

Introduction of Digital Marketing to Increase MSME Product Sales (UD. Rap Sehat) in North Padangsidimpuan District, Padangsidimpuan City

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Abstract

This service activity aims to introduce digital marketing to increase sales of Micro, Small & Medium Enterprises (MSME) products (UD. Rap Sehat) in North Padangsidimpuan District, Padangsidimpuan City. The partners of this PKM activity are UD. RAP SEHAT, is a business that is domiciled in the Padangsidimpuan Municipality area but its agricultural land is located in the South Tapanuli Regency area. UD. This SEHAT RAP has an agricultural business sector whose plant commodities are Coffee and Cloves, Owner of UD. RAP SEHAT, in this case Mr. Zul Fahri Harahap, since the beginning of starting his business, which started in the agricultural sector, has wanted to form a business system from upstream to downstream, namely not only being satisfied with his agricultural products but also reaching the stage of diversifying his agricultural products into ready-to-consume products. After the running of this business and the product has been released from UD. This SEHAT RAP is in the form of Clove Coffee (KopCeng) partners are experiencing problems in selling their products. Based on the problems faced by business owners UD. RAP SEHAT, which in this case is a partner for PKM activities, is the PKM team at Muhammadiyah University of South Tapanuli who are interested in analyzing the causes of existing problems through interviews with partners. After finding the point of the problem, a solution was found to solve the problem, in this case the introduction of web-based digital marketing which is expected to be a solution related to the low product sales from UD. RAP SEHAT in this case KopCeng. This PKM activity is carried out using the workshop method (presentation of material and training) to partner employees related to digital marketing.

Keywords: digital marketing, healthy rap, kopceng

A. Introduction

In line with the development of the internet, a new understanding emerged regarding the marketing paradigm in the form of a modern market/consumer oriented marketing concept or a marketing revolution in the form of an electronic marketplace. In the business context, the internet has a transformational impact that creates a new paradigm in business, in the form of digital marketing [1], [2].

Digital marketing is defined as the use of technology to assist in marketing activities that aim to increase consumer awareness by adapting to consumer needs [3]. Another definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions, and processes facilitated by digital technology in creating, communicating, and delivering value to consumers and other interested parties [4]. Digital marketing can help marketers anticipate and manage the impact of disruptive technology [5], [6].

Digital marketing is an important effort that can be made to help market Micro, Small & Medium Enterprises (MSME) products, considering that the pandemic has forced people to carry out various activities online. In addition, based on data, electronic commerce in 2020 has reached US\$ 130 billion [7]. Digital marketing is basically something related to ideas that are poured in the digital world, the thing that becomes a measure of its success is when the products it offers are the talk of the community [8]. Digital marketing has many advantages when compared to conventional marketing strategies (offline marketing), including in terms of measuring the success of a strategy. Digital marketing also makes it easier for business people to monitor and provide for all the needs and wants of potential customers, and on the other hand,

potential customers can search for and get product information simply by exploring cyberspace, thus facilitating the search process [9], [10].

Currently, people are familiar with social media, such as Whatsapp, Facebook, and Instagram, which can be effective digital marketing media because they reach a wide range of consumers. MSMEs in general already have social media (at least Whatsapp), but do not have sufficient skills to use it as a digital marketing medium [11], [12]. Similar problems were also experienced by UD. RAP SEHAT, they have problems selling their products and also lack knowledge regarding the use of digital marketing.

To overcome these problems, the solution that can be done is to conduct training on Digital Marketing [13]. Digital marketing training is able to form community-based self-reliance. In addition to growing independence, the use of digital marketing is also able to grow trade competitiveness. In practice, it requires a strategy to increase trade value and spread marketing reach, namely in the form of compiling marketing content, marketing messages, attractive layouts, and targeting the right buyers. Using digital marketing can strengthen relationships, build trust, and add product value to consumers [14], [15].

Based on the background above, this service activity was carried out with the aim of introducing digital marketing to increase sales of MSME products (UD. Rap Sehat) in North Padangsidempuan District, Padangsidempuan City.

B. Methods

The implementation method used in this Community Service activity is the counseling and training method. Priority issues to be resolved are problems that impede the sale of partner business products, namely:

- a) Low Level of Product Sales
- b) Lack of Understanding About Marketing Strategy
- c) Low Knowledge About IT

In this Community Service activity, the approach method used is:

- a) The Proposal Team identifies partner problems
- b) The Proposal Team together with partners determines priority issues

From the problems that have been stated in the introductory section, to achieve the expected goals, the approach methods offered to solve these problems operationally can be described as follows:

- a) Provide counseling about the importance of contemporary marketing strategies in today's business world.
- b) Provide website account management training and social media accounts that are relevant to the business sector.

