

## Training on the Use of Online Marketing Media for SMEs to Expand Marketing

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### ABSTRAK

Permasalahan sulitnya mencari informasi mengenai keberadaan UKM telah menjadi kekhawatiran pemerintah. Pemerintah berupaya mendorong pengembangan UKM ke arah peningkatan kualitas dan akses informasi. Penerapan pemasaran digital seperti pemasaran online atau e-commerce dapat menjadi solusi untuk meningkatkan pendapatan UKM. E-commerce adalah segala bentuk transaksi perdagangan barang atau jasa yang dilakukan secara elektronik. Kegiatan pengabdian kepada UKM tape di Bondowoso dilakukan untuk memberikan pemahaman dan keterampilan kepada khalayak sasaran mengenai pemasaran online dengan memanfaatkan m-commerce. Alternatif solusi permasalahan yang dihadapi oleh UKM tape antara lain dengan memberikan bantuan dalam pemanfaatan pemasaran digital dengan menggunakan media smartphone. Selain itu, para pelaku UKM juga diperkenalkan dengan ikon-ikon yang umumnya digunakan dalam fitur pemasaran digital. Kegiatan pengabdian kepada masyarakat ini diharapkan dapat menjadi solusi permasalahan dalam memasarkan produknya dan meningkatkan daya saing UMK tape.

**Keywords**— Informasi, pemasaran digital, pemasaran online, e-commerce

### ABSTRACT

The problem of difficulty in finding information regarding the existence of SMEs has become a concern for the government. The government is trying to encourage the development of SMEs towards improving the quality and access to information. The application of digital marketing such as online marketing or e-commerce can be a solution to increase SMEs income. E-commerce is all forms of trade transactions for goods or services carried out electronically. Service activities for SMEs tape in Bondowoso were carried out to provide understanding and skills to the target audience regarding online marketing by utilizing m-commerce. Alternative solutions to the problems faced by tape SMEs include providing assistance in the use of digital marketing using smartphone media. Besides that, SMEs players were also introduced to icons that are generally used in digital marketing features. It is hoped that this community service activity can be a solution to problems in marketing their products and increase the competitiveness of tape SMEs.

**Keywords**— Information, digital marketing, online marketing, e-commerce

## 1. Introduction

Before the rapid development of the digital world, getting information about products or services such as micro, small and medium enterprises (SMEs) was quite difficult. New information can be obtained if you read certain print media. Buyers are often required to go directly to the business to obtain the necessary information. This is different from now where technology has progressed so rapidly. The presence of social media makes the process of finding information easier. Nowadays, if you need any information you can get it from the internet.

The problem of difficulty in finding information regarding the existence of SMEs has become a concern for the government. The government is trying to encourage the development of SMEs towards improving the quality and access to information (Salam & Prathama, 2022; Sagita & Wijaya, 2022). This is because SMEs also contribute income to the community and regional income of course (Halim, 2020; Tarigan et al, 2022).

A strategy that can be taken to minimize the lack of information about the existence or location of an SMEs is to use digital media. Likewise, only those with broader marketing needs can utilize digital marketing (Sanjaya et al, 2021; . The way that SMEs can implement online marketing or digital marketing is by maximizing the use of social media, email marketing or websites. This method makes it easier potential customers can find the information they need without having to worry about distance, space and time.

According to a survey by the Indonesian Internet Service Providers Association (APJII), as of June 2023, internet users in Indonesia are 215,626,156 people out of a total population of 275,773,901 people. (Bisnis.com, 2023). Digital marketing is a form of company promotion by utilizing digital technology, providing convenience for customers with just one click (Sugandini et al, 2019:3).

Tape producing SMEs in Bondowoso Regency are superior SMEs (Salsabila, 2022; Riawati, 2018). Bondowoso Regency is known as the city of tape because of the sweet taste of tape, which is because Bondowoso cassava is of the best quality compared to cassava from other

areas. These SMEs face several problems such as 1) marketing reach is still limited because they only rely on offline marketing and the online shop business concept is not yet well understood; 2) Many SMEs already have Android-based mobile phones but still have difficulty operating the features effectively.

The application of digital marketing such as online marketing or e-commerce can be a solution to increase SMEs income. E-commerce is all forms of trade transactions in goods or services carried out electronically (Riswandi, 2019; Pradana, 2015). E-commerce can be a great opportunity for SMEs to develop their business. E-commerce makes it easier to market products, so that business actors do not need physical offices and shops, products can be marketed anytime and from anywhere and searches for product information and transactions can be done more quickly and accurately (Mulyani, 2021).

