

## EFFORTS TO INCREASE PUBLIC KNOWLEDGE ABOUT DIGITAL MARKETING AS ONE OF THE EFFORTS TO IMPROVE THE FAMILY ECONOMY

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### Abstract

The use of smartphones has increased significantly since the COVID-19 pandemic. This is due to the government's policy of restricting human-to-human gatherings in order to avoid the transmission of the COVID-19 virus. People's lives are being made easier as communication and information technology advances; the world appears to be shrinking, and distance and time are no longer obstacles to humans meeting their needs. Technological advancements must be accompanied by an increase in the community's ability to use technology in order for it to be used optimally, particularly in efforts to improve the family economy. This community service aims to increase public awareness of the use of Internet-based media for digital marketing purposes. Community service is accomplished through direct exposure, discussion, and practice. This study was followed by mothers and women in the Waluya village. The information provided was about digital marketing and how to use it to improve the family economy by starting a home-based industry-based business. Mothers and women in Waluya Village are becoming more knowledgeable, and there is a greater interest in starting an online store to help the family economy.

**Keywords:** Digital Marketing, Empowering Women and Youth, Social Media.

### INTRODUCTION

COVID-19 was discovered in China first and quickly spread to 29 other countries. Nationally confirmed cases totalled 79,331 individuals, with 2,618 deaths reported worldwide. In recent years, the COVID-19 virus has caused unresolved issues (Xie et al., 2020). Because of the rapid and widespread spread of the COVID-19 pandemic, the Chinese government imposed a mass quarantine in Wuhan, built emergency hospitals, and isolated people who were proven to be infected with the virus (Sherman, Patterson, Tomar, & Wigfall, 2020). As the COVID-19 virus spreads throughout the world, the Government of the Republic of Indonesia is making various efforts to halt the spread of COVID-19 by encouraging all Indonesians to work, study, and worship at home (Tayo, Nursanti, & Utamidewi, 2021). People respond to the government's call to stay at home in a variety of ways, one of which is by utilizing the sophistication of internet-based communication technology.

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The internet makes it easier for people to meet all of their needs, particularly information needs. All information is disseminated via internet-based media, including non-specific and inaccurate information (Oneal et al., 2019). People's lives are made easier by the existence of internet-based information and communication technology, which is regarded as one of the most effective ways to obtain information during the COVID-19 pandemic (Roy, Hasan, Sadri, & Cebrian, 2020).

Communication technologies like WhatsApp, WeChat, Facebook, and Twitter offer other ways to spread information. Because the existence of communication and information technology has both positive and negative aspects, the public must be properly educated in order to use it properly. Inappropriate use of communication and information technology has a negative impact on people's lives. For example, it has been discovered in several studies that the negative impacts of using internet-based media include parents who lack an understanding of the internet and tend to let their children cool with smartphones (Stephens, Li, Robertson, Smith, & Murthy, 2018), causing children to become lazy and addicted to playing games on smartphones (Utami, 2019).

The use of internet-based media can also have a positive impact on users if they understand and use smartphones for good and positive purposes (Marpaung, 2018) such as improving intelligence, skills, and the economy of the community. Several studies on the use of social media have found that, when used properly and with parental supervision, social media can improve children's understanding of foreign vocabulary (Listiana & Guswanti, 2020), motor skills (Alia & Irwansyah, 2018) and the quality of community communication when distance and time are separated (Marpaung, 2018). The use of the internet can also be an alternative business for improving the community's economy (Marpaung, 2018), for example, motorcycle taxi drivers can now wait quietly in a comfortable place when serving passengers, and online applications can help motorcycle taxi drivers get passengers, Food or clothing sellers no longer need to own a shop with land and high rental costs because the market place application can be an alternative to opening an online shop with a low budget (Alia & Irwansyah, 2018).

Communication and information technology advancements have added a new hue to the world of marketing. Traditional markets, which used to be a meeting place for sellers and

buyers, experienced rapid progress with the advent of the Internet. People no longer have to wait for the morning or for market operating hours to begin; the existence of online markets has succeeded in reducing space and time; now, people can buy and sell using their hands from wherever they are.

People should benefit from the existence of communication and information technology; however, in order to benefit from the existence of good things and technology that make life easier for the community, a literacy activity from the use of technology itself, particularly the use of technology to improve the family economy, is required. In the world of marketing, technology can be used to bring buyers and sellers together and reduce existing differences. Digital technology can be used by the community for many things, such as marketing (Sulaksono, 2020), making micro, small, and medium-sized businesses more productive (N, Wardhana, Haryanto, & Pebriyanto, 2020), helping with marketing campaigns that reach more people (N et al., 2020), and giving young people more skills (Pranoto, Jasmani, & Marayasa, 2019). As a result, an activity to increase public awareness of digital marketing is required so that people can understand and benefit from advances in internet-based technology.

Partnerships between academics, government, and the community are required to better understand and improve skills in the use of internet-based technology, so that people are more empowered and competitive, not only as consumers but also as producers, in order to improve the family economy. Singaperbangsa Karawang University students will perform community service to increase their knowledge and ability to use Internet-based media for marketing purposes.

## **METHODOLOGY**

Universitas Singaperbangsa Karawang Partnership Activity is a form of concern for academics who have expertise in digital literacy and care about the community so that they can use internet-based communication and information technology wisely. As previously stated, technology has both positive and negative aspects that have an impact on human life. As a result, efforts must be made to literate the community so that the presence of digital-based technology does not harm future generations.

