

Digital Business Marketing Assistance for Batik UMKM Actors in Klampar Village, Proppo District, Pamekasan Regency

¹Samsuki, ¹Merie Satya Angraini*

¹Universitas Trunojoyo Madura, Indonesia

*Corresponding author

E-mail: merie.angraini@trunojoyo.ac.id

Volume

6

Issue

1

Edition

May

Page

369-374

Year

2025

Article History

Submission: 21-12-2024

Review: 09-01-2025

Accepted: 26-04-2025

Keyword

Digital Marketing;
Financial Management;
MSME Empowerment;

How to cite

Samsuki, Angraini, M. S. (2025).
Digital Business Marketing
Assistance for Batik UMKM Actors
in Klampar Village, Proppo
District, Pamekasan Regency.
Jurnal Pengabdian Masyarakat,
6(1), 369-374
<https://doi.org/10.32815/jpm.v6i1.2530>

Abstract

Purpose: This mentoring activity in Klampar Village, Proppo District, Pamekasan, focuses on economic development through the MBKM KKN-T UTM 2024 program. The aim is to optimize local resources and enhance human resources by targeting strategic development areas. The proposed program, themed "Mentoring for Financial Management and Digital Business Marketing for UMKM Batik Actors," addresses key issues such as the lack of financial separation between personal and business funds, limited capital, and a shortage of workers despite the high quality of local batik products.

Method: The approach involves community training through socialization and counseling on financial management and digital marketing to support MSME growth.

Practical Application: Digital marketing on e-commerce platforms can help MSMEs expand their market and income. Proper mentoring and access to relevant training are essential for improving digital literacy and competitiveness.

Conclusion: Effective support enables MSMEs to manage finances and online marketing, promoting sustainable business development.



Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in driving the Indonesian economy in the era of Industrial Revolution 4.0, which is also gradually moving towards Society 5.0. However, MSMEs in Indonesia still face various obstacles, one of which is the lack of access to markets and the lack of skills in utilizing digital technology to expand markets and increase income (Hanim et al., 2021). Along with the development of the digital era, the utilization of digital technology and e-commerce can be a solution for MSMEs in improving competitiveness and expanding markets. However, many MSMEs still do not utilize digital technology properly and effectively, including in terms of utilizing digital marketing on e-commerce platforms (Anugrah, 2020; Wibowo & Darsono, 2022). Therefore, research on MSME assistance through the use of digital marketing on e-commerce platforms needs to be carried out in order to help improve the competitiveness of MSMEs in the e-commerce market.

MSMEs play an important role in the Indonesian economy with their contribution to economic growth, job creation, and poverty alleviation (Bhegawati et al., 2022). However, MSMEs in Indonesia still face various obstacles, including lack of access to markets and lack of skills in utilizing digital technology to expand markets and increase income. In the growing digital era, utilizing digital technology and e-commerce can be one of the solutions to help MSMEs expand their markets and increase their income (Irawati & Prasetyo, 2021; Yuwita et al., 2022). However, many MSMEs still do not utilize digital technology properly and effectively. One aspect that needs attention is the use of digital marketing on the e-commerce platform.

This can help MSMEs understand and implement digital marketing strategies properly and effectively, so that they can help increase the visibility and sales of MSME products in the growing digital market and have MSME competitiveness in the e-commerce market. According to (Naimah et al., 2020), traditional and conventional marketing communication techniques are now merging with the digital realm. As of January 2022, 48% of internet users Online shopping is done by 46% of Indonesians, who also visit 41% of online retailers, 34% of whom use laptops, and 33% of whom use mobile devices: Facebook (48%) and YouTube (49%). According to (Sulaksono, 2020), these are the two most popular social media in Indonesia as of January 2017. Instagram (39%), Twitter (38%), Whatsapp (38%), and Google (36%) are in the following places. Facebook Messenger, Line, LinkedIn, BBM, Pinterest, and WeChat occupy the remaining space. According to (Awali, 2020), Marketing Specialist Yuswohady, MSME players must be able to utilize the advantages of digital technology to the fullest.