Alternative solutions to the problems faced by tape SMEs include providing assistance in the use of digital marketing using smartphone media. Apart from that, SMES players were also introduced to icons that are generally used in digital marketing features. It is hoped that this community service activity can be a solution to problems in marketing their products and increase the competitiveness of tape SMEs.

## 2. Method

The form of service implementation activity is in the form of training and assistance in creating/opening an online shop and management training. This service activity is carried out by means of lectures/providing information, demonstrations and direct practice. Participants in this activity are tape SMEs located in Sumber Tengah Village, Bondowoso Regency. This service will be carried out in August 2023 in SMEs tapes spread across Ajung and Wuluhan Districts.

This service activity includes: 1) Training and assistance in creating/opening an online shop on Instagram social media, 2) Creating SMEs location points on Google maps, 3) Online shop management training includes preparing online shop promotional materials



such as product photos, product descriptions , packaging and product price.

This activity is carried out by providing training and mentoring, namely holding training and mentoring sessions to equip the community with certain knowledge, skills or information that is relevant to the problems they are facing. The community service method can be depicted in Figure 1 as follows.

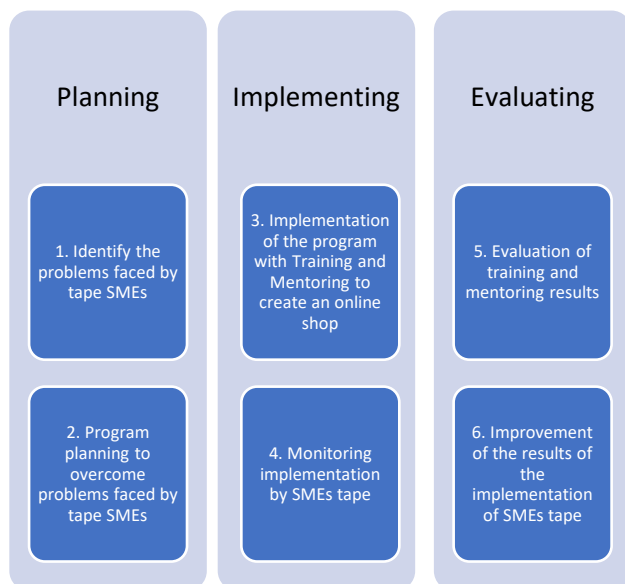


Figure 1. Devotion Method

Problem identification activities were carried out using questionnaires and initial discussions with several participants. The types of questionnaires used are semi-open and closed questionnaires. Question indicators include the respondent's identity, motivation for setting up a tape business, source of capital, monthly profit, obstacles to increasing profits and product promotional media currently being used.

From this initial data, material was then prepared. The material presented at the start of this activity was about the role of entrepreneurship and SMEs for individuals and the government. This material is presented to ensure that SMEs tape actors are on the right track to create community prosperity and help the government reduce the unemployment rate. The next material is about the potential for cassava producing agriculture in Indonesia and Bondowoso in particular. This material is presented with the aim of providing SMEs tape players with knowledge about cassava agricultural products. The next material is about

SMEs management and the use of digital-based marketing by creating an online shop. This material is presented to overcome profit income problems and marketing constraints for SMEs tape.

The final activity stage is evaluation. Evaluation is carried out to see participants' understanding of the material provided by distributing questionnaires. The results of the questionnaire were analyzed to see the participants' responses after giving the material. Question indicators include the suitability of the needs of SMEs tape actors with the material presented, the resource person's ability to convey whether there are difficulties in understanding the material presented by the resource person. Evaluations were also carried out regarding the implementation of online marketing carried out by SMEs after training. At this stage, improvements are also provided if discrepancies are found with the service objectives or there are obstacles faced by SMEs tape actors related to running online marketing.

### 3. Discussion

#### Short Profile of Tape SMEs in Bondowoso

As one of the commodities that is characteristic of Bondowoso Regency and is a superior commodity, Bondowoso tape has great potential to be developed because of its good market share for both local communities and outside the region. Not only tape but it has metamorphosed into various derivative products such as prol tape, brownis tape, burnt tape, pia tape and so on. This production process involves various groups ranging from cassava farmers, tape basket craftsmen, tape producers and distributors.

