

Digital Marketing Training to Provide Economic Recovery Opportunities for the Community of Jatiwates Jombang East Java

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Abstract

Purpose: This study addresses the shift from conventional to Digital Marketing strategies in Jatiwates village, Jombang, East Java, in response to pandemic-induced marketing challenges. The research explores the impact of Digital Marketing training on local agricultural promotion, emphasizing its practical significance and economic sustainability.

Method: Employing qualitative methods, this research investigates the efficacy of Digital Marketing training through direct engagement, observations, and interviews. Thematic analysis reveals insights into the transition's outcomes and practical implications.

Practical Applications: The study highlights how Digital Marketing adoption benefits rural communities reliant on agriculture, enhancing market reach and cost-effectiveness. The findings underscore its potential for similar sectors and geographies, aiding pandemic resilience and sustainable development.

Conclusion: The research shows that Digital Marketing training empowers communities like Jatiwates, enabling adaptation to dynamic conditions and improved economic prospects. Embracing digital strategies becomes pivotal for rural development, contributing to practical insights into Digital Marketing's contextual relevance and fostering resilience.



Introduction

Since the advent of the COVID-19 pandemic, marketing activities in Jatiwates Village using conventional methods such as creating brochures, banners, exhibitions, and other offline activities have become ineffective due to the absence of exhibition events and frequent closures of traditional markets. As a result, the economic outcomes for the residents of Jatiwates Village, particularly for micro, small, and medium-sized enterprises (MSMEs), have experienced a significant decline. Addressing this issue, the village's need for new marketing strategies has been recognized. Thus, we leverage Digital Marketing to support and enhance the economic prospects of Jatiwates Village residents.

Digital Marketing is a technology-driven information product that promotes products or services through Internet media (Eti & Bari, 2020) (Hawaldar et al., 2022). According to Kotler et al (2005), marketing encompasses boosting sales and promoting new products and services, branding, and fostering positive relationships with customers. Implementing Digital Marketing strategies is advantageous for producers as it enables potential customers to obtain diverse product information online (Budi et al, 2021) (Dini et al., 2023). The utilization of Digital Marketing through technological means is particularly relevant for developing micro-scale business entities in rural areas, such as Village-Owned Enterprises (Asriani et al., 2022) (Indriani et al., 2021). With the execution of this training initiative, it is anticipated that the Community will become proficient in marketing their products through Digital Marketing.

Method

Based on the observations conducted at BUMDes Cahaya Gemilang and several micro, small, and medium-sized enterprises (UMKM) in Jatiwates Village, Tembelang Sub-district, Jombang Regency, the researchers plan to organize a Digital Marketing awareness campaign and a training session for creating TTG Smart Terrarium as one of the products to be marketed.

In this training program, the Chairman of BUMDes Cahaya Gemilang and UMKM stakeholders in Jatiwates Village have agreed to participate in the Digital Marketing awareness campaign and the Smart Terrarium production training. Before the Digital Marketing training, a needs assessment was conducted through direct surveys involving the Chairman of BUMDes Cahaya Gemilang, Mrs. Istiqomaroh, and UMKM stakeholders in Jatiwates Village, Tembelang Sub-district. The observation and interview results revealed that BUMDes Cahaya Gemilang operates various units, including a trading unit (office supplies), a savings and loans unit, and a prepaid credit agent. BUMDes's flagship products include ginger and turmeric herbal drinks, cassava chips, and banana chips. BUMDes currently needs an understanding of Digital Marketing and faces challenges in marketing its products. UMKM stakeholders need help meeting their economic needs due to the COVID-19 pandemic. BUMDes and UMKM stakeholders seek alternative product innovations to enhance their economic prospects.

Based on the findings of the observations, the researchers intend to conduct a Digital Marketing awareness campaign and a training session for creating the TTG Smart Terrarium (Figure 1). The activities of the campaign and training include:

1. Lecture on the basics of Digital Marketing for BUMDes Cahaya Gemilang and UMKM stakeholders in Jatiwates Village.
2. Introduction to the Internet, online marketplaces, and social media platforms for the residents of Jatiwates Village as communication and marketing tools for future products.
3. Training in creating a Technology Appropriate Product, namely the Smart Terrarium, as one of the products to be promoted through Digital Marketing accounts in BUMDes Jatiwates.

