

Digital Transformation in Business Marketing of SMEs in Celuk Village, Gianyar, Bali

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Abstract

Purpose: The aim of the research paper is to provide education and direct practice with SMEs in Celuk Village, Sukawati. Simple digital marketing by using Linktree. An application that integrates all platforms owned by business actors.

Method: The study aims to enhance SMEs knowledge and abilities in product marketing by employing socialization, training, and mentoring.

Practical Application: The research provides important insights into SMEs in Celuk Village, Gianyar, Bali to boost their marketing. By investing in training and mentoring digital marketing, that can enhance their marketing effectiveness and overall business performance.

Conclusion: This study highlights the importance of improving the use of digital marketing. It offers practical steps for SMEs to enhance their marketing strategies and stresses the need to adapt to digital trends to maintain long-term competitiveness.



Introduction

The development of the era today known as the industrial revolution 4.0 has made rapid changes to the entire world industry. Marked by the emergence of technology that forces companies to survive in global industry competition. Digital Transformation is a process that must be applied to all industries. Digital transformation is change in works, strategies for creating income, implementing more flexible management in facing competition, moving quickly to meet changing demands, rediscovering business identity and digitizing operations (Bouwman et al., 2019; Ulas, 2019). Adaptation is the main milestone for the success of organization and company. Not only by implementing technology, but an organization is able to implement a more flexible business management system and model (Berman, 2012; Van Houtven et al., 2023; Yang et al., 2021). Aim to minimize expenses but increase the income. The Small and Medium Enterprises (SMEs) industry is the leading sector in the development of the country's economy. The SME sector can make an important contribution to the transition to a market economy by creating jobs, generating income, driving technological progress and promoting other aspects of social development (Ahmad et al., 2010).

A small change that SMEs can make by implementing digitalization today is by conducting digital-based marketing. Digital marketing describes the use of technology in marketing efforts and business practices by promoting goods, services, information and ideas via the internet, mobile phones, display advertising and other electronic media (Heberle et al., 2017; Suroso & Rafinda, 2021). Marketing activities are carried out intensively using digital media, from product promotions or offers to product sales. However, based on the Ministry of Cooperatives and SMEs of Indonesia, in 2022 only around 17.5 million micro, small and medium enterprises (MSMEs) have joined the digital ecosystem out of a total of 64.2 million MSME actors. This is certainly due to the challenges felt by SME actors, which can be an obstacle in adapting to the digital world.

Individual obstacles cannot be separated from the resources of the SME. Which is the lack of knowledge and human resource capabilities (Taruté et al., 2018). Moreover, the lack of ability to adapt in today's development era. The lack of resistance of SME actors to changes in the times, reluctance to make changes, and lack of motivation are individual barriers that certainly become obstacles for a SME in developing its business (Garzoni et al., 2020; Taruté et al., 2018; Vogelsang et al., 2019).

One of the areas in Bali Province, Gianyar Regency, namely Celuk Sukawati Village, is a destination for education and individual development in implementing digitalization. SMEs (Small and Medium Enterprises) in Celuk Village, Sukawati, Gianyar, Bali, contribute significantly to the local economy through the production of silver and gold crafts that are in great demand by tourists and local consumers, thereby increasing the income of local people and their welfare. SMEs in Celuk Village also play a role in community empowerment by providing stable employment and skills development, which helps reduce poverty and improve the quality of life. The diversity of products, including jewelry, clothing, and accessories, expands the market and increases income, making SMEs in Celuk Village an important asset that strengthens the economy in Gianyar Regency.

However, with limited knowledge in utilizing technology, currently SMEs in Celuk Village have difficulty competing with craftsmen from other regions. Due to the lack of digitalization, especially in attracting consumer interest. Seeing this phenomenon, in this case, the Universitas Pendidikan Nasional is conducting community service by providing education related to digital marketing to SMEs by conducting community service to Celuk Village, Sukawati, Gianyar, Bali, Indonesia.

Method

To provide education on digital marketing for Small and Medium Enterprises (SMEs), a series of counseling sessions, seminars, and mentoring were conducted in Celuk Village, Sukawati District, Gianyar Regency. These activities were held offline at the UMKM Building

(Silver Craft Industry Center Development Center) in Celuk Village, Sukawati District, Gianyar Regency. The community service event took place on March 18, 2024, with preparations beginning on March 17, 2024, through an online technical meeting to discuss the logistical and procedural details to ensure smooth execution.