According to (Khairunnisa et al., 2022): it stated that MSMEs (Micro, Small and Medium Enterprises) have these characteristics. Low education levels of human resources, (5) MSME actors usually need access to banking, while some have it through non-banking competitors; (6) usually, they need a business license or legality. According to current fashion, there are three different categories of MSMEs: (1) agribusiness, (2) fashion business, and (3) culinary business. According to the circumstance analysis, there are several problems that people face, namely: 1. Lack of expertise in digital marketing, which MSME players must have to engage customers 2. To boost product sales on a larger scale, MSME players must improve their skills and expertise in entrepreneurial management and marketing management. There are several potential solutions based on these issues, including: 1. Offering instruction on using Google My Business for digital marketing in the era of e-commerce and social media. 2. Educating and mentoring MSME representatives on marketing management and entrepreneurship. The targets to be achieved in this community service are: Knowing and knowing about the features of Google My Business and the business of MSME players is increasing. The outcomes expected through this community service activity are: Creating a google my business account that can be used for promotional media by MSME actors, scientific articles published in national journals, and activity reports.

Several previous studies on MSME assistance through the use of digital marketing on e-commerce platforms: Research by (Nekoto et al., 2020) in Nigeria showed that MSME

assistance in utilizing digital marketing on e-commerce platforms can help increase sales and reduce promotional costs. The results showed that MSMEs that received assistance were able to increase average sales by 36.9% and reduce promotional costs by 15.2%. Research by (Kusuma et al., 2022) in Indonesia shows that MSME assistance in utilizing digital marketing on e-commerce platforms can help increase sales and strengthen MSME competitiveness. The results showed that MSMEs that received assistance were able to increase average sales by 42.5% and increase the number of customers by 34.7%. Research by (Alamsyah & Hasan, 2022) in Indonesia shows that MSME assistance in utilizing digital marketing on e-commerce platforms can help improve product quality and increase customer loyalty. The results showed that MSMEs that received assistance were able to improve product quality on average by 36.2% and increase customer loyalty by 32.6%. From some of these previous studies, it can be concluded that MSME assistance in utilizing digital marketing on e-commerce platforms can help increase sales, strengthen competitiveness, improve product quality, and increase customer loyalty. Therefore, it is necessary to have the right support and assistance to help MSMEs utilize digital technology and strengthen their competitiveness in the e-commerce market.

The purpose of this service research on MSME assistance through the utilization of digital marketing on e-commerce platforms is to help MSMEs understand and implement digital marketing strategies properly and effectively so as to increase the visibility and sales of MSME products in the growing digital market. More specifically, the objectives of this research are: Provide training and assistance for MSMEs in developing digital marketing strategies on e-commerce platforms. Improve MSMEs' understanding of the utilization of digital technology and e-commerce to expand markets and increase income. Improve the skills of MSMEs in utilizing various digital marketing features and tools on e-commerce platforms. Increase the visibility of MSME products in the digital market and increase sales of MSME products. By achieving these objectives, it is hoped that this research can help improve the competitiveness of MSMEs in the e-commerce market and ultimately help increase economic growth through the MSME sector in Indonesia.

The implementation of online digital marketing training is based on the following concepts. The importance of online or digital marketing management for batik MSMEs aims, among others, to expand market share, and the effectiveness of marketing methods. The marketing 4.0 approach is to combine online and offline interactions between businesses and customers, combine style with substance in building brands, and finally complement machine-machine connectivity with a human-to-human touch to strengthen customer engagement. Marketing 4.0 helps marketers transition to the digital economy, which redefines key concepts of marketing. Traditional marketing and digital marketing are meant to be combined with the aim of gaining customer advocacy (Kotler, 2019). In MSME businesses, there are several internal obstacles to entering the global market, including human resources, products, technology, information, networking and marketing. The external challenges are language, culture, competitiveness, fraud, changing times, financial risks, and economic conditions (Dhewanto, 2018). Based on what has been explained, the research in this service conducts online and offline marketing training for MSME players so that they can carry out wider marketing and are even ready to go global with the use of technology and information systems that are already available.