As a result, academics from Universitas Singaperbangsa Karawang will conduct activities to increase public knowledge, particularly among mothers, so that they can better understand the use of communication and information technology for digital marketing purposes. The following are the steps to be taken:

### **a. Situation Assessment:**

The situation analysis stage is complete to identify the needs of partners in implementing activities so that the activities carried out are accurate.

### **b. Activity Scheduling:**

Planning an activity means figuring out who will be the communicator, what kind of message will be sent, what kind of media will be used to send the message, who will take part in the activity, and how to find out if the message will be well received by the public.

c. Application:

Implementation of community service activities in the form of socialization with community service partners.

d. Assessment:

The purpose of evaluating activities is to find out how much the activities help community service participants learn and feel more in control of their lives.

## **RESULT AND DISCUSSION**

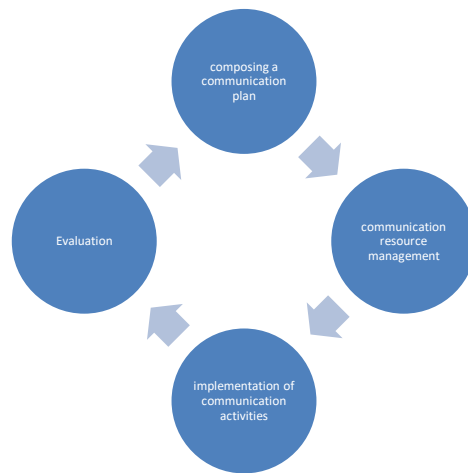
The activity aimed at increasing public awareness of digital marketing is aimed specifically at mothers and teenagers in Waluya Village. This activity aims to improve the knowledge and abilities of mothers and young women in Waluya Village so that they can use them to improve the family economy. Waluya Village is located in Kutaluya District, Karawang Regency. This activity is carried out as a form of community service in order to alleviate extreme poverty in Karawang Regency following the COVID-19 pandemic. The following stages precede the activity:

a. Situation Assessment

The situation analysis stage is used to get to know the service partners better so that they can design activities that are in line with the partners' potential and service activities that are in line with their needs. Waluya Village, which has a village area of 400 hectares and a population of 3,900 people, has a lack of infrastructure in the field of education, with indicators that there are still villagers who drop out of school at the elementary school level. In the economy, community training is still required because Waluya Village does not yet have the benefit of village products that can be empowered and there are still few people and village administrators who understand the digital world, particularly internet-based information. Servants meet with village administrators and village cadres, who represent the community.

b. Planning

The service provider makes a communication activity plan based on the results of field meetings, interviews, and data collection. This plan will be used to help meet a number of partner needs, especially those related to learning more about digital marketing and giving digital information.



**Figure 1 Participatory Communication Planning Activities to increase Knowledge of Digital Marketing Mothers and Young Women in Waluya Village**

The first step in planning is to talk to the service partners, which are the Waluya Village and Karang Taruna officials, about the village's potential and the habits of the people who live there. The activity planning process also discussed Waluya Village's strengths in the form of communication resources. Communication resources include the people who take part in an activity, the speakers, the tools used, the money, and the materials that will be given out.

Lecturers and students from Singaperbangsa University, Karawang, are leading the activity to teach people more about digital marketing. Mothers and young women from Waluya Village who want to take part are giving the presentations. This activity is supported by the Singaperbangsa University Strategic Research Grant. The activity will take place in the village meeting room, which is more convenient for the Waluya Village Community. The activities are done in three steps: an initial evaluation to find out how much the community already knows, the stages of giving out materials, the practice stage, and a final evaluation.

c. Activity

As many as 20 mothers and young women participated in the activity to increase public knowledge about digital marketing, which was carried out by introducing several materials, including:

- What is Digital Marketing?
- Using Digital Marketing in Daily Life
- Using Social Media as a Product Promotion Tool
- Taking Basic Product Photos with a Gadget

This activity occurred concurrently with the creation of social media accounts and the registration as sellers in market place applications. The content creation team started working on creating interesting content to post on social media. Servants also provide guidance and education on how to use social media as a marketing tool to increase sales. For example, how many times per day do you have to upload content to your feed or stories? What to do to get a lot of followers and other important aspects of digital marketing, particularly using social media.

d. Evaluation

In this activity, the ability of the participants before and after the activity was measured with the following questions:

1. Do you know about digital marketing?
2. Do you know how to find information using internet-based media?
3. Do you often use market place applications?

The questions were distributed to the activity participants before and after carrying out the activity, while the measurement results of the participants' knowledge level before and after the training were carried out as follows:

Evaluation	description	Before	After
cognition	Knowledge of digital marketing	4.6	8.3
Affection	Concern for digital marketing-based information	5.3	8.8
Conative	Participants feel they have to carry out digital marketing literacy for the community	5.5	8.7

## CONCLUSION

Digital marketing as a marketing activity that relies on the sophistication of internet-based communication and information technology is an alternative business that can be run by anyone, including housewives. Through the existence of this digital market, those who only have small capital can open a virtual shop anywhere at any time with only a smartphone. Digital marketing literacy needs to be done so that its utilization can be maximized and become an alternative to new businesses and a way to improve the family economy so that mothers and teenagers can benefit positively from smartphones and other digital technologies.

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