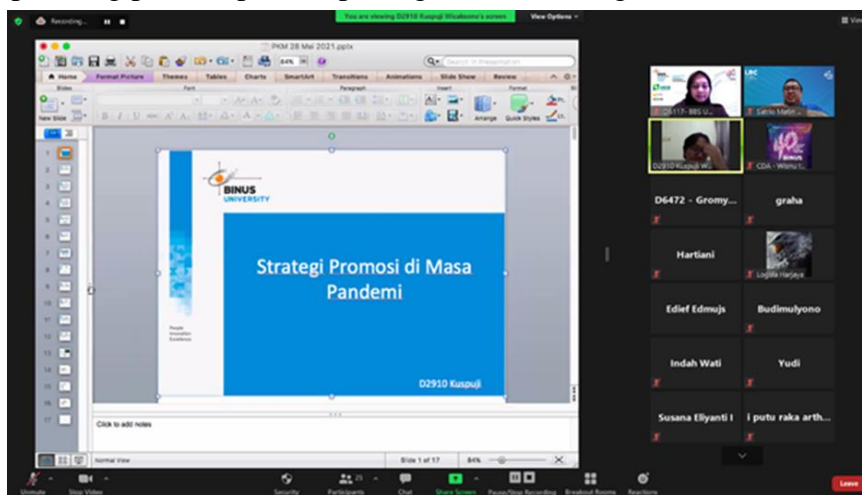
## **C. RESULTS AND DISCUSSION**

The results of this service to the MSME community are centered on the ability to market their products or services online. Starting from the stages of preparation, implementation and the results achieved from the entire series of activities. At the implementation stage, this service is carried out by counseling/socialization, online marketing training and mentoring. Preparations were made by the Service Team together with partners. The service team sent representatives from the team to meet with the community and make agreements with partners including the schedule of activities and the place of activity. At this stage, it was agreed on the time and place as well as the means of implementing the training and the participants and mentoring needed.

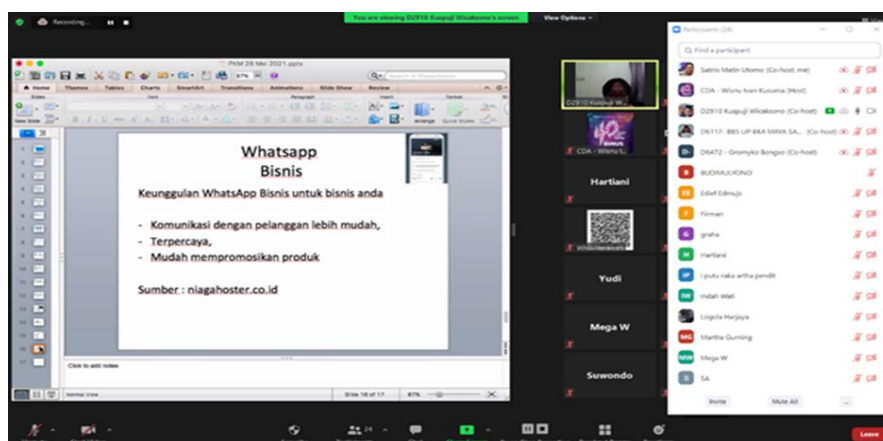
The online marketing training and assistance carried out by this service team has the aim of increasing digital marketing skills for participants and opening a paradigm for MSME participants that there are great opportunities open to market their products or services which can increase income. In its implementation, the first stage undertaken is an explanation of the importance of

marketing using digital media to increase economic added value for MSME players, that online marketing is very easy to do and can be accessed by people from anywhere.

The second stage is to provide examples of the use of online marketing through one of the online chat applications commonly used by all the public, which can be utilized by MSME players to carry out digital marketing, then training on how to update information and images on Whatsapp Business. The third stage is to provide training to socialization participants on how to sell using the Whatsapp Business online chat application which functions not only as a means of online communication between consumers, but also as a means of digital marketing. Starting from creating an account, uploading product photos, pricing, and marketing them.



Picture 1. Implementation Online Training



Picture 2. Implementation Online Training

The results obtained from this training and mentoring activity are:

- 1) MSME players can understand how to install the Whatsapp Business application available on the PlayStore, and they can use and update the latest and required information on the application.
- 2) MSME players understand how to utilize online media to market their products or services.
- 3) Become one of the solutions to marketing problems faced by MSME players.

#### **D. CONCLUSION**

Training and assistance in marketing the products or services of MSME actors aims to provide the ability and expertise for them to utilize online media in marketing them. This training and mentoring will open up insights for MSME actors that there are great opportunities they can have provided they can use online media properly as a means of digital marketing. The training and mentoring carried out will hopefully be able to improve the economy and welfare of MSME actors.

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