Based on this description, online marketing is currently a necessity for business actors, including micro, small and medium enterprises. By doing online marketing, it is hoped that it can expand the market, so that it will increase business profits for improving partner welfare. With an increase in welfare for batik MSME players in Slampar Village, Proppo District, Pamekasan Regency, it will be able to improve the quality of human resources as business actors. Business results can be maximized by combining online and offline marketing.

Method

Community service was carried out in Klampar Village, Proppo District, Pamekasan Regency. The target is to improve the quality of human resources through the implementation of training for batik MSME players, so that they are able to make simple bookkeeping and increase product markets through online or digital marketing. The next target is to increase cooperation with universities through the implementation of community service programs carried out by lecturers, in the context of developing villages / sub-districts to improve the welfare of residents.

In its implementation, the methods used in the training activities for making financial bookkeeping and online marketing are as follows. The activity begins with an interview with the village head and the community discussing the plan for implementing community service activities. Furthermore, together with village officials and community members to help as a driving force for the implementation of service activities. After that the lecturers together with village officials and community members participated in preparing facilities and infrastructure for service activities. Furthermore, together we provide supporting needs for implementation.

The model used in the implementation of community service is a participatory model. Where all activities are carried out jointly between university actors, namely lecturers, business partners, and the community. The activities are in the form of identifying problems, formulating problems at the location, conducting training, mentoring, monitoring and conducting evaluations at the end of the activity according to (Raharjo, 2018).

The implementation of the program is carried out by providing direct training, namely making simple financial bookkeeping, namely by recording debits, credits, payables, receivables, balances, and profits earned. Furthermore, online and digital marketing training is provided by conducting internet access tutorials and how to promote citizen products using social media WhatsApp, Instagram, and Facebook. With the implementation of direct training and assistance, business partners can immediately practice making financial books, using the internet, and social media for the promotion and sale of batik MSME products that have been carried out.

Result

Community service was carried out in Slampar Village, Proppo District, Pamekasan Regency. The target is to improve the quality of human resources through the implementation of training for batik MSME players, so that they are able to make simple bookkeeping and increase product markets through online or digital marketing. The next target is to increase cooperation with universities through the implementation of community service programs carried out by lecturers, in the context of developing villages/ sub-districts to improve the welfare of residents.

In its implementation, the methods used in the training activities for making financial bookkeeping and online marketing are as follows. The activity begins by conducting interviews with the village head and the community to discuss the plan for implementing community service activities. Furthermore, together with village officials and community members to help as a driving force for the implementation of service activities. After that the lecturers together with village officials and community members participated in preparing facilities and infrastructure for service activities. Furthermore, together we provide supporting needs for implementation.

The model used in the implementation of community service is a participatory model. Where all activities are carried out jointly between university actors, namely lecturers, business partners, and the community. The activities are in the form of identifying problems, formulating problems at the location, conducting training, mentoring, monitoring and conducting evaluations at the end of the activity according to (Raharjo, 2018).

The implementation of the program is carried out by providing direct training, namely making simple financial bookkeeping, namely by recording debits, credits, payables,

receivables, balances, and profits earned. Furthermore, online and digital marketing training is given by conducting internet access tutorials and how to promote citizen products using social media WhatsApp, Instagram, and Facebook. With the implementation of direct training and assistance, business partners can immediately practice making financial books, using the internet, and social media for the promotion and sale of batik MSME products that have been carried out.

