

Digital Marketing Socialization for Entrepreneurs in Babakan Banten Village Karawang Regency

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Abstract

Purpose: This abstract explores the importance of digital marketing for entrepreneurs in Babakan Banten, emphasizing the need to transition from conventional methods to a digital approach.

Method: The study employs presentation-based socialization and Q&A sessions to equip entrepreneurs with digital marketing knowledge and skills, focusing on social media, online shops, and related platforms.

Practical Applications: This research aims to equip entrepreneurs with the understanding and practical implementation of digital marketing techniques, including leveraging social media, online shops, and other supporting platforms. Doing so addresses the need to adapt to the business world's digital age.

Conclusion: This socialization initiative serves as a bridge to help entrepreneurs in Babakan Banten embrace and apply digital marketing strategies effectively. It offers them the opportunity to harness the power of technology to grow their businesses, showcasing the potential for sustainable growth in a digital era.



Introduction

The advancement of Information Technology (IT) continues to bring progress and significant benefits to society. Entrepreneurs must be able to adapt to technological changes to compete effectively with other business players (Siregar & Nasution, 2020). The impact of this technological development includes the emergence of communication tools such as mobile phones, the Internet, television, and others (Azizah, 2020). In the context of digital marketing, it can be chosen as a medium for businesses to keep up with digitalization in commerce (Irfani et al., 2020).

The strategy of using digital marketing has an impact of up to 78% on the competitive advantage of SMEs in marketing their products. These strategies include, first, the availability of product information and product guides; second, the availability of complementary images or illustrations of products; third, the presence of videos visualizing products and other supporting presentations; fourth, the inclusion of documents containing various information in various formats and forms; fifth, the ease of communication between sellers and buyers; sixth, the availability of transaction tools and various payment media options; seventh, the provision of consumer assistance services; eighth, ease of access to find products; ninth, the availability of testimonial displays or customer responses; tenth, the availability of customer record information (Hamzah & Putri, 2021).

The shift from conventional to fully digital practices has yet to be matched by entrepreneurs in Babakan Banten village, resulting in the underutilization of digital marketing. This outreach aims to promote the use of digital marketing to support businesses, compete effectively, and accelerate progress in entrepreneurship (Edriani et al., 2020) (Aziz, 2022) (Kano et al., 2022). Digital marketing offers various benefits, including an effective communication tool to establish customer relationships and reach a wider target audience, thus providing broad marketing reach (Putri & Marlien, 2022).

Observations conducted on August 13th and 16th, 2022, as reported by village official Suryadi, indicate that the community, especially SMEs in Babakan Banten village, needs to understand and utilize technological advancements in digital marketing. Therefore, there is a need for digital marketing socialization to enhance knowledge and utilization in this regard.

Method

The target audience of this outreach includes SME entrepreneurs and members of the *PKK* (Family Welfare Movement) in Babakan Banten Hamlet, Kutajaya Village, Kutawaluya District, Karawang Regency. The outreach was conducted on Saturday, August 27, 2022, from 09:00 to 10:00 AM, at the Kutajaya Village Hall. The outreach was carried out using a socialization method with content presentation through PowerPoint slides, followed by a question-and-answer session (Fadia et al., 2021) (Miftakhurrohmah & Pangestuti, 2022) (Wijayanto et al., 2022). Through this socialization and Q&A session, entrepreneurs in Babakan Banten Hamlet can understand and harness technological advancements through digital marketing to enhance their business progress. The planning and strategy process is depicted in Figure 1.

Figure 1. Digital marketing socialization Flowchart

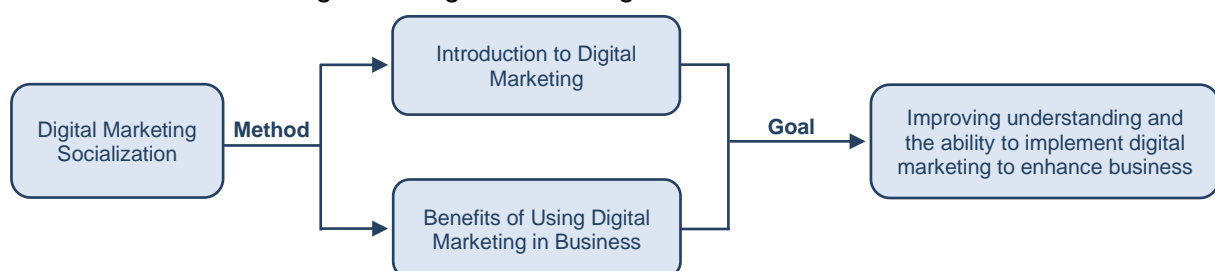


Figure 1 represents the method and objectives of the digital marketing socialization held in Babakan Banten village, targeting business owners, SMEs, and members of the *PKK* (Family Welfare Movement).

