

SOCIALISATION OF SMEs DEVELOPMENT BY INTRODUCING THE ROLE OF DIGITAL MARKETING FOR WOMEN PKK IN SERANGREJO HAMLET

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ABSTRACT

Technological progress cannot be avoided in today's life, because technological progress will run in line with scientific progress, Current technological developments have shown many extraordinary advances. Many things in the life sector have used the existence of technology itself. One of the economic forces supporting the Indonesian state economy and regional economic strength is the presence of small and medium-sized enterprises (SMEs). Small and Medium Enterprises (SMEs) must be able to compete in international markets so as not to be oppressed. Moreover, in this competitive era, SME players should be aware of information technology (IT) to make it easier to market products outside the region and abroad. Digital marketing has become one of the media that business people often use because of the new ability of consumers to follow the flow of digitalization, several companies are gradually starting to abandon conventional marketing models and switch to modern marketing. Based on the description above, we can conclude that digital marketing is critical in SMEs. In PKK activities in Kulwaru Padukuhan Serangrejo Village, where in their activities there are still many business actors who do not know how to use digital marketing, especially marketplaces, this can be caused by various factors that occur, one of which is environmental factors. So the author held socialization activities for SME Development by Introducing Digital Marketing to improve Padukuhan Serangrejo's economy.

Keywords: Digital, Marketing, Digital Marketing, Hamlet, Literacy

INTRODUCTION

Technological progress cannot be avoided in today's life because technological progress will run in line with scientific progress. Every innovation is created to provide positive benefits, provide many conveniences, and as a new way of carrying out activities for human life. Especially in the field of technology, society has enjoyed the many benefits brought by the innovations that have been produced in the last decade.

Current technological developments have shown many extraordinary advances.

Many things in the life sector have used the existence of technology itself. One of the economic forces that has been supporting the Indonesian state economy and regional economic strength is the presence of small, and medium-sized enterprises (SMEs). When the world economy and Indonesia experienced a recession, SME actors were not affected in the slightest by the economic recession the majority of SME actors were still able to develop their businesses in developing the country's economy.

Small and Medium Enterprises (SMEs) must be able to compete in international markets so as not to be oppressed. Moreover, in this competitive era, SME players should be aware of information technology (IT) to make it easier to market products outside the region and abroad. In the current digital era, SME players will need the right information technology to be able to grow and compete (Lukitaningsih et al., 2023).

Digital marketing has become one of the media that is often used by business people because of the new ability of consumers to follow the flow of digitalization, several companies are little by little starting to abandon conventional marketing models and switch to modern marketing. With digital marketing, communication and transactions can be done anywhere, anytime, and throughout the world, someone can also see the sharing of goods via the internet, most of the information about various products is already available on the internet, and ease of ordering and the ability of consumers to compare one product with another.

Based on the description above, we can conclude that digital marketing is very important in SMEs. In KKN activities in Kulwaru Padukuhan Serangrejo Village, where in their activities there are still many business actors who do not know and how to use digital marketing, especially marketplaces, this can be caused by various factors that occur, one of which is environmental factors. So the author held socialization activities for SME Development by Introducing Digital Marketing in order to improve the economy in Padukuhan Serangrejo.

METHOD

The method for implementing socialization on SME development by introducing digital marketing to PKK women in Serangrejo, Kulwaru, Kulonprogo to increase

knowledge of how important digital marketing is in product marketing activities, is as follows:

1. Greetings from Padukuhan, and an introduction of the moderator and presenters.
2. Profiling of presenters on SME development through an introduction to digital marketing
3. Marketing game using e-commerce.
4. Identify people's abilities in using cell phones and the internet.
5. Presentation of materials and practices for using the marketplace.
6. After carrying out the steps above, we discussed with the participants to see the results after carrying out the socialization activities.

RESULTS AND DISCUSSION

Community service activities with the title "Socialization of SME Development by Introducing Digital Marketing" on July 16 2023 at Balai Padukuhan Serangrejo. The targets for this socialization activity were women from PKK Serangrejo, Kulon Progo Regency. The target was chosen because there are businesses in Padukah and they have never held introductory activities about digital marketing technology for the businesses they are running. This socialization activity is carried out using the lecture method through the presentation of material and practice. In general, some of the material presented in this socialization activities:

1. Know the target market
2. The main goal of digital marketing as a marketing medium
3. Digital marketing media used for business
4. Types of digital marketing
5. Types of digital marketing platforms
6. Challenges and opportunities of social media for SMEs

The first activity started with playing games and counseling about promotional activities via social media to PKK women in Padukuhan Serangrejo, Kulon Progo Regency. Mr. Syamsul Hadi conveyed information about digital marketing for the first time. Previously, people did not know in detail about advanced marketing techniques

that used digital marketing to increase sales. The KKN team and Mr Syamsul tried to explain digital marketing in a way that was easy for mothers to understand. Communicating with the mothers for a few minutes, then the presenter asked the participants questions about the types of social media they know and the social media most often used to sell products.



Figure 1. Greetings and introduction from Padukuhan



Figure 2. Profiling of presenters on SME's digital marketing

The first socialization was carried out using the lecture method from the presentation of the resource person, Dr. Syamsul Hadi, SE., MM. moderated by Muhammad Iqbal Sarasih to the PKK mothers. During the question-and-answer session it was discovered that the level of use of information technology by SMEs in Padukuhan Serangrejo was still at the basic stage, namely knowing and operating it. From the results of the discussion, it is known that MSMEs do not yet understand the benefits gained from using digital marketing. Marketing through digital marketing utilizes social media, social chat, marketplace and other platforms. So that SME players can be more attractive and interact directly with long-distance consumers.

