

Developing MSME Products via Digital Marketing Training and Application to Enhance Online Marketing

¹Siska Ayu Wulandari, ¹Della Aprillia Ridwan, ¹Reza Dwi Wahyudi*

¹Universitas Islam Lamongan

*Corresponding author

E-mail: rezadwiwahyudi98@gmail.com

Volume

5

Issue

1

Edition

May

Page

107-115

Year

2024

Article History

Submission: 25-08-2022

Review: 25-11-2023

Accepted: 5-2-2024

Keyword

COVID-19 Pandemic;

MSMEs;

Digital Marketing;

How to cite

Wulandari, S. A., Della A. R.,
Reza D. (2024). Developing
MSME Products via Digital
Marketing Training and Application
to Enhance Online Marketing.
Jurnal Pengabdian Masyarakat, 5
(1) 107-115
[https://doi.org/10.32815/jpm.v5i1.1
242](https://doi.org/10.32815/jpm.v5i1.1242)

Abstract

Purpose: The economic conditions of Kembangbahu Village, Lamongan, East Java, were impacted by the COVID-19 pandemic. This research aims to reestablish those conditions, particularly for the locals who work as mushroom producers.

Method: Designing a more contemporary approach to promoting mushrooms and mushroom products is the way adopted. In order to assist “Sambal Jamur” MSMEs grow, we’re going to use Instagram and community empowerment to spread the word about content that can do just that.

Practical Applications: In the village of Kembangbahu, the establishment and growth of “Sambal Jamur” MSMEs constitute the research’s practical implementation. One goal of advertising on Instagram is to raise awareness about the importance of digital media and how to effectively use it to build a company’s identity.

Conclusion: The residents of Kembangbahu Village are hoping that this marketing modernisation will help them recover economically from the effects of the COVID-19 pandemic. On top of that, it is believed that it may teach people how to better brand their companies through the strategic use of digital media.



Introduction

To revive the economic conditions following the global impact of the Covid-19 pandemic over the past two years, individuals must exert a modest endeavor to restore their economic well-being (Ibn-Mohammed et al., 2021). This task is crucial due to the impact of the Covid-19 pandemic on all facets, including the economy (Abdullah & Suliyanthini, 2021). One area that was significantly affected was the MSME sector, with a majority of players experiencing a fall in sales, leading to a grave financial situation for these businesses. Kembangbahu village is one of the regions that has been impacted in this situation. Kembangbahu is a sub-district located in the Lamongan regency of East Java. The majority of the population in this region is comprised of individuals employed in the occupation of mushroom farming.

The farmed mushroom variety is specifically the white oyster mushroom (*P. ostreatus*). Oyster mushrooms are characterized by a cap that resembles the shape of an oyster shell, featuring a slightly indented core and a hue ranging from white to cream (Wiardani, 2010, 2010). Cahyana (1999) states that oyster mushrooms have a significant nutritional composition, consisting of 27% protein, 1.6% fat, 58% carbs, 11.5% fiber, and 265 Kcal calories. For cultivation purposes, the residents of Kembangbahu village utilize planting media in the form of Baglog or sawdust, which is placed within a plastic container. The Kembangbahu village community not only shares the yield of their mushroom farming to permanent producers, but they also process the harvested mushrooms into mushroom chili goods.

While the capital turnover of raw oyster mushrooms is smooth, the processed products created by the residents of Kembangbahu village are facing obstacles. Villagers acknowledge that thus far their processed chili sauce has been disseminated using traditional means, namely by placing it in stalls and relying on word-of-mouth promotion. Frequently, this approach fails to yield outcomes, resulting in the chili sauce produced by the Kembangbahu village community being frequently discarded due to its expiration, without ever being completely sold. MSME businesses can enhance their digital marketing efforts by focusing on optimizing their use of social media platforms. The aim is to enhance sales and online interaction for MSME companies by implementing digital marketing strategies, so enabling them to expand their business scale during the Covid-19 epidemic (Raharja & Natari, 2021). Instagram is the selected social media platform in this instance. Instagram is a social networking platform designed for the purpose of sharing photographs and comments with the goal of fostering social connections and spreading information. In order to address the needs of micro, small, and medium enterprises (MSMEs) in Kembangbahu village, a sales page will be established on Instagram, making use of its various characteristics.