Figure 2. Presentation of Digital Marketing Material



Figure 2 represents the methopresentsocialization material in Babakan Banten village, targeting business owners, SMEs, and *PKK* members using a PowerPoint presentation. The presentation team for this Digital Marketing socialization event consists of several students from the facilitating group, namely Muhammad Dzaki Rusmana and Zalsabilla Ridha Septia, who are communication science students at the Islamic University 45 Bekasi. The presenters began by interacting and asking various questions to the participants, the majority of whom SME entrepreneurs were, about the extent of their marketing efforts as SME operators. The session continued with a detailed, engaging, and informative explanation of the prepared materials by the facilitating group. The attending participants paid close attention to the material presentation and remained focused. The interaction between the presenters and participants was quite interactive.

Figure 3. Group Photo from the Digital Marketing Socialization Event



Result

The series of Digital Marketing Socialization activities for the community of Babakan Banten Hamlet, specifically targeting business operators, SMEs, and members of the *PKK* (Family Welfare Movement), began with an opening and welcome session by the event organizers and village officials. It was followed by a presentation on the importance of digital marketing aimed at generating interest and curiosity among business operators, SMEs, and *PKK* members regarding utilizing Digital Marketing for the growth of their businesses.

Discussion

The provided passage discusses the importance of adapting to technological advancements, mainly digital marketing. It highlights an outreach effort to promote digital marketing knowledge and utilization among SMEs and *PKK* members in Babakan Banten Village. Technological developments like mobile phones, the internet, and digital marketing have significantly impacted businesses and society. This sets the stage for discussing the broader implications of technological progress in various industries. Using digital marketing strategies can substantially impact the competitive advantage of SMEs. This raises the question of how businesses, tiny and medium-sized enterprises, can harness digital marketing to stay competitive in today's digital landscape (Digidowiseiso & Lestari, 2021) (Lee & Falahat, 2019).

Babakan Banten Village needs to be faster in adopting digital marketing practices. This presents an opportunity to discuss the challenges rural or less digitally connected communities face in adopting and benefiting from digital technologies. The outreach program addresses the need for more understanding and utilization of digital marketing in the community. Discussing the importance of such socialization efforts in bridging the digital divide and enhancing digital literacy can be valuable (Hien & Nhu, 2022) (Mansur, Worldailmi, 2022). The specific target audience for the outreach program is SME entrepreneurs and *PKK* members. Discussing the importance of tailoring digital marketing strategies to the specific needs and characteristics of different audience segments can be a relevant point. The methods used for the outreach program included PowerPoint presentations and Q&A sessions. Exploring the effectiveness of such methods for knowledge dissemination and engagement can be an exciting topic.

While the focus is on a specific rural community, the broader context of how local communities worldwide adapt to digital marketing trends can be discussed. It is essential to consider how the success of such outreach programs is measured. Discussing the potential impact on business growth, digital adoption rates, and community empowerment can be insightful.

Conclusion

The conclusions drawn from the Digital Marketing Socialization for Business Operators in Babakan Banten Hamlet, Karawang Regency, Kutawaluya District, Central Java, held on August 27, 2022, include several key points. Firstly, it was evident that the community of Babakan Banten Hamlet, especially SME operators, needed more knowledge about Digital Marketing, particularly in the context of marketing products through digital media. This knowledge gap prompted the organization of the Digital Marketing socialization event on August 27, 2022, at the Kutajaya Village Hall in Karawang. Secondly, the Digital Marketing socialization event aimed to bridge this knowledge gap by presenting essential information. This information encompassed the definition of Digital Marketing, its advantages, practical utilization, and an overview of the various platforms available for conducting practical marketing activities in the digital realm.

Thirdly, the presentation during the event was interactive, with the presenters engaging the participants, who were primarily SME operators, in discussions about their prior experiences in marketing as SMEs. Following this interaction, the session continued with a detailed, engaging, and informative explanation of the prepared materials by the facilitating group. Fourthly, it was noted that, before this event's implementation, the Babakan Banten Hamlet residents needed a more comprehensive understanding of Digital Marketing and fully harness its potential for their businesses. Lastly, the overarching objective of this Socialization event was to empower SME operators in Babakan Banten Hamlet with a better understanding of Digital Marketing. Doing so aimed to equip them with the knowledge and tools needed to adapt to the evolving business landscape and, ideally, to compete effectively with other business operators in the digital era.

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