The implementation method used in carrying out community service activities with the main programs, namely by empowering the target group, is:

Table 1. Program Objectives

No	Program	Target activities
1	Digital Marketing	Batik MSME Business Actors (Batik craftsmen, traders, suppliers, and agents)

Discussion

The method of implementing Digital marketing program activities starts with data collection through field surveys. The data collection process is carried out for one week to get MSME data that is truly valid for assistance and training. This program obtained the results of 35 batik MSMEs consisting of craftsmen, traders, suppliers, and batik agents.

The implementation of the activity was carried out on Monday, November 25, 2024, to be precise on Monday, which was held at the Klampar village hall building. In this activity we invited MSME players. The content in digital marketing training activities, by providing material, then continued with assistance by providing tutorials on the application of digital marketing.

The results obtained, many people were enthusiastic in participating in digital marketing training activities, starting from listening to the material to getting ways to apply it in the e-commerce application. There are also those who have posted products directly on the digital marketing application.

In this activity, there are obstacles, that participants who are MSME players consisting of batik craftsmen, traders, suppliers, and agents, who have continued to exceed 50 years of age and above, are constrained in operating, and do not even have devices to access digital marketing applications. So that for the sustainability of this activity for those who are constrained, assistance is carried out directly to the business place of the actors.

Conclusion

In conclusion, assisting MSMEs through the use of digital marketing on e-commerce platforms can be an effective strategy in helping MSMEs expand their markets and increase their income in the growing digital era. Therefore, there is a need for proper support and mentoring to help MSMEs utilize digital technology and strengthen their competitiveness in the e-commerce market. It is important and beneficial to provide MSMEs with access to training and skills in managing business marketing, especially in digital marketing. By doing so, MSME players can more effectively manage their businesses and actively manage online marketing, which supports the expansion and development of their businesses.

Acknowledgements

The authors would like to thank all authors from various universities and institutions or institutions throughout Indonesia who have contributed independently and have collaborated in the service research and writing of this article until completion. We would like to thank the publisher of this journal for making it easy to review and publish this article.

374) Digital Business Marketing Assistance for Batik UMKM Actors in Klampar Village, Proppo District, Pamekasan Regency, Samsuki, Angraini, M. S.

Reference

- Dhewanto, Wawan. (2018). Internationalization of MSMEs Micro Small Businesses Towards the Global Market. Yogyakarta: CV Andi Offset.
- Hasbiansyah O, Istiqomah. (2015). Online Marketing Training among Small and Medium Entrepreneurs. Depok. Proceedings of Social, Economic and Humanities. 693-698.
- Houston, Brigham. (2006). Fundamentals of Financial Management Fundamentals of Financial Management. Jakarta: Fourth Edition.
- Finance, Ministry. (2012). Crisis anticipation policy in 2012 through the People's Business Credit Program. Ministry of Finance.
- Kotler, Philip. (2019). Marketing 4.0 Moving from Traditional to Digital. Jakarta: PT Gramedia.
- Mangkunegara. (2009). Organizational Behavior and Culture. Bandung: Refika Aditama.
- Maulani, Septina Terra. (2016). Training on Simple Financial Bookkeeping and Entrepreneurship Motivation in the Food Business Group RW 02 Neglasari Village, Cibeuying Kaler District Bandung. Bandung. Journal of Dharma Bhakti STIE Ekuitas, Vol.,01, No.1, September 2016. 32-38.
- Raharjo, Adisasmita. (2018). Rural and Urban Development. Yogyakarta: Graha Ilmu.
- Rizaldi, Taufik. (2017). Utilization of E-Commerce as a Strategy to Improve MSME marketing. Proceedings of the National Semina of Community Service Results. Jember. 97-100.
- Santosa, Aprih. (2019). Financial Bookkeeping Counseling in Supporting MSME Businesses. Logista Scientific Journal of Community Service. Semarang. Vol 3. No.2 in 2019. 125-129.
- Walker, James W. (2009). Human Resources Strategy. New York, USA: McGraw Hill.Inc.
- Zainun, Buchari. (2001). Human Resources Management and Personnel Management. Tangerang: CV Sekar Jaya