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Figure 1. Digital Marketing Lecture

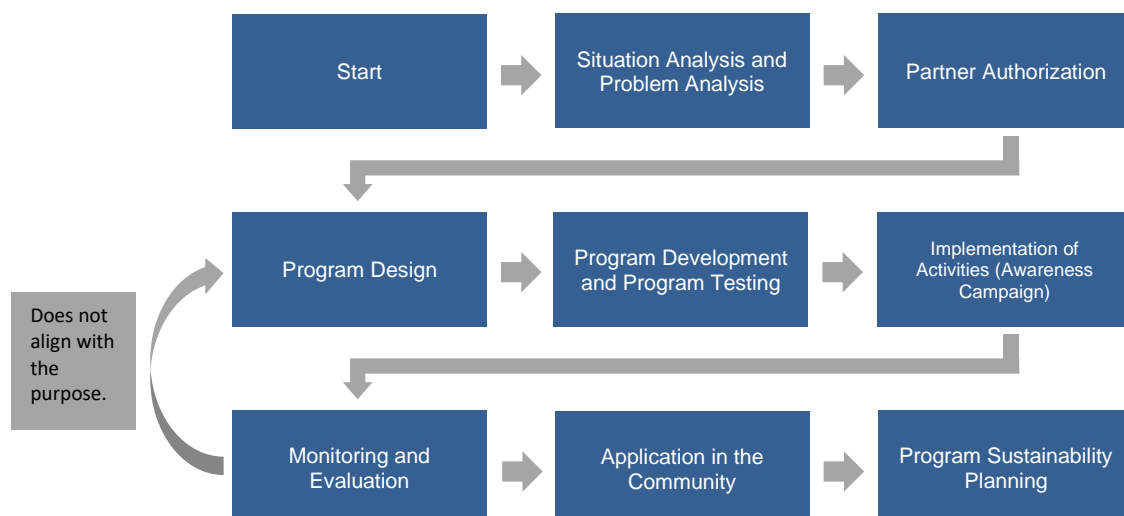


Figure 2. Smart Terrarium



Following the training, the next phase involves Operational Assistance. This stage is carried out by researchers and students in collaboration with BUMDes Cahaya Gemilang and UMKM stakeholders in Jatiwates Village, Tembelang Sub-district, Jombang Regency. During this phase, students introduce various social media platforms suitable for online communication and several marketplaces that will be used for product promotion and marketing through the BUMDes Jatiwates accounts. The workflow of the activities is presented in the following diagram.

Figure 3. Implementation Diagrams



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Result

The implementation outcomes of community engagement activities conducted in the Jatiwates Village area, Tembelang Sub-district, Jombang Regency, can be considered successful and smooth. The presence of coordination, collaboration, and community involvement has contributed to the success of these engagement activities, resulting in positive contributions and benefits for the residents, particularly in the transfer of knowledge and skills in Digital Marketing and the creation of products such as Smart Terrarium within the Jatiwates Village environment, which can be marketed. Consequently, this initiative can support and enhance the economic prospects of Jatiwates Village. The enthusiasm and warm reception from the Community were highly commendable, and the residents also showed support for community engagement activities in their area.

The process of implementing these community engagement activities, overall, proceeded smoothly and successfully. Communication, coordination, and collaboration with involved parties were effective and cooperative. During the surveys, observations, and site assessments conducted on November 1, 2021, in Jatiwates Village, the activities met the criteria and relevance to the chosen theme, thereby validating the selected location's appropriateness and alignment with the scope. Similarly, the Digital Marketing awareness campaign and technical guidance for producing the Smart Terrarium conducted on November 12, 2021, unfolded successfully. The participation and involvement of the Community were cooperative, resulting in an enhancement of knowledge and skills among the participants throughout the engagement process.

The introduction to Digital Marketing and the training for creating terrariums brought about significant improvements in knowledge and technical capabilities, with a high level of enthusiasm exhibited by the participants or community members in Jatiwates Village. Regarding the production aspect, the Community demonstrated their ability to craft terrariums using locally sourced materials from the Jatiwates Village environment, creating five terrariums.

Figure 4. Smart Terrarium Making Workshop



Discussion

The presented study addresses the challenges faced by Jatiwates Village, particularly in the context of marketing activities, because of the COVID-19 pandemic. Conventional marketing methods, such as brochures, banners, and offline exhibitions, have lost effectiveness due to the absence of events and the closure of traditional markets (Nupur & Yadav, 2023) (Lee, 2018). The economic decline experienced by the village residents, especially those engaged in micro, small, and medium-sized enterprises (MSMEs), highlights the urgency for innovative marketing strategies. This study endeavours to address this issue by capitalizing on Digital Marketing to enhance the economic prospects of the Community.

According to Srividhya (2019) Bajraktari and Ahmeti (2018), Digital Marketing emerges as a crucial tool in the current landscape, allowing the promotion of products and services through Internet media. It amplifies sales and facilitates the introduction of new products, branding, and fostering customer relationships (Durmaz & Akan, 2023) (Karen & Zai, 2022). This digital approach is particularly advantageous for rural-based micro-businesses like Village-Owned Enterprises (BUMDes), which have been grappling with traditional marketing challenges (Parks & eparks, 2020) (Saura et al., 2020). The study's initiative to provide training in Digital Marketing and Smart Terrarium creation showcases a multifaceted approach to addressing these challenges.

The needs assessment indicated that both BUMDes Cahaya Gemilang and UMKM stakeholders in Jatiwates Village were open to embracing Digital Marketing and enhancing their understanding. The identified knowledge gap in Digital Marketing aligns with the observed difficulties in effectively marketing their products. This gap represents an opportunity for growth and innovation within the Community. Moreover, the diversification of products, including flagship items like herbal drinks and chips, suggests a potential for product expansion and enhancement.

The planned Digital Marketing awareness campaign and Smart Terrarium production training hold promise in fostering a more resilient and prosperous economic ecosystem within Jatiwates Village. This multifaceted approach aims to empower the local Community with modern marketing strategies and practical skills. The successful execution of these activities, as indicated by the positive feedback, high enthusiasm, and active participation of community members, reflects the relevance and importance of such initiatives.

In conclusion, the study's emphasis on bridging the gap between traditional marketing and modern Digital Marketing techniques offers a valuable roadmap for rural communities facing economic challenges exacerbated by the pandemic. The successful execution of the training initiatives and the Community's enthusiastic response underscores the potential for sustainable economic development through innovative approaches, benefiting individual entrepreneurs and the collective prosperity of the Jatiwates Village community.

The evaluation of program implementation and program sustainability following the completion of the Appropriate Technology Application to the Community in the field is presented as follows:

1. Providing operational support for Digital Marketing accounts enables BUMDes to market their products through these accounts effectively.
2. Monitoring the terrarium production process to address difficulties and errors if encountered.

Conclusion

The outcomes of the Digital Marketing awareness campaign and Smart Terrarium production training have demonstrated an enhanced understanding of Digital Marketing and the creativity of the Jatiwates Village community. This is exemplified by the creation of Smart Terrarium products by both BUMDes and UMKM stakeholders, along with the subsequent marketing of these products through Digital Marketing channels. Overall, the Digital Marketing awareness campaign and Smart Terrarium production training have proven effective and suitable solutions for improving the economic prospects of the Jatiwates Village community.

This effectiveness is substantiated by the enthusiastic participation and cooperative involvement of the Community, which led to an enhancement in the knowledge and skills of the participants throughout the Smart Terrarium creation process. Following the Digital Marketing awareness campaign, there has been an observable increase in the Community's diligence in promoting and selling their products through social media platforms and online marketplaces.

In conclusion, the conducted activities have effectively contributed to elevating the Community's understanding of Digital Marketing and nurturing their creative potential, as

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evidenced by Smart Terrarium products' successful creation and marketing. The comprehensive approach of the campaign and training has proven to be a viable solution for enhancing the economic condition of the Jatiwates Village community.

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