From the multiple issues experienced by MSME partners, it can be inferred that they require support and instruction in digital/online marketing and product branding in order to expand the consumer base for their processed mushroom chili products. One approach involves leveraging the social media platform Instagram and empowering the community to be cognizant of content in order to foster the growth of a micro, small, and medium enterprise (MSME). This stage requires optimization. Additionally, this training is not only intended for the Kembangbahu village community, but also attended by the children of the Kembangbahu village youth organization. These children will serve as stakeholders once the KKN activities have concluded.

Method

The method for implementing community service in Kembangbahu Village, Lamongan, can be seen in Figure 1. Based on the problems and solutions described by the program proponent and in accordance with Figure 1, the implementation method includes several stages. The first stage is situation analysis, which is the process of collecting data and introducing students to the location of the community service location. The second stage is problem identification, which is the result of situation analysis and includes problems that exist

or are being experienced by the Kembangbahu village community. From the results of the analysis of situations and problems, students then produce ideas to overcome or provide solutions for society regarding the problems they face. After finding an idea, the next stage is coordination, where students coordinate with partners and local officials regarding the community service program that will be carried out.

Figure 1. Implementation Method



Source: Private Documentation, 2022

After coordinating, students then agree to the community service program that will be carried out, accompanied by documents. The next stage is implementation, which is the process of community service activities by students carried out in the field. The final stage is preparing a report, which is the result of data obtained from the process of community service activities. This report is then compiled and made into a final results report. Thus, this method of implementing community service is designed to effectively overcome the problems faced by the Kembangbahu Village community.

Result

Sambal Mushrooms, a community located in the Kembangbahu Lamongan hamlet, is presently undertaking digital marketing training and forming an informed community focused on content development. The decision was made because the partner's primary issue was insufficient product development, which sharply differed from its previous role of delivering raw mushrooms to market intermediaries. Students coordinate several activities with the purpose of engaging in social interactions with specific partners. Over a period of 10 days, partners collaborated with students to assess the practicality of implementing activities at the mushroom sambal MSME.

Figure 2. Oyster Mushroom Cultivation



Source: Private Documentation, 2022

110) Developing MSME Products via Digital Marketing Training and Application to Enhance Online Marketing, Wulandari, S. A., Della A. R., Reza D.

During the first visit, students were individually invited by affiliate partners to watch the process of mushroom cultivation utilising baglog media. Figure 2 depicts the morphology of oyster mushrooms, a highly sought-after and commonly consumed type. During the event, students collaborated with Bude Luluk to conduct research on the difficulties confronting the community. It was discovered that the Kembangbahu village community not only distributed oyster mushrooms to suppliers but also actively produced mushroom chilli sauce, as shown in Figure 3.

Figure 3. The Process of Cooking Mushroom Chili Sauce



Source: Private Documentation, 2022

The marketing strategy for this mushroom chilli product is very obscure as producers primarily rely on traditional approaches, particularly door-to-door marketing. They perceive this as unsatisfactory because it is frequently the case that their chilli sauce is returned owing to low sales, necessitating them to provide it as a free donation to local citizens.

According to the results of the situation analysis, pupils have expressed concerns about the whereabouts of their partners. Thus, it can be manufactured. After doing field observations and listening to the concerns of the residents of Kembangbahu village, the students suggested a solution that entailed utilising digital marketing through Instagram and creating a network inside the village that was knowledgeable about the content they generated.

Figure 4. Youth Organization Coordination

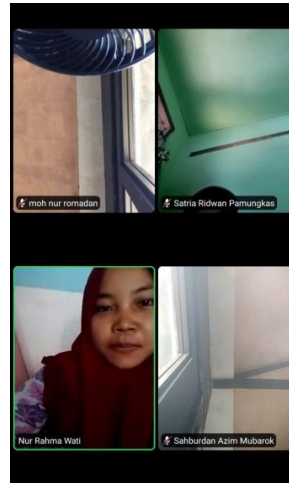


111) Developing MSME Products via Digital Marketing Training and Application to Enhance Online Marketing, Wulandari, S. A., Della A. R., Reza D.

Source: Private Documentation, 2022

Digital marketing is the utilisation of digital technologies for the purpose of marketing. Internet marketing, also referred to as e-marketing, is a form of digital marketing that utilises electronic media and the internet. E-Marketing, as defined by Chaffey (2022), is a marketing strategy that utilises electronic communication technologies, with a particular emphasis on the internet. Given the significance of digital marketing strategies in the realm of online media, it is crucial to be informed about advancements in digital technology and create methods to captivate consumers and direct them towards a combination of electronic and conventional communication platforms.