Bondowoso Regency, as the center of the Tape Industry in East Java, is recorded as having 179 tape/tape processing businesses absorbing an average workforce of 1,277 people (Bondowosokab.bps.go.id, 2022).

Products and production activities can be seen in Figures 2 and 3.



Figure 2. Products and production activities

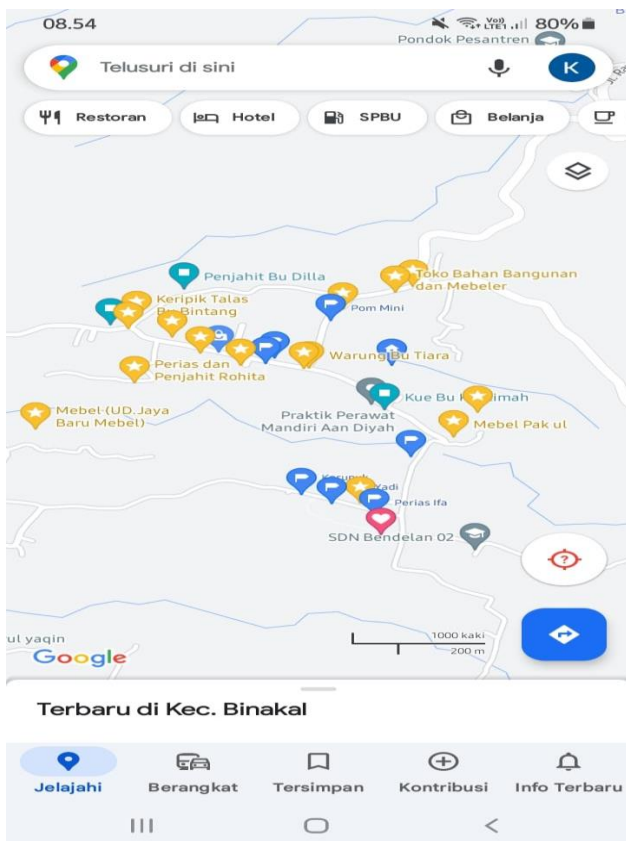


Figure 2. Creating SMEs location points on Google maps

### Online Marketing Media Creation Training

The business world widely uses social media as a tool or means for carrying out marketing communications. This is different from traditional media which produces one-way communication so that consumers cannot provide responses to the products offered or ensure product quality. Using social media as a marketing communication tool certainly requires

strategy and sensitivity to changing consumer needs. This is important to provide consumer satisfaction with the products sold.

Training on creating online marketing media is an alternative form of marketing strategy via internet media. Online marketing media changes the paradigm of the product or service purchasing process which usually requires a physical market, but by selecting a menu on a smartphone, for example, consumers can choose and carry out purchase transactions. Training on creating online marketing media provides new knowledge to SMEs players to market their products more modernly. Consumers do not need to visit SMEs locations directly but only from their respective consumer locations, thereby reducing the time and cost of visits.

The first stage of service activities is planning. The planning stage begins with identifying the problems faced by SMEs. The identification results show supporting and inhibiting factors for the development of tape SMEs.

Table 1. Supporting and Inhibiting Factors for Tape SMEs in Bondowoso

No.	Supporting factors	Inhibiting Factors
1.	There are production center areas which include forest product production center areas, agricultural food crop production center areas, plantation crop production center areas, fishery production center areas, natural tourism and cultural tourism areas, as well as industrial and mining areas.	The availability of cassava raw materials continues to decline every year because many cassava farmers have switched to other commodities such as coffee, corn and rice so they are unable to meet the needs of the tape industry. The tape industry buys a lot of cassava raw materials outside the Bondowoso area to fulfill tape production.