E-commerce is the practice of running an online business using social media platforms, websites, and applications to engage with current and potential customers more quickly and easily. Onboarding participants had limited awareness of internet-based production marketing tactics, which prevented them from taking advantage of available digital marketing tools such as social media and other e-commerce platforms. (Hadi et al., 2024; Sunyoto et al., 2023). Whereas, currently, the use of social media to expand business reach and attract customers has several advantages, to expand the target market segment.

There is an opportunity to socialize, and even these small business owners are finally understanding it through first-hand experience with social media marketing. SME actors in Padukuhan Serangrejo are expected to be able to:

- Make maximum use of information technology to help develop their business and be able to compete globally with other business actors after participating in socialization about digital marketing.
- Actively utilize digital marketing through social media and other e-commerce tools to expand its market reach and attract more customers.

A. Solutions And Target

The solution to participants' problems is providing outreach in the form of seminars related to digital marketing and the practice of creating marketing media. The two benefits of digital marketing are:

1. The price is not too expensive compared to traditional advertising, digital marketing is much more affordable and effective in reaching potential clients. Digital marketing enables customers to purchase more easily and affordably.
2. Lots of information when compared to traditional media, using digital marketing offers a variety of information, and can, store data well and effectively according to employer needs.

Virtual media or the internet offers significant opportunities for participants to expand sales of their products through digital media while increasing family income. Participants can use communication media to make sales and promote their business. These are some of the social media channels used by business people (Siti Rochmiyati et al., 2023):

- 1) Facebook marketing, namely marketing activities using Facebook. The objectives of Facebook marketing
 - a. Improving society.
 - b. Establishing relationships between buyers and sellers in a business environment.
 - c. Build credibility to inspire customer trust in Facebook marketing.
 - d. Interaction with customers.
 - e. Take advantage of Facebook's built-in sales tools, especially the ability to create an online store directly on a fan page.
 - f. Drive more potential customers to the business website.
- 2) Marketplace is a buying and selling platform that you can use as a promotional tool for free. There is no need to charge other fees to promote every product you want to market
- 3) Instagram marketing, used to share photos or videos with online businesses by promoting their products via Instagram

As can be seen from the summary above, there were significant participant issues, particularly participants' lack of understanding of digital marketing. This activity is knowledge that has been gained at the University and is being realized in the community to help generate more income and maximize the desired profits.

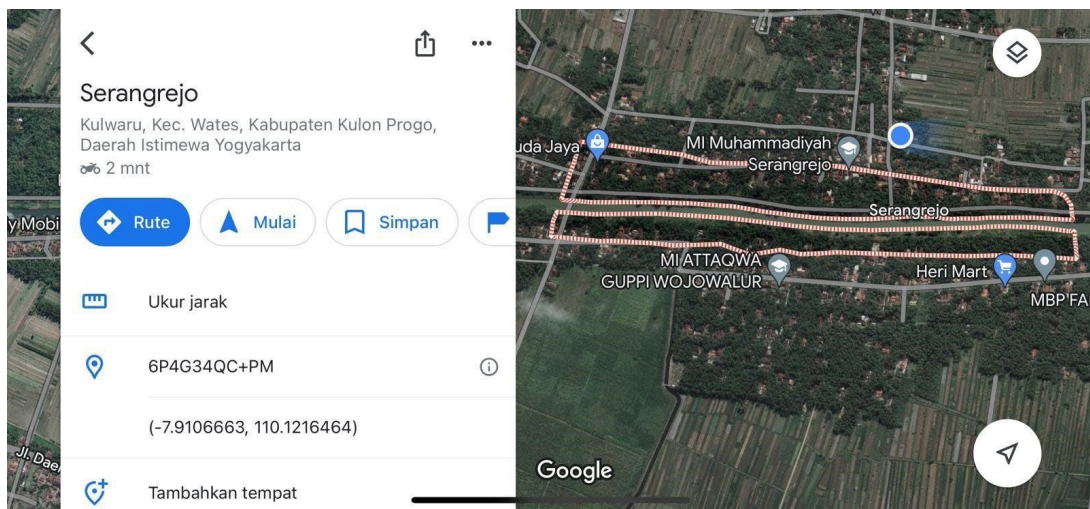


Figure 3. Project's Location

Target of service for SME actors in Padukuhan Serangrejo, Kulwaru Village, Kulon Progo Regency. It is hoped that participants will be motivated to use digital marketing as a means of communication and business opportunity for their business, and can practice it directly by utilizing social media.

B. Benefit and Impact

The results that have been achieved are due to the socialization that has been carried out by KKN students and lecturers located in Padukuhan Serangrejo, Kulwaru Village, Kulon Progo Regency, were very positive and received good appreciation directly from the participants. The benefits and impacts felt by PKK Padukuhan Serangrejo women are knowing what is used for the needs of SME activities using digital media, knowing how to calculate income from these sales, and what platforms are e-commerce.

CONCLUSION

Based on the descriptions and explanations during the digital marketing socialization at Padukuhan Serangrejo regarding the development of SMEs, it was concluded that the service activities were running well and smoothly. Participants were given socialization about digital marketing and the role of social media which

participants can use as a medium to market products. All the things provided are aimed at broadening participants' horizons so that they can market products more effectively, efficiently and productively so that they can increase sales income, and products can be reached more widely.

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