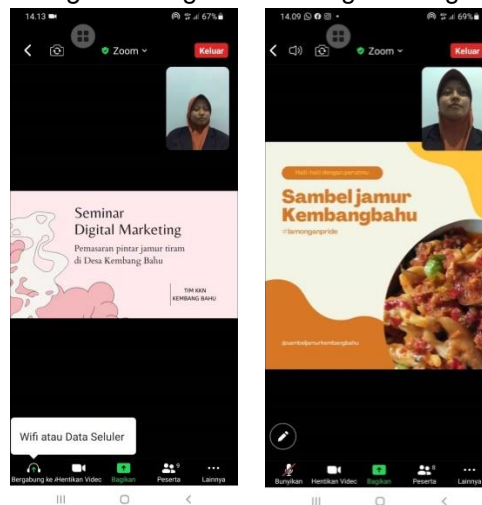
Figure 5. Outreach to Residents until Program Approval



Source: Private Documentation, 2022

Zarella (2011) highlighted that social media signifies a novel media paradigm within the marketing industry. According to Asmaya (2015), social media is a flexible platform that facilitates the integration of websites, promotes social contact, and generates content based on community participation. Social media has revolutionised communication platforms by predominantly relying on the internet and providing access to other domains (Susanti et al., 2019). Once the ideas have been condensed into a solution proposal for Kembangbahu partners, the students work together and seek permission from their partners. In this situation, students actively participate in direct cooperation with a youth organisation, as seen in Figure 4. After finishing this task, the person who assumed the position of stakeholder forms a friendship with the Kembangbahu local youth organisation.

Figure 6. Digital Marketing Training



Source: Private Documentation, 2022

112) Developing MSME Products via Digital Marketing Training and Application to Enhance Online Marketing, Wulandari, S. A., Della A. R., Reza D.

Figure 4 depicts the process of collaborating with youth organizations. When accepting this activity, the agreement phase considered multiple aspects. These factors encompass the potential for the expansion of Kembangbahu mushroom chilli micro, small, and medium enterprises (MSMEs), the increasing financial needs of the community, and the abundant supply of raw materials for chilli sauce manufacturing. Furthermore, the inhabitants of Kembangbahu village acknowledge their limited awareness and comprehension of the recent technological progress. Hence, it is crucial to initiate initial interaction with communities, specifically mushroom chilli producers, to obtain approval for the planned actions. Figure 5 illustrates this.

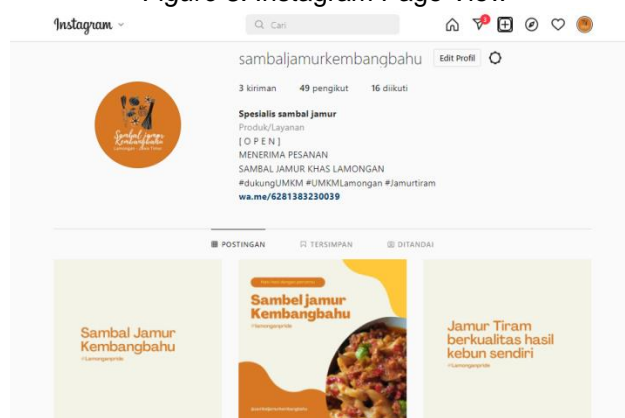
Figure 7. Partner Logo



Source: Private Documentation, 2022

During the implementation phase, the digital community development program was disseminated through a Zoom platform, with the participation of 9 communities from Kembangbahu village. Figure 6 illustrates this. It is expected that this will bring benefits and can be applied in their MSME enterprises. During this activity, students also educate and guide the public on content production and design activities. The Canva application was chosen for its user-friendly interface and intuitive features, which make it easily understandable and practical for users. Figure 6 depicts a training program specifically centered around digital marketing.

Figure 8. Instagram Page View



Source: Private Documentation, 2022

During the documentation phase, the report on the implementation of this action includes proof of the design work conducted by the Kembangbahu village community, as well as the Instagram account for the stall that sells Kembangbahu Mushroom Sambal. The symbol representing the social media account is linked to Instagram. Figure 7 displays the logo of the

partner. It includes the Instagram account and its related bio. Figure 8 illustrates the arrangement of an Instagram page, with a specific emphasis on the design of individual posts. Figure 9 illustrates the layout of Instagram feeds.