Following are the working procedures to support the realization of the method offered:

- a) Establish Cooperation with the Government and Partners
This activity was initiated by collaborating with the government and UMKM of North Padangsidempuan District. This activity involved UD. HEALTHY RAP.
- b) Introduction to Digital Marketing
This stage is carried out as a form of stimulating understanding to partners about what Digital Marketing is, at this stage the PKM Team provides material on Digital marketing which includes its Definition, Uses, Weaknesses and Strengths, as well as the forms of digital marketing referred to.
- c) Dissemination of the Use of Digital Marketing
The socialization aims to provide information about the effectiveness of digital marketing as a form of business promotion media in the present era. As well as showing other businesses that have used digital marketing methods to promote their products, it is hoped that the partners of this PKM activity will be able to differentiate/compare the marketing strategy adopted so far with the marketing strategy offered as a solution to current business problems.
- d) Assistance in the creation and management of digital marketing media
Assistance in the creation and management of digital marketing media for partners from this PKM activity aims to enable partners to create digital marketing media accounts and be able and truly understand managing the intended digital marketing media accounts.
- e) Final evaluation stage

The final evaluation stage aims to determine the level of success of the implementation of the activity as a whole. This final evaluation stage was carried out by the activity implementing team together with LPPM Muhammadiyah University of South Tapanuli.

f) Partner Participation in Program Implementation

The involvement of business partners, starting from the start of preparation to the implementation stage. Involvement in socialization activities, demonstrations and mentoring training for the creation and management of digital marketing media, partners are expected to actively participate, so that the knowledge and skills provided can really be mastered and ultimately they can become successful farmers and entrepreneurs

C. Result and Discussion

The activities of the IbM Program Introduction to Digital Marketing to Increase MSME Product Sales are carried out based on the plans that have been made. Until now the activities that have been carried out or the results that have been achieved are as follows:

1. Digital Marketing Outreach

This activity was carried out using the method of presenting material to partner employees, which took place in one of the buildings of the Faculty of Science and Technology, Muhammadiyah University of South Tapanuli. This activity was attended by approximately 15 participants with sources from the IbM implementation team using the method of material presentation and discussion. In this activity, partners are given an explanation of:

- a) Introduction to Digital Marketing for Businesses
- b) The Role of Digital Marketing in the Business World
- c) Forms of Digital Marketing.

At the meeting on September 3 2022 with the workshop participants, the presenters also explained the marketing strategy with the intended Digital Marketing method. For example, the presenter explained to the workshop participants about how to create attractive content marketing strategies in the Digital Marketing environment. Which strategy is as follows:

- a) Defining Marketing Goals
- b) Conduct Buyer Personal Research
- c) Do a Content Audit
- d) Using Content management system
- e) Brainstorm Content ideas
- f) Specifies the format of the created content
- g) Manage content

Furthermore, at this meeting, the IbM implementation team also discussed with partners regarding the activities to be carried out at the next meeting, in this case the activity agenda. Create a Digital Marketing Account, so that participants can prepare the time and tools needed at the next meeting. The following is the documentation of digital marketing outreach activities.

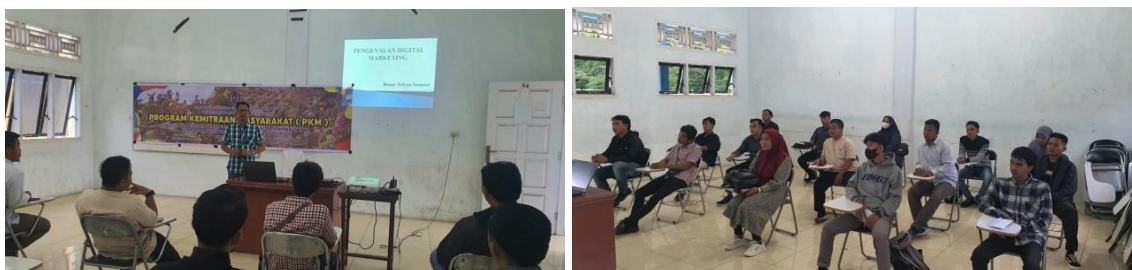


Figure 1. Documentation of Digital Marketing Socialization Activities

2. Digital Marketing Account Creation Training

At this second meeting (10 September 2022) according to the material plan and agreement from the PKM Implementation Team at the Muhammadiyah University of South Tapanuli with the workshop participants, the main material at this meeting was Digital Marketing Account Creation Training. This second meeting activity began with the instructor as well as the PKM TEAM accompanying the workshop participants to register their e-mails, the main purpose of providing assistance for this e-mail registration is so that the

participants really understand the steps or stages of e-mail registration. Furthermore, after the participants are considered proficient in email registration, the activity is continued by registering social media accounts using the business name created by the workshop participants. Social media accounts are referred to as social media accounts:

- a) Facebook
- b) Instagram
- c) Twitter
- d) WhatsApp Business

Furthermore, at this meeting the IbM implementing team also discussed with partners regarding the activities to be carried out at the next meeting, in this case the activity agenda, Training on Using Digital Marketing Accounts, so that participants can prepare the time and tools needed at the next meeting. The following is the documentation of this activity:



Figure 2. Digital Market Account Creation Training

3. Digital Marketing Account Usage Training

At this third meeting (17 September 2022), according to the agreement between the PKM team and partners, in this case UD. Rap Sehat, scheduled this meeting to train workshop participants to use a Digital Marketing Account that had been prepared by the PKM team at Muhammadiyah University of South Tapanuli where the Digital Marketing account referred to was the UD. Rap Sehat Website as outlined in this PKM internal grant proposal, one of the outcomes of this PKM activity is to create a business website for UD. Rap Sehat.

