



Digital Marketing Training and Assistance for MSMEs at INS Kayu Tanam High School

Pelatihan Dan Pendampingan Digital Marketing Bagi UMKM Di SMA INS Kayu Tanam

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Abstract

Technological developments have created many opportunities for many sectors. One of them is the opportunity for students to start becoming MSME actors. A business that utilizes technological media has a great opportunity to develop. Utilizing technology in a business can be done with digital-based marketing or what is usually called *digital marketing*. Digital marketing is an online promotional and marketing activity by utilizing social media, e-commerce and other digital platforms. This research focuses on digital marketing assistance and training for MSMEs at SMA Ins Kayu Tanam, Padang City This research aims to identify and analyze the implementation of digital marketing in promotional and marketing activities carried out by MSME students at SMA Ins Kayu Tanam. The method used in this research is descriptive qualitative using observation techniques and focused discussions in collecting data. Based on the research results, the implementation of digital marketing at Ins Kayu Tanam High School has gone well, but there are still obstacles faced, namely that there are still some MSME players who lack understanding of technology.

Keywords: SMA Ins Kayu Tanam, Digital Marketing, MSMEs.

Abstrak

Perkembangan teknologi telah menciptakan banyak peluang bagi banyak sektor. Salah satunya yaitu peluang bagi para siswa untuk memulai menjadi pelaku UMKM. Suatu bisnis yang memanfaatkan media teknologi memiliki peluang yang besar untuk berkembang. Pemanfaatan teknologi dalam sebuah usaha dapat dilakukan dengan pemasaran berbasis digital atau yang biasa disebut dengan *digital marketing*. Pemasaran digital atau digital marketing merupakan sebuah kegiatan promosi dan pemasaran secara online dengan memanfaatkan media sosial, e-commerce, dan platform digital lainnya. Penelitian ini berfokus pada pendampingan serta pelatihan digital marketing bagi UMKM di SMA Ins Kayu Tanam Kota Padang. Penelitian ini bertujuan untuk mengidentifikasi serta menganalisis pengimplementasian digital marketing dalam kegiatan promosi serta pemasaran yang dilakukan oleh para siswa pelaku UMKM di SMA Ins Kayu Tanam. Metode yang digunakan dalam penelitian ini yaitu deskriptif kualitatif dengan menggunakan teknik observasi dan diskusi terfokus dalam mengumpulkan datanya. Berdasarkan hasil penelitian, penerapan digital marketing di SMA Ins Kayu Tanam sudah berjalan dengan baik, namun masih terdapat kendala yang dihadapi yaitu masih terdapat beberapa pelaku UMKM yang kurang pemahaman akan teknologi.

Kata Kunci : SMA Ins Kayu Tanam, Digital Marketing, UMKM.



INTRODUCTION

The increasingly rapid development of technology creates many opportunities in various fields, one of which is the economic sector. Technology also provides great opportunities for MSMEs in Indonesia. Along with the development of technology, MSME actors are not only interested in professional society, even pupils and students have started doing business and making transactions or what we call MSMEs, MSME actors must equip themselves to master technology which is becoming more and more modern day by day. Technological developments create opportunities for consumers, suppliers, and sellers of goods and services to communicate with each other in online marketplaces. Business opportunities to utilize digital media are very broad because many people are already using the internet to develop their business (Muhardono and Satrio 2021).

The change in marketing from traditional (offline) marketing to digital marketing requires the ability of MSME players to be able to make changes in the way they market their products through social media. Digital marketing is an activity to promote and market through online media such as social media, e-commerce and other digital platforms. By carrying out promotions and marketing digitally or online, you can make marketing activities more interactive and integrated, so that it can help facilitate interaction between producers, distributors and consumers. Platforms that are often used in digital marketing activities are social media such as WhatsApp, Instagram and Facebook. With digital marketing, a business can reach a wide target consumer. Apart from that, digital marketing can also help minimize the use of advertising funds for business purposes.

Digital marketing currently plays a very important role in the marketing process of a business. With digital marketing, it is hoped that a business can more easily reach its market so that more and more people become familiar with the business's products. At SMA Ins Kayu Tanam, there are many MSMEs that have not implemented digital marketing in the product marketing process. This is because many MSMEs at SMA Ins Kayu Tanam do not understand the use of social media, e-commerce and other digital platforms in product marketing. The MSMEs at Ins Kayu Tanam High School are still based on traditional MSMEs whose marketing does not use much digital marketing. The lack of knowledge of MSMEs at Ins Kayu Tanam High School regarding digital marketing motivates the community service team to provide assistance and training in implementing digital marketing to run their businesses. With digital marketing assistance and training for MSMEs at Ins Kayu Tanam High School, it is hoped that it can help MSMEs understand digital marketing and can apply it in the continuity of their business.