Figure 9. Instagram Feed Design



Source: Private Documentation, 2022

Discussion

The issues in the industry have prompted the conception of conducting digital marketing training. The objective is for this training to enhance the sales of partner products. Digital marketing refers to the practice of utilizing digital technologies for marketing purposes. Internet marketing, often known as e-marketing, is a marketing strategy that utilizes electronic communication technologies, particularly the internet, as stated by Chaffey (2022). To comprehend the impact of digital marketing techniques on online platforms, we may monitor advancements in digital technology and formulate strategies to engage consumers, while also guiding them towards a blend of electronic and conventional communication channels.

This aligns with the findings of Oktaviani & Rustandi (2018), who stated that digital marketing contributes to the establishment of brand awareness through the management of Instagram social media. Zarella (2011) asserts that social media represents a novel paradigm inside the marketing business. According to Asmaya (2015), social media serves as a platform that enables and supports a range of activities, including integrating websites, fostering social interaction, and facilitating the creation of community-based content. Social media represents a paradigm shift in the utilization of communication platforms, since it is now predominantly internet-based and enables easy access to diverse domains (Azer & Ranaweera, 2022; Chawla & Chodak, 2021; Susanti et al., 2019).

According to Saefullah et al. (2021), digital media serves several objectives and offers numerous advantages. The goals of digital marketing training are to identify the challenges faced by MSME partners, offer solutions to address these challenges, enhance sales and broaden the market for MSME partners through training, and provide marketing strategy recommendations to overcome MSME issues during the Covid-19 pandemic (Arumsari et al., 2022; Dolega et al., 2021). The advantages for MSME partners encompass the utilization and administration of digital media to enhance their business, identifying the appropriate social media platforms that align with the products they aim to promote through digital media, augmenting public consciousness of the products offered by MSMEs and generating interest among potential consumers to make purchases, optimizing digital marketing strategies to expand business operations, and various other benefits. The training is anticipated to have a positive effect on both product sales and income for MSMEs amid the Covid-19 pandemic.

Utilizing Instagram as a promotional platform and incorporating digital marketing strategies is a prudent decision, since Instagram boasts the highest user engagement among all social media platforms (Hanif et al., 2020). This additionally facilitates the acquisition of desired information by partners and consumers. Typically, conversations and training sessions were conducted via Zoom, focusing on three main subjects: the utilization of digital technology for development and marketing purposes, marketing tactics involving product digitalization, and the establishment of product identity.

Conclusion

The Covid-19 pandemic has significantly affected the Indonesian economy, including micro, small, and medium enterprises (MSMEs). This impact extends beyond the production aspect and also affects the marketing component. Simultaneously, numerous micro, small, and medium enterprises (MSMEs) lack comprehension of efficacious digital marketing strategies as a viable answer amongst the ongoing pandemic. The purpose of virtual training activities is to assist partners in effectively employing digital marketing strategies, such as enhancing marketing efforts through social media, engaging in content generation activities, and fostering the development of a digital community.

The evaluation results indicate that maximizing the exploitation of digital media has successfully enhanced partners' knowledge and skills, resulting in a positive impact on marketing growth. Training on the utilization of digital media in fostering MSMEs has demonstrated its efficacy in enhancing partners' knowledge and competencies. Thus, it is advisable to implement sustainable mentorship strategies with partners as a means to enhance corporate growth and ensure seamless business continuity. Another suggestion is to elevate the topic to a more advanced level for additional instruction. Participants can get insights on effective marketing techniques involving branding and digitalization of products, both during and post-pandemic.

Acknowledgements

Thanks to the divine presence of Allah SWT, students have successfully completed the community service program and submitted their service journals on time. We are also grateful for the blessings of supportive parents who consistently pray for the students' safety and success, particularly during the new normal situation. This service diary was created as documentation of the execution of the community service program in Kembangbahu village and as a mandatory component for successfully completing the KKN course in the Legal Studies Study Program, Faculty of Law, Lamongan Islamic University. The author would like to express gratitude to all parties involved in assisting the students, specifically the Head of Kembangbahu Village and its residents for granting permission to conduct KKN activities, as well as Field Supervisor Mrs. Siska Ayu Wulandari, M.Si for her valuable input and guidance. The author of the service journal would like to express gratitude to the Lamongan Islamic University Community Service Research and Development Center for their assistance in facilitating the KKN activity, ensuring its organized and seamless execution from start to finish. The author also expresses gratitude to the 23 KKN Kembangbahu Village groups for their prayers. With great fervor and zeal, I successfully completed the task of composing this service journal.

