

## COUNSELING ON DIGITAL MARKETING OPTIMIZATION TO INCREASE THE PRODUCTIVITY OF MSME BUSINESS IN RIANGGEDE VILLAGE, TABANAN

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### Abstract

Rianggede Village is a village located in Penebel District, Tabanan Regency, Bali Province. Small business is one of the sectors that supports the economy of residents in Rianggede Village, however, there are still many small business actors who still do not understand the importance of implementing digital marketing strategies for the products they produce. Digital marketing is the activity of marketing or promoting a brand or product using digital media or the internet to attract consumers or potential customers quickly. The existence of small businesses is expected to be able to boost the economy of the villagers. With the existence of community service activities where the work program activities by conducting socialization activities related to digital marketing to small businesses in Rianggede village, Penebel sub-district, Tabanan district. This socialization activity related to digital marketing aims to make small businesses in Rianggede Village more productive, thriving, and able to compete in the digital era.

**Keywords:** Digital Marketing, Rianggede Village, MSMEs.

### INTRODUCTION

One of the villages located in the Penebel sub-district, Tabanan Regency is Rianggede Village. One of the supporting sectors for the people's economy in Rianggede Village is MSMEs. According to Legislation No. 20 of 2008 Micro, Small, and Medium Enterprises (MSMEs) are individuals or corporate organizations that have productive companies that comply with the provisions of small businesses. In Indonesia, Micro, Small and Medium Enterprises (MSMEs) play a valuable position in the country's economic growth, especially in spreading the economy, eliminating poverty, and supplying foreign money. (Sandi, 2020).

In this day and age, MSME activists must be able to utilize digital media and platforms as product marketing tools so that consumers are more aware of the goods/services produced by MSMEs. MSME activists can carry out effective and efficient marketing using digital media such as social media and marketplaces (Rachma and Fahrurrozirahman 2022). E-commerce marketing has proven to be effective in promoting MSME products (Mulyana, Nurrahman, and Abdurohim 2021). The transition from offline to digital business makes it easy for MSME players. (Soleh and Adinugraha 2022). Attracting and retaining consumers well is the goal of

digital marketing. The adoption of technology and the internet among the general public is very large, therefore it is not surprising that digital marketing is a top priority for business people (Pangestika, 2020). Digital marketing enables businesses to better understand and meet consumer needs and aspirations. In addition, customers can search for and obtain information on goods/services by using the Internet which can facilitate the buying process (Purwana, Rahmi, and Aditya 2017). Even though the quality of the products offered is good, it is possible that without digital branding, people do not know about these products so MSMEs do not develop. and cannot compete nationally. This is also inseparable from a more mature manufacturing strategy, and there are still many SMEs who are not familiar with the value of brands in increasing production speed (Ridwan 2019).

As an implementation of the Tri Dharma of Higher Education and a form of community service, counseling activities were held related to the introduction of digital marketing to MSMEs in Rianggede Village. MSME counseling aims to provide information about the importance of digital marketing strategies. The holding of counseling activities related to the introduction of digital marketing to MSMEs in Rianggede Village aims to be able to develop a digital marketing strategy for MSMEs in Rianggede Village. This activity is aimed at MSME actors in Rianggede Village who are still lacking in digital marketing. Therefore, counseling activities related to the introduction of digital marketing to MSMEs in Rianggede Village were appointed as a form of community service activities. (Pratiwi, 2013).

## **METHOD**

Making a work program requires awareness of the breadth of the village's environmental potential. It is hoped that the implementation of strategic management in implementation can create work programs that are appropriate and appropriate to the needs and capabilities of village resources as assets in development (Nursyamsu, 2018).

Based on the problems that exist in Rianggede Village regarding the lack of knowledge related to digital marketing for MSME actors which makes MSME business productivity less than optimal, therefore, the work program that I brought regarding this problem is to make counseling related to the importance of digital marketing for MSME activists in Rianggede Village. This counseling was carried out by visiting UMKM places in person at several banjars in Rianggede Village. This counseling was appointed as one of the work programs because, in the current global era, MSME activists have challenges with the digital economy, meaning that MSME activists must change in marketing management (Suharti, 2022).

The solution that can be provided by the author to overcome the problem of digital marketing that is not optimal for MSMEs in Rianggede village is to provide information through counseling regarding what digital marketing is, the benefits of digital marketing, as well as information related to the number of MSMEs in Indonesia which are still lacking in implementing digital marketing. aims to increase the interest of MSME activists to apply digital marketing in their businesses.

The method of implementing this work program is carried out on Sunday, January 29, 2023. The target of this work program is intended for MSMEs in Rianggede Village by using the discussion approach method carried out to understand the problems faced by MSMEs and carry out direct practice. Where the plans and procedures used are:

- Observing the location of MSMEs that have the potential to develop and are still lacking in terms of digital marketing in several hamlets in Rianggede Village.
- Conducting hands-on practice by visiting each msme in person by providing brochures related to digital marketing as a medium for disseminating information provided to each msme visited in several banjars. As well as empowering MSMEs by helping to buy products that are sold as a way to increase MSME sales.

## RESULTS AND DISCUSSION

On January 29, 2023, at Rianggede Village, Penebel District, Tabanan Regency, Bali Province, I conducted a work program with the theme "Digital Marketing Optimization Counseling to Increase MSME Business Productivity in Rianggede Village, Tabanan" with the target of UMKM in several hamlets of Rianggede Village which is still lacking in digital marketing. The implementation of this work program begins with observing several MSMEs that will be selected as targets, followed by implementing a work program by visiting these MSMEs directly one by one by giving brochures as information media in this counseling activity.



**Figure 1. Digital Marketing Counseling Activities for MSMEs in Rianggede Village**

Figure 1 is an overview of counseling related to digital marketing by coming directly to the MSME business location to conduct counseling directly to MSME owners. This program has been well received by MSME actors, this can be seen from the enthusiasm of MSME actors in receiving counseling and reading information related to digital marketing listed in the brochures that have been provided. The results of this community service will help MSME actors to better understand how marketing strategies and marketing benefits are through digital marketing. This counseling aims to make it easier for MSME activists to implement digital marketing in their efforts to increase their business productivity.

## CONCLUSION

MSMEs counseling activities are carried out to share information regarding the importance of marketing strategies with digital marketing to MSMEs in Rianggung Village. Counseling related to digital marketing to MSME actors which was carried out in Rianggung Village, Tabanan Regency was carried out by coming directly to the MSME business locations to conduct counseling directly to MSME owners. MSME counseling in Rianggung Village has had a positive impact on MSME actors and this counseling aims to make it easier for MSME activists to implement digital marketing in their efforts to increase their business productivity.

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