This research is based on several previous literature related to the application of digital marketing. The following is some previous literature. (Muhardono and Satrio 2021) regarding digital marketing training and assistance for MSME players in Kertoharjo Village, Kuripan Kertoharjo Subdistrict with the results of digital marketing training and assistance activities for MSMEs carried out in this village becoming one of the solutions to MSME problems in the digital marketing sector. Apart from that, it was stated that through this activity it was hoped that MSME players could optimize utilization

social media as a digital marketing platform, and MSME players are expected to be able to create marketing content that is used as marketing support. (Mudrifah and Pramuja 2022) regarding digital marketing assistance to PKK MSMEs in Karangploso View-Ngenep, with the results of training activities and the application of digital marketing to PKK group MSMEs in Karangploso View-Ngenep, it is hoped that this can help increase sales from business actors.

IMPLEMENTATION METHOD

The implementation method used is descriptive qualitative with data collection methods using observation techniques and focused discussions (Forum Group Discussion). Research is carried out



by observing, recording and analyzing problems based on facts in the field. From existing field data, a general picture of the problems faced by MSME actors at SMA Ins Kayu Tanam was obtained. DescriptionThe general information is processed again to make conclusions regarding the application of digital marketing to MSMEs at SMA Ins Kayu Tanam, Padang City.

RESULTS OF ACTIVITIES

Digital marketing mentoring and training activities at Ins Kayu Tanam High School were carried out for 1 day, namely on May 16 2023. This activity was carried out simultaneously in one hall or gathering place.



Figure 1. Assistance and Training in the Implementation of Digital Marketing In order to keep up with developments in the flow of digitalization in today's modern era, actors MSMEs must have the ability to utilize digital marketing. Likewise with MSMEs at SMA Ins Kayu Tanam, MSME owners must have the ability to utilize today's sophisticated technology by carrying out digital marketing. Of the three potential MSMEs at SMA Ins Kayu Tanam, the service team provides assistance and training related to the application of digital marketing with the aim of helping increase sales and introducing MSME products to a wider market so that these MSMEs can develop and advance further. This mentoring and training activity was enthusiastically welcomed by 3 MSME actors at SMA Ins Kayu Tanam. The three MSMEs hope that the training and assistance will make it easier for them to use digital marketing as a means of marketing their business. Apart from providing assistance and outreach, the service team also provides training in conducting digital marketing via the Instagram social media platform. Instagram account from Each MSME has previously been created by a service team, so that during mentoring activities the service team can explain directly about the use of Instagram as a medium for marketing. In this digital marketing training and mentoring, MSMEs are directed to direct practice in operating digital marketing platforms. Not only Instagram, this activity also explains several other platforms that can be used as



digital marketing media. The training and assistance provided is in the form of uploading products, creating promotions, and so on.

This service activity is divided into several stages, namely:

1. Survey and Problem Identification

At this stage, the service team visited several MSMEs at SMA Ins Kayu Tanam to conduct a survey regarding the businesses they were running. In this stage, observations and focus group discussions are also carried out regarding future business potential. Of the several MSMEs that have been surveyed, there are many MSMEs that do not understand digital marketing well. Therefore, the service team collaborated with 3 potential MSMEs in digital marketing training and mentoring activities.

2. Socialization and Preparation

After getting several MSMEs to receive training and assistance, the next stage is to socialize digital marketing and make preparations for training and assistance in implementing digital marketing as a marketing process for the business.

3. Training and Mentoring

The final stage is training and mentoring. Where at this stage the service team explains embarrassing ways of digital marketing using the Instagram social media platform. The Instagram account for each MSME has been created by the service team beforehand, so that when the activity takes place the service team can immediately provide training and assistance to MSME actors.

Apart from providing training and assistance related to digital marketing, the service team also provides facilities in the form of MSME banners and registration of MSME locations on Google Maps, which is expected to make it easier for consumers to find MSME locations.



Figure 2. Community service TEAM



CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the discussion, it can be concluded that the training and mentoring activities for MSMEs at Ins Kayu Tanam High School are generally going well. With digital marketing training and assistance for MSMEs at Ins Kayu Tanam High School, it is hoped that it can increase the insight and skills of MSME players in terms of digital marketing. In the future, the service team hopes that MSMEs who receive digital marketing training and assistance can share their knowledge with other MSME actors at Ins Kayu Tanam High School, so that they can help to advance other MSMEs.

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