



## Digital Marketing for MSMEs and Farmer Groups in the District of Kamang Magek

### Marketing Digital bagi UMKM dan Kelompok Tani di Kecamatan Kamang Magek

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#### Abstract

In today's digital era, information technology is developing rapidly. This technological development requires all lines of life to adapt to the use and utilization of information and communication technology, including the MSME sector (Micro, Small and Medium Enterprises). The success rate of adapting to the MSME sector greatly influences the success of MSME in dominating the market and reaching consumers according to the MSME target, where sales volume is also heavily influenced by digital marketing strategies. Digital marketing has a big role for MSMEs in providing information, facilitating direct interaction with consumers, and expanding market reach both nationally and internationally so that MSME sales can increase. However, in reality there are still many MSMEs who do not understand digital marketing, especially MSMEs in Kamang Magek District. The problems that occur at this time include marketing problems and determining the selling price, MSME actors and farmer group businesses do not have a good market so many of them sell their products and business results to middlemen or collectors where the selling price is often not proportional to the price of production, many MSME actors who are not independent and depend on middlemen or collectors to sell their products or business results. This Community Service aims to provide knowledge and understanding to MSME actors regarding the importance of digital marketing for marketing their businesses by utilizing social media. The methods of community service activities are lectures, discussions and direct training for MSME actors.

**Keywords:** Small and medium enterprises (SMEs), farmer groups, kamang magek district, digital marketing

#### Abstrak

Di era digital sekarang ini, teknologi informasi berkembang dengan pesat. Perkembangan teknologi tersebut menuntut semua lini kehidupan beradaptasi dengan penggunaan serta pemanfaatan teknologi informasi dan komunikasi, termasuk juga sektor UMKM (Usaha Mikro, Kecil dan Menengah). Tingkat keberhasilan beradaptasi sektor UMKM tersebut sangat memengaruhi keberhasilan UMKM dalam menguasai



	<p>pasar dan menjangkau konsumen sesuai target UMKM tersebut, di mana volume penjualan juga sangat dipengaruhi oleh strategi <i>digital marketing</i>. <i>Digital marketing</i> ini memiliki peran yang besar bagi pelaku UMKM dalam memberikan informasi, mempermudah interaksi dengan konsumen secara langsung, dan memperluas jangkauan pasar baik nasional maupun internasional sehingga penjualan UMKM dapat mengalami peningkatan. Namun kenyataannya masih banyak pelaku UMKM yang belum memahami digital marketing, khususnya pelaku UMKM yang ada di Kecamatan Kamang Magek. Permasalahan yang terjadi saat ini diantaranya masalah pemasaran dan penentuan harga jual, pelaku UMKM dan usaha kelompok tani tidak mempunyai pasar yang baik sehingga banyak diantara mereka menjual produk dan hasil usahanya ke tengkulak atau pengepul dimana harga jual sering tidak sebanding dengan harga produksi, pelaku UMKM banyak yang tidak mandiri dan tergantung pada tengkulak atau pengepul untuk menjual produk atau hasil usahanya. Pengabdian Masyarakat ini bertujuan untuk memberikan pengetahuan dan pemahaman kepada pelaku UMKM mengenai pentingnya digital marketing bagi pemasaran usahanya dengan memanfaatkan media sosial. Metode kegiatan abdimas yakni ceramah, diskusi dan pelatihan secara langsung kepada pelaku UMKM.</p> <p><b>Kata Kunci:</b> Usaha kecil menengah (UKM), kelompok tani, Kecamatan Kamang Magek, digital marketing</p>
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## INTRODUCTION

Small and medium enterprises (MSMEs) and farmer groups are a source of the community's economy in Kamang Magek District. MSMEs are engaged in various fields such as food and processed products, crafts and carvings, furniture, agricultural and animal husbandry products, while farmer groups in Kamang Magek District also vary from horticultural crops, food crops and plantation crops. In the Animal Husbandry sector there are also poultry livestock both broiler and laying, small and large ruminants as well as agricultural and livestock processed products. The behavior of people who are accustomed to doing business from generation to generation has led to the development of many small and medium enterprises (SMEs) and farmer groups in Kamang Magek District as a source of the community's economy. Currently there are 334 types of SME businesses and 146 farmer groups.

The city of Bukittinggi is the main place for marketing community agricultural products and products in the Kamang Magek District, considering that it is quite close to the city of Bukittinggi, which is approximately 10 km from the center of the city of Bukittinggi. The current problem is that people's production continues to increase and requires a new marketing location, MSME actors and farmer group businesses do not have a good market, so many of them sell their products and business results to middlemen or collectors where the selling price is often not proportional to the price. production, many MSME actors are not independent and depend on middlemen or collectors to sell their products or business results.

Based on discussions with the Head of the Kamang Magek sub-district, the community wants agricultural products and products to have their own market that is known by the outside world so that it will be easier for consumers to find and obtain these specific community agricultural and production products. Business actors understand the use of information technology so that they can market their products using a separate market place.



**Figure1.** Discussion between the sub-district head, the chairman of the regional parliament, P3M ITB HAS, LLDIKTI Wilyah X

Based on the results of the discussion, P3M Institute of Technology and Business Haji Agus Salim and Lecturer at LLDIKTI Region X held an introduction and digital marketing training for business people in the Kamang Magek sub-district.



**Figure 2.** The PKM Team from P3M ITB HAS and LLDIKTI Region X Lecturers

## METHOD

The implementation of community service activities for SMEs and Farmer Groups in Kamang Magek District is carried out using the following method:

### a. Presentation

In this socialization activity knowledge was given about Digital Marketing for SMEs and Farmer Groups.