	<p>Most of the Bondowoso Regency area has the level of land capability is medium to high, so very supportive for upgrading or development of various types of farming activities, good both cultivated and non-cultivated.</p>	<p>Along with increasingly advanced technological developments, the agricultural sector, especially cassava, is also required to bring about changes that lead to farming methods using modern technology and oriented towards commercialization. The absence of government support for modern technology means that the cassava farming system in Bondowoso Regency is still traditional and unable to provide maximum benefits to farmers in terms of crop management.</p>
		<p>Cassava/cassava farmers often have difficulty getting access to capital and markets in carrying out their agricultural businesses because loans are given with collateral and prices are determined by the lenders. With limited capital and limited market access, it is still difficult for cassava farmers to meet demand or expected profits.</p>
		<p>There is no guidance regarding improving skills (life skills). Apart from limited capital and market</p>

		<p>access, cassava farmers have limited knowledge and skills (life skills). Skills (life skills) are really needed by cassava farmers to think about improving the economy. This is due to the growing benefits of cassava/manioc in the use of various food ingredients.</p>
		<p>The tape industry has complained about the decreasing availability of tape baskets in meeting their business needs. Apart from the availability of tape baskets, the quality of the tape baskets produced by tape basket craftsmen, which are often found in the Ardisaeng area, is not good enough. So many Bondowoso tape industries buy besek tape from supplier, which uses old bamboo so it is more durable.</p>

Stages such as 1) Preparation, before carrying out the service, a survey and assessment of the service location and target SMEs is carried out. Next, take care of applications for activity permits and administration as well as preparing tools and materials to support activities such as guidebooks for creating online shops, smartphones, banners and so on. 2) Experiment with creating a smartphone-based online shop by searching for and studying references for creating an online shop in several marketplaces via smartphone. 3) Training and assistance as well as online shop management includes opening, welcoming, presentation of



online shop creation training material and assistance in creating an online shop, from starting to create an online shop, photographing products, packaging and sending products via expedition services.

Assistance activities for creating an online shop include registering/creating an account on the marketplace. The marketplace used is Shopee. Shopee is a marketplace or online buying and selling site which acts as an intermediary and provides a place for sellers and buyers to make sales equipped with payment facilities. Assistance in creating an online shop is accompanied by demonstrations and direct practice. The stages of creating an online shop start from selecting the register menu at the top right of the application, entering your e-mail address or cell phone number, then verifying the account via e-mail/SMS and activating the account. To open a shop, This is done by selecting Sell on the account icon then selecting Open a Free Shop and verifying the shop then opening a shop for free on Shopee and then adding products.

After the online shop is created, partners are then accompanied to photograph the products and input product photos and are accompanied in creating product descriptions in the online shop.

As for How to input/upload products to a shop on Shopee starts by clicking the plus (+) symbol box in the application, then filling in product information such as name, description, category, price, stock, weight, delivery service and other information contained in the product information including upload product images.

Through product images and descriptions, consumers can see the goods/products being sold. Product photos are one of the things that influence consumer shopping behavior. Product photos have a significant influence on buying interest (Mulyani, 2021).

The online shop that was completed by SMEs was assessed by 16 potential consumers. The results of this assessment can be seen in Table 2.

Next, a trial ordering of the product is carried out. The order notification that appears in the Shopee application is then confirmed for receipt of the order and immediately followed up with

delivery of the product being marketed via the order code.

Table 2. Assessment of the tape Sulis online shop

No. Aspect	SS (%)	S (%)	TS (%)	STS (%)
1. The online shop is easy to access	30.3	61.5	8.2	0.0
2. The product photos displayed are attractive	5.3	60.5	34.2	0.0
3. The product photos displayed clearly depict the product	30.7	69.3	0.0	0.0
4. Product identity (product name and description) is clear and understandable	35.5	64.5	0.0	0.0
5. Delivery and payment methods are clear	38.2	61.8	0.0	6.3

After the product order is confirmed, then proceed with sending the product via JNE delivery service according to the data on the order page. Partners only need to show the order code to the delivery service and then the product that has been specially packaged complete with the name, cell phone number and address of the customer is handed over to the delivery service for delivery confirmation.

The obstacle that SMEs worry about in implementing digital marketing is their limited knowledge regarding financial transaction systems and product delivery. Therefore, one



strategy for developing digital SMEs is to create easy transactions that are equipped with complete payment solutions, and are integrated with goods delivery services. Lack of knowledge about online marketing, which works simultaneously with an online payment system, is one of the weaknesses of SMEs.

#### 4. Conclusion

It is hoped that this online shop creation assistance activity can help SMEs in keeping up with technological developments. This activity is also able to increase awareness, understanding and skills of SMEs in alternative product marketing through online stores, so that they can expand product reach and marketing. Form of assistance in creating an online shop through assistance in opening an online shop on the Shopee marketplace. Partners are accompanied from product uploading to product delivery via delivery services.

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