The community service activities commenced with the dissemination of information and education to the business owners of Celuk Village, particularly targeting SMEs. The event was attended by 30 participants and proceeded smoothly, with the community showing great enthusiasm in engaging in the material presented by representatives from Universitas Pendidikan Nasional of Denpasar. The session concluded with a Q&A segment and a hands-on workshop on creating a Linktree application, a digital tool useful for marketing SME products in Celuk Village. This initiative aims not only to familiarize SMEs in Celuk Village, Sukawati, with digital media as a modern marketing technique but also to empower them to utilize these tools to advance their businesses.

Result

The advent of the Industrial Revolution 4.0 necessitates adaptation to technology across all sectors. Currently, many SME operators have neither implemented nor are aware of how to conduct digital marketing (Kurniawati et al., 2021). In response to this issue, Universitas Pendidikan Nasional has initiated a program that provides education and hands-on practice in digital marketing.

The results of the digital marketing seminar include conventional marketing and digital marketing. Conventional marketing refers to traditional marketing methods that do not require the internet, including flyers, billboards, TV ads, radio ads, print ads, and newspaper ads. These strategies follow the AIDA model, which outlines the cognitive stages a consumer experiences during the purchasing process: Awareness (creating brand awareness), Interest (sparking interest in the product's benefits), Desire (forming an emotional connection to transition from liking to wanting), and Action (encouraging interaction and purchase).

Digital Marketing is a comprehensive term for a complete set of marketing techniques where sellers reach their general customers through advertisements, web applications, email, search engines, mobile applications, influencers, and other paid promotions on social media. Digital Marketing is empowered by the internet and the digital device revolution. Utilizing smart and appropriate Digital Marketing techniques will help any company excel (Truong, 2023).

There is Email Marketing by sending emails to consumers about product discounts, new product offers, and other information, directing the audience to the company website.

Search Engine Optimization (SEO) is The process of optimizing a website to rank at the top of search engine results pages, such as Google, Bing, etc. There is Content Marketing which is Developing, publishing, and promoting content for targeted consumers to create brand awareness, increase product traffic through the internet, and generate leads. And Social Media Marketing (SMM) by Promoting brands through social media platforms like Facebook, Twitter, Instagram, LinkedIn, Snapchat, etc. This helps create brand awareness, attracts traffic, and generates leads.

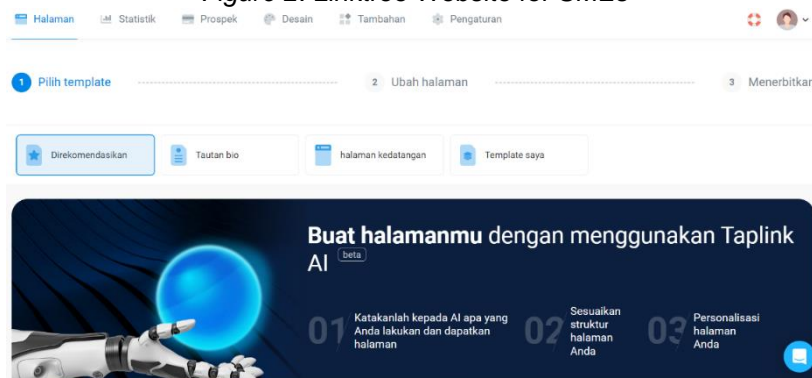
Figure 1. The enthusiasm of SMEs in Q&A session



In addition to providing an understanding of the transition from conventional to digital marketing, Universitas Pendidikan Nasional conducts hands-on practice in creating Linktree as a fundamental platform for digital marketing. Linktree is a tool designed to share multiple links on social media, essentially creating a simple landing page that hosts many links. By incorporating links into the Linktree page, consumers can access all the platforms owned by the business.

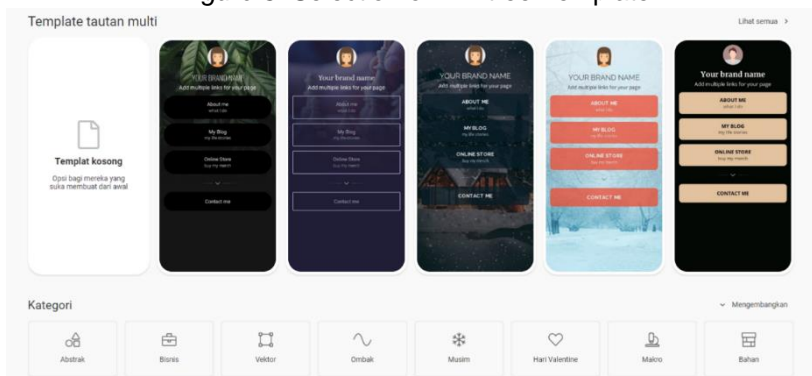
Step 1: SMEs are guided to access the Linktree website and create a Linktree account using their business details.