At this meeting the workshop participants were divided into two groups, namely one group acting as consumers and one group acting as business actors (admin, company marketing staff). At this meeting the team provided training on website operation starting with providing a description of the contents of the features on the UD. Rap Sehat website. After the PKM team explained the features of these features, they continued by explaining their operation on the website, for example how to log in as admin and log in as staff, how to add staff accounts to the website, how to add an admin account to the website, how to import products to the gallery menu. product on the website, how to respond to consumer orders on the website. At this meeting the PKM team also explained to the workshop participants how the journey flow of the consumer system ordered products available on the UD. Rap Sehat website gallery menu until the order is entered in the message menu on the UD website. RAP SEHAT so that workshop participants can better understand how this website system works, both from the admin side or from the marketing staff at UD. Rap Sehat later and from the consumer side in ordering merchandise offered on the UD. Rap Sehat website. After the workshop participants were considered to understand the PKM team carried out treatment for workshop participants to practice as consumers and as admin/marketing staff on the UD. Rap Sehat website. In the following, a photo of the UD. Rap Sehat website display is presented, which is one of the outcomes of this PKM activity.

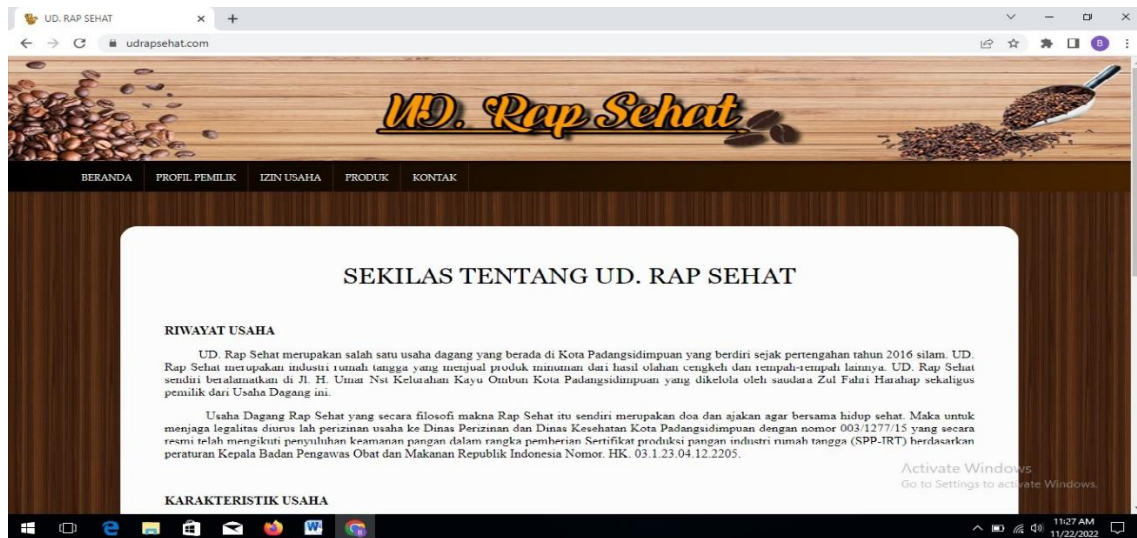


Figure 3. UD. Rap Sehat Website Appearance

D. Conclusion

PKM activities introducing digital marketing to increase sales of MSME products (UD. Rap Sehat) in Padangsidimpuan Utara District, Padangsidimpuan City have a real and effective impact for workshop participants as well as for UD. Rap Sehat broadly. This is evidenced by the high enthusiasm of the workshop participants for this PKM activity, as well as the optimism of the owner of UD. Rap Sehat. Then through the practice of the activities in this workshop, whether it's the practice of creating emails, creating business social media accounts, training using digital marketing accounts, in this case the UD. Rap Sehat website is believed to have an impact on increasing the knowledge of workshop participants about informatics technology, informatics management as well as increasing participant knowledge in business product marketing techniques, where so far they only know non-digital marketing techniques after attending this workshop, the knowledge of participants and also the owner of UD. Rap Sehat is upgraded with digital marketing techniques in the business that has been involved so far. It is hoped that this kind of program will continue to be carried out for other MSMEs in order to increase the understanding of business actors about marketing techniques which are broadly also expected to have an impact on welfare for business actors in the future.

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