### b. Workshop

Training activities are Digital Marketing practices for each UKM and Farmer Group

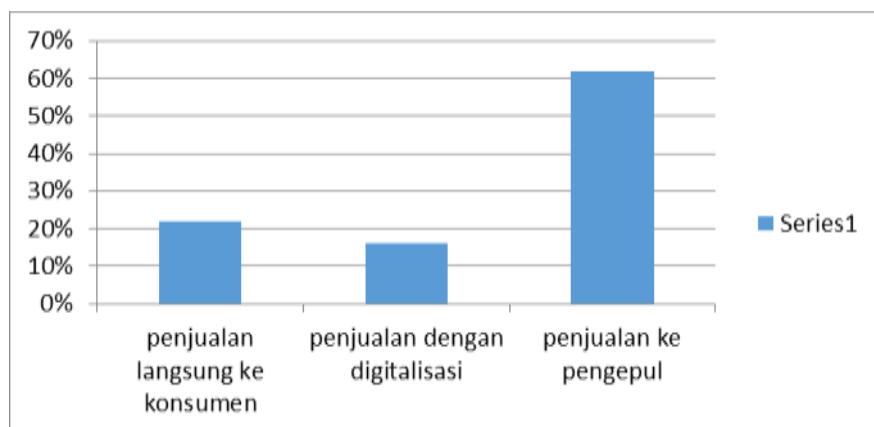


**Figure 3:** Digital Marketing

## RESULTS AND DISCUSSION

### Marketing Digital

From the results of socialization and discussions held in the hall of the Kamang Magek sub-district office, many SMEs and farmer group businesses have not yet used digital technology. In general, marketing or product sales are carried out to farmers at prices far below market prices. in chart 1.





**Figure 4.** Presentation of Digital Marketing

Digital Marketing can be defined as marketing activities including branding using various web-based media (Sanjaya & Tarigan, 2009). E-Marketing or digital marketing is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, to be able to communicate on a global scale, and change the way companies do business with customers (Nagel, P. 2012).

Digital marketing is marketing using the application of digital technology. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing). E-Marketing is a marketing process that uses electronic communication technology, especially the internet. The role of digital marketing strategy can be important in keeping up with digital technology developments and developing plans to attract consumers and direct them to a mix of electronic and traditional communications. Retention can be achieved by increasing consumer knowledge such as profile, behavior, value, and level of loyalty, then integrating targeted communications and online services according to the needs of each individual.

In this new wave era, marketers are increasingly demanding to think towards marketing with a low budget, high impact strategy. The power of this era encourages marketers, not only to get new customers, but also to innovate to retain old customers, especially those with potential. With Web 2.0, it's easier for people to express themselves through social media. From here, many marketers then began to explore the world of social media to attract and retain customers because the marketing media is profitable for companies with a low budget, but the impact is very high (Kodrat, 2009). In a business context, people engagement can lead to profit creation. Wardhana (2015) found that digital marketing strategies had an effect of up to 78% on the competitive advantage of MSEs in marketing their products. The use of digital marketing has several advantages, including:

1. Targets can be set according to demographics, domiciles, lifestyles, and even habits;
2. Quick results are visible so that marketers can take corrective action or change if something is deemed inappropriate;
3. The cost is much cheaper than conventional marketing;
4. Wider reach because it is not limited geographically;
5. Can be accessed at any time unlimited time;

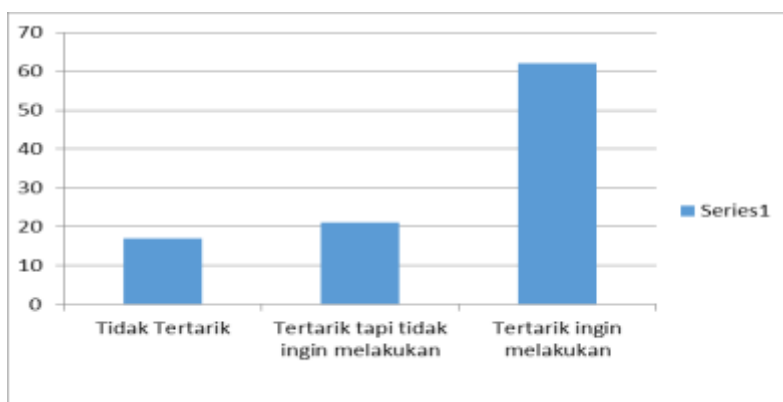




6. Results can be measured, for example the number of website visitors, the number of consumers who make purchases online;
7. Campaigns can be personalized;;
8. Can engage or reach consumers because communication occurs directly and in two directions so that business actors build relationships and foster consumer trust.

A digital marketing strategy using social media is very important because it can provide knowledge to MSME actors about the ways and stages of expanding consumer networks through the use of social media in marketing their products so that they can increase competitive advantage for the MSMEs themselves. The use of the internet has changed most of the concepts of marketing which previously only relied on the marketing mix consisting of product, process, place and promotion, but current developments have added to the basics of marketing, namely the 4C approach which consists of customer, cost, convenience and communication (Nagel, P. 2012). Businesses must consider costs to maximize profits and use of the internet also makes consumers comfortable, because consumers can buy products only from home, and companies need to develop two-way communication in order to form good relationships with customers (Nagel, P. 2012).

Providing socialization about digital marketing to SMEs and farmer groups in Kamang Magek Sub-District attracted the attention of the actors and they hoped to be able to market their products and processed products digitally even with simple digitalization such as social media. This is evident from the results of the questionnaire from SMEs and farmer groups after the training in graph 2.



## CONCLUSION

Digital Marketing training can increase knowledge that directly improves the economy of SMEs and Farmer Groups in Kamang Magek District.

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