

SOCIALIZATION OF DIGITAL MARKETING OF AGRICULTURAL PRODUCTS IN RIANGGEDE VILLAGE, TABANAN, BALI

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Abstract

Rianggede Village is located in Penebel District, Tabanan Regency, Bali Province. One of the goals in carrying out trading activities is to make a profit. Therefore, it takes a marketing effort that business actors must carry out to achieve goals. The application of the Internet network as a medium for promotion and transactions in marketing is one of the contributions to the development of information technology. Digital marketing is a term used to describe the process of using digital technology. Digital marketing promotes products and services using online digital media such as social networks. This service aims to introduce digital marketing through social media and marketplaces to the public, especially farmers. The 2023 University of National Education community service activity is a work program activity by conducting socialization activities related to digital marketing to farmers with the aim that the marketing of agricultural products from Rianggede Village will develop and be able to compete in the digital era.

Keywords: Agricultural Products, Digital Marketing, Rianggede Village

INTRODUCTION

The main purpose of starting a business is to make a profit. As a result, business owners must engage in business promotion to achieve their goals. The development of the Internet as one of the promotional and transactional platforms in the marketing world is one of the many contributions to the advancement of information technology. One example of information and communication technology that is increasingly popular due to the need for a more efficient, effective, and practical society is the Internet.

Consumers can see products directly sold by business owners, which is one of the advantages of promotion (Wulandari et al., 2022). Along with the development of information technology, it also changes the scope of the marketing world. Previously, marketing communications using conventional methods are now integrated into the digital world (Acharisa, 2018). *Digital marketing* is a term used to describe the process of using digital technology.

(Purwana, 2017) It goes on to say that digital marketing promotes products and services using online digital media such as social networks. Digital marketing allows buyers to make

transactions and make purchases using the internet, sellers are allowed to be more professional while increasing their efforts to create digital marketing materials that are relevant to the goods/services they provide to customers (Farell et al., 2019). Digital marketing can be done by building a brand on social media.

Social media is a media that is often used in *digital marketing*. This is due to the continued increase in the use of social media in daily activities. Of the many social media that exist, Instagram is the most popular social media platform for media marketing. Instagram has a feature called Business Account that allows business owners to create a business profile on Instagram and optimize their business operations using social media. With this feature, businesses of all sizes can fine-tune their business profiles, learn more about their customers, and promote their business to achieve their goals (Rachmawati, 2018).

Shape *digital marketing* Others that are often used today include online stores such as Shopee, Tokopedia, Lazada, and Tiktok Shop which many business owners use to sell their products. Farmers have difficulty in using internet marketing applications because of the simplicity of use of the applications and the suitability of their needs. The process of incorporating it into the application is quite complicated, and farmers are confident that they do not need the application as a marketing medium at this time.

By and large, they already have *smartphones*, Understand *digital marketing*, and can use them. However, farmers have not used social media or *online shops* in marketing activities. *Smartphone* which is owned only to be used as a means of communication. Utilization of *digital marketing* for PKK mothers in Riangede village by the results of discussions with the community in socializing the selection of marketing methods in the digital era. Most PKK mothers already own mobile phones but have not been able to fully leverage their ability to adopt digital marketing tactics, and the items developed have not been widespread (Snow and Snow 2020).

Some of the benefits of using digital marketing in product promotion are:

1. Help business owners connect via the internet to customers.
2. Achieve sales targets due to more efficient use of time and resources.
3. Digital marketing is cheaper and and efficient than other forms of advertising (Such as print, television, or radio).
4. Digital marketing allows business owners to provide real live services to their customers.
5. Sellers/business owners connect with customers via mobile phones in unlimited time and place.
6. Get a higher profit than the advertising/promotion rates that have been paid.
7. Support the strengthening of the brand/company position in the minds of customers from other companies.
8. Help microbusiness owners to partner with larger companies.
9. Prepare micro and small business owners for the Internet of Things era, where everything can be done through the Internet.

Provide more time for business owners to brand their products which results in people getting to know the product so that customers find it difficult to move to other products (Rebecca, 2016).

IMPLEMENTATION METHOD

Community service activities are carried out by conducting socialization related to *digital marketing* which is continued by dialogue. This socialization method was chosen because it is more effective in overcoming the problems posed by the target audience. Target people who are unfamiliar with digital marketing so that knowledge can be transferred to them as soon as possible.

Here are the steps in the process:

1. Preparatory Stage

The first step in the process is to conduct a survey and coordinate with the Head of Family Empowerment and Welfare of Riangede village regarding the problems faced during the production process of a product. Finally, we will coordinate permits with the Riangede Village Government, Village PKK, and Banjar PKK.

2. Socialization Implementation

The offline socialization of PKK mothers in Riangede village took place at the Multipurpose Hall, Riangede Village, Penebel, Tabanan. After the presentation of the material, it continued with the discussion stage.

3. Evaluation phase

The evaluation stage is the process of evaluating socialization activities, whether the material that has been presented can be well received, and whether *the audience* benefits from holding the socialization activities.

RESULTS AND DISCUSSION

Offline Marketing Socialization

On January 28, 2023, community service activities will be carried out by providing socialization, material presentation, and continued discussions. The number of PKK mothers in Riangede village who attended the socialization activity was 17 people. Instagram, WhatsApp, Facebook, marketplace, and tiktokshop are social media that are focused on the introduction of *digital marketing*. The output target of this socialization activity is to increase the insight and knowledge of PKK mothers about *online marketing*.



Picture 1 Implementation of Digital Marketing Socialization Activities

Source: (Personal Document)

CONCLUSION

Community service activities in the form of socialization about digital marketing to Rianggede Village farmers were followed enthusiastically so that the activity could run well. Rianggede Village farmers who have participated in socialization activities can understand the importance of online marketing and understand how to market products through social media and *marketplaces* which are expected to be implemented in future marketing activities.

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