Figure 2. Linktree Website for SMEs



Step 2: SMEs are instructed to select an account template that aligns with their preferences and potentially corresponds to what they offer to consumers. The Linktree application and website provide various templates related to business activities, including categories such as automotive, design, real estate, food, health, beauty, music, education, and more.

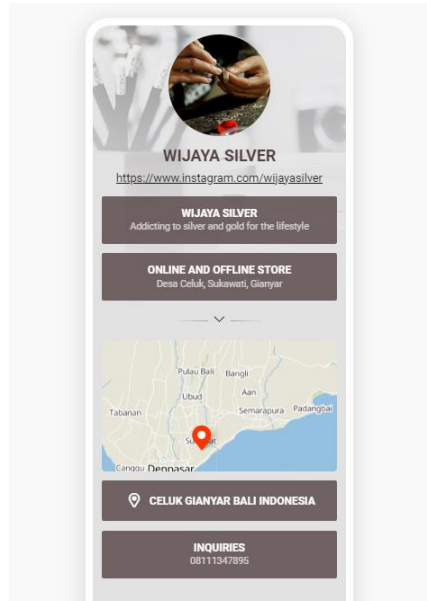
Figure 3. Selection of Linktree Template



Step 3: The third step involves creating a promotional Linktree page with the SME's business name and details, as well as the products they sell. During this stage, SMEs are taught to include the business name, location, offered products, contact phone number, and email address that consumers can reach. Additionally, they are guided to add links to the social media pages used by the SME. This can be customized with any other page details that might help the SME market their products to consumers.

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Figure 4. Linktree Website of one of the SMEs in Celuk Village, Sukawati, Gianyar



To enhance the promotion and marketing of SMEs, it is crucial to make it easier for consumers to search for and purchase products using their smartphones. One effective method is by scanning barcodes provided by SME operators (Gopale, 2019). Subsequently, SME operators are educated on creating barcodes to streamline all promotional activities. These barcodes can also be generated on the same Linktree page.

Figure 5. Barcode for Media Promotion



Discussion

The emergence of the Industrial Revolution 4.0 has brought significant technological advancements, necessitating adaptation across all sectors. However, many SME operators remain unaware of or have yet to implement digital marketing strategies (Kurniawati et al., 2021). This gap highlights the urgent need for educational initiatives that can bridge the knowledge divide and empower SMEs to leverage digital tools effectively.

Universitas Pendidikan Nasional's program addresses this need by offering comprehensive education and hands-on practice in digital marketing. This program delineates the distinctions between conventional and digital marketing. Conventional marketing, encompassing non-internet-based strategies like flyers, billboards, TV ads, radio ads, and print ads, relies on the AIDA model—Awareness, Interest, Desire, and Action. This model outlines the cognitive stages consumers go through during the purchasing process, guiding them from brand awareness to the final purchase.

In contrast, digital marketing encompasses a broad spectrum of techniques enabled

by the internet and digital devices. This includes Email Marketing, which involves sending emails about product discounts, new offers, and other information to direct the audience to the company's website. Search Engine Optimization (SEO) focuses on optimizing websites to rank higher on search engine results pages. Content Marketing involves developing, publishing, and promoting content to create brand awareness, drive internet traffic, and generate leads. Social Media Marketing (SMM) promotes brands through platforms like Facebook, Twitter, Instagram, LinkedIn, and Snapchat, thereby creating brand awareness, attracting traffic, and generating leads (Truong, 2023).

A practical component of the program is the use of Linktree, a tool that simplifies sharing multiple links on social media. Linktree helps SMEs create a landing page that hosts various links, providing easy access to all platforms owned by the business. The program guides SMEs through three steps: accessing and creating a Linktree account, selecting an appropriate account template, and creating a promotional Linktree page with business details and product information. Additionally, the program educates SMEs on creating barcodes to streamline promotional activities, which can also be integrated into the Linktree page.

Conclusion

In the current era, characterized by rapid technological advancement and digital transformation, the ability of SMEs to adapt and utilize digital marketing is paramount. The transition from traditional to digital marketing allows SMEs to compete on a more level playing field with larger companies. Digital marketing provides cost-effective, scalable, and targeted methods to reach and engage customers, driving growth and sustainability. The education and practical training provided by Universitas Pendidikan Nasional not only enhance the marketing capabilities of SMEs but also foster a culture of continuous learning and innovation. This initiative underscores the importance of digital literacy and technological adaptation for SMEs to thrive in the Industrial Revolution 4.0 and beyond.

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