

DIGITAL MARKETING SOCIALIZATION AND EDUCATION FOR MSMES IN CELUK VILLAGE, SUKAWATI DISTRICT GIANYAR REGENCY

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Abstract

Digital marketing is a promotion activity and market search through digital media online by utilizing various means such as social media. This service program aims to improve knowledge and skills about digital marketing, especially social media, for Small and Medium Enterprises (SMEs) business people to increase sales and profits. Attended by silver craftsman MSME participants in Celuk Village, Sukawati District, Gianyar Regency. The methods used in service program activities, namely; socialization of social media use; sharing experiences and discussions; Next, the practice of creating social media accounts and how to make them attractive to buyers in the form of words, stories, images, and others. The results of service activities show that some business actors actively use social media as a promotional tool and have not separated personal accounts from online store accounts, some MSME participants use it occasionally and the rest of, the participants have never used social media marketing due to lack of technological skills. Overall, participants showed great interest in using social media marketing on an ongoing basis.

Keywords: Digital Marketing, Social Media, MSMEs

INTRODUCTION

Technological progress is something that cannot be avoided in today's life because technological progress will go hand in hand with the progress of science. The creation of innovation provides positive benefits, convenience, and as a new way of doing human life activities. In the field of technology, society has enjoyed many benefits from the innovations that have been produced in the last decade.

The development of technology today has shown tremendous progress, and many things from the life sector have used the existence of technology itself. The presence of technology has had a considerable impact on the lives of mankind in various dimensions and aspects. The development of information technology is growing rapidly, as Micro, Small and Medium Enterprises (MSMEs) utilize information technology to run their business.

Micro, Small, and Medium Enterprises (MSMEs) must be able and ready to compete in the international market so as not to be run over. Moreover, in this era of competition, MSME

players must be literate in information technology so that it is easy to market products abroad. In today's digital era, MSME players will need the right information technology to be able to grow and compete.

MSME players are constrained to get the right and appropriate information technology solutions because MSME players do not have expertise in the field of information technology which is always changing and various technology products, causing MSME players to be confused in choosing the right solution. So that MSME actors need guidance in choosing the right information technology according to the type of business and their needs.

Digital marketing is one of the media that is often used by business actors because of the ability of consumers to follow the flow of digitalization, some companies are slowly starting to leave conventional marketing methods to switch to digital marketing. With digital marketing, communication, and transactions can be done at any time (real-time) and can be accessed globally. Consumers can see various products through the internet and almost all information about all products is available on the internet, ease of ordering, and the ability of consumers to compare one product with another (Kotler and Keller, 2016).

MSMEs that are quite fast developing are silver crafts in Celuk Village, Sukawati Gianyar District. These MSME players have been selling their products, wanting consumers if they will order or buy the product to come directly or order via *WhatsApp* to be able to see the product to be purchased. This is considered less effective because the product cannot be seen and even enjoyed by other people who do not know information related to MSME products that can compete with other MSME products that are familiar with the technology.

Based on the explanation above, the author can assume that digital marketing plays an important role in improving MSME business. Implementation of service program activities in the form of socialization, practice, and education on the benefits of digital marketing to improve the economy in Celuk Village, Sukawati Gianyar District.

IMPLEMENTATION METHOD

The implementation method in community service program activities is socialization and education on the role of digital marketing for MSME actors in Celuk Village, Sukawati Gianyar District through several stages, namely:

1. Preparatory Stage

Conduct visits to identify and map what problems are faced and the solutions needed. Based on the results of identification and mapping needed by MSMEs is an explanation of the role of digital marketing.

2. Activity Implementation Stage

a. Lecture technique

Providing digital marketing socialization to motivate participants with the aim that participants understand digital marketing. In addition, it provides an overview of technological developments, especially in marketing its products.

b. Tutorial techniques

Providing information, education, and training to MSME players about making marketplaces and *understanding how to manage marketplaces, and creating social media accounts that are the latest trends in business promotion media.*

c. Discussion

To provide an opportunity for participants to discuss issues related to product marketing.