Reference

- Abdullah, C., & Suliyanthini, D. (2021). Perubahan perilaku konsumen di masa pandemi COVID-19. *Equilibrium: Jurnal Pendidikan*, 9(1), 18–24.
- Arumsari, N. R., Lailah, N., & Rahayu, T. (2022). Peran Digital Marketing dalam Upaya Pengembangan UMKM Berbasis Teknologi di Kelurahan Plamongansari Semarang. *SEMAR (Jurnal Ilmu Pengetahuan, Teknologi, Dan Seni Bagi Masyarakat)*, 11(1), 92–101.
- Asmaya, F. (2015). Pengaruh penggunaan media sosial facebook terhadap perilaku prososial remaja di kenagarian koto Bangun. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik*, 2(2), 1–15.
- Azer, J., & Ranaweera, C. (2022). Former customers' E-WOM in social media platforms: An investigation of motives, network size and social ties. *Journal of Business Research*, 146, 118–133. <https://doi.org/10.1016/j.jbusres.2022.03.068>
- Cahyana, B. (1999). Pisang Budidaya Dan Hasil Analisis Usahatani. *Yogyakarta. Kanisius*.
- Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: Planning, optimizing and*

115) Developing MSME Products via Digital Marketing Training and Application to Enhance Online Marketing, Wulandari, S. A., Della A. R., Reza D.

integrating online marketing. Routledge.

<https://www.taylorfrancis.com/books/mono/10.4324/9781003009498/digital-marketing-excellence-dave-chaffey-pr-smith>

Chawla, Y., & Chodak, G. (2021). Social media marketing for businesses: Organic promotions of web-links on Facebook. *Journal of Business Research*, 135, 49–65. <https://doi.org/10.1016/j.jbusres.2021.06.020>

Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60, 102501. <https://doi.org/10.1016/j.jretconser.2021.102501>

Hanif, R., Sidi, A. P., Yogatama, A. N., Bukhori, M., & Anjaningrum, W. D. (2020). Empowering Digital Business Bagi Pegiat Usaha Online Kota Malang. *Jurnal Pengabdian Masyarakat*, 1(1), Article 1. <https://doi.org/10.32815/jpm.v1i1.210>

Ibn-Mohammed, T., Mustapha, K. B., Godsell, J., Adamu, Z., Babatunde, K. A., Akintade, D. D., Acquaye, A., Fujii, H., Ndiaye, M. M., & Yamoah, F. A. (2021). A critical analysis of the impacts of COVID-19 on the global economy and ecosystems and opportunities for circular economy strategies. *Resources, Conservation and Recycling*, 164, 105169.

Oktaviani, F., & Rustandi, D. (2018). Implementasi digital marketing dalam membangun brand awareness. *PROfesi Humas*, 3(1), 1–20.

Raharja, S. J., & Natari, S. U. (2021). Pengembangan usaha umkm di masa pandemi melalui optimalisasi penggunaan dan pengelolaan media digital. *Kumawula: Jurnal Pengabdian Kepada Masyarakat*, 4(1), 108–123.

Saefullah, E., Putra, A. R., & Tabroni, T. (2021). Inovasi Dan Pengembangan Umkm Emping Melinjo Pada Masa Pandemi Covid-19 Dengan Optimalisasi Media Pemasaran Dan Alat Produksi. *RESWARA: Jurnal Pengabdian Kepada Masyarakat*, 2(2), 291–299.

Susanti, S., Gunawan, W., & Sukaesih, S. (2019). Pengembangan Pemasaran Bordir dan Kelom Geulis Tasikmalaya Melalui Media Sosial. *Kumawula: Jurnal Pengabdian Kepada Masyarakat*, 2(3), 248–261.

Wiardani, I. (2010). *Budidaya jamur konsumsi*. Penerbit Andi.

Zarella, D. (2011). *The Social Media Marketing Book* [A. Prihantoro. *PT Serambi Ilmu Semesta*.