3. Final Stage of Activities

Provide an evaluation to find out the understanding of MSME participants regarding promotional activities carried out through digital media.

RESULTS AND DISCUSSION

The results were achieved in community service activities carried out in Celuk Village, Sukawati Gianyar District, namely in the form of providing socialization, digital marketing education, and training in the form of practices on creating and managing *marketplaces*, as well as creating social media accounts. The discussion material consisted of the importance of using digital marketing and digital marketing strategies that can be done by MSME participants in using social media about interesting and interactive content, developing marketing content, and integrating digital marketing and marketing on an ongoing basis.

The results of the implementation of community service activities, in general, can be seen based on the following components:

1. The success of the target number of participants/communities involved in this activity is very good.
2. The achievement of activity objectives can be said to be good (80%), namely an increase in knowledge from MSME participants about the importance of training on making and managing *Market Place*, as well as the creation of social media accounts.
3. The achievement of the material targets that have been implemented can be said to be good (80%) because all service materials can be delivered by the service team in a limited time.
4. The ability of the community in mastering the material can be said to be good (75%) this is possible because the delivery of material is done in a simple way, namely by the method of lectures, tutorials, and discussions.

Overall, the importance of training on digital marketing as a strategy to increase consumers in marketing their products in Celuk Village, Sukawati District, Gianyar Regency can be said to be good and successful, this can be measured from the four components above.



Figure 1. Socialization to MSME Actors in Celuk Village, Sukawati-Gianyar

Source : (Personal Documentation)

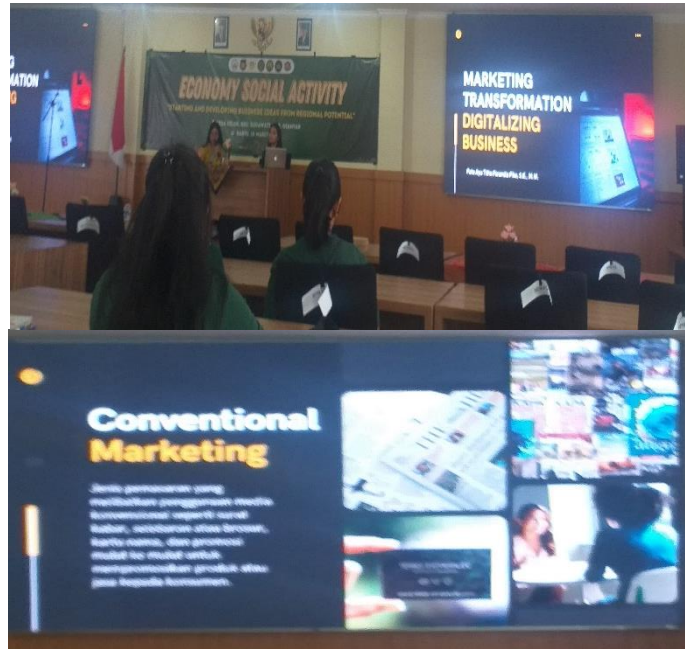


Figure 2. Education and Training Stage for MSME Actors in Celuk Village, Sukawati-Gianyar

Source : (Personal Documentation)



Figure 3. Visit to MSME actors in Celuk Village, Sukawati-Gianyar

Source : (Personal Documentation)

CONCLUSION

The conclusion that can be drawn from the implementation of this community service activity is that the change in marketing behavior from conventional to digital is not balanced by the existence of MSME actors in Celuk Village, Sukawati District, Gianyar Regency who use digital marketing, even though MSMEs are believed to be able to spur the economy in Celuk Village, Sukawati District, Gianyar Regency. The use of digital technology-based marketing concepts is hope for MSMEs to develop into the center of economic power in Celuk Village, Sukawati District, Gianyar Regency. *Digital marketing* promotion media is expected to be an effective choice for MSME players in Celuk Village, Sukawati District, and Gianyar Regency in developing business and reaching national and international markets. Conventional promotional media, which requires a lot of money and is much more complicated, by itself is no longer the main concern for MSME players in Celuk Village, Sukawati District, and Gianyar Regency